

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Research

In everyday life, communication cannot be separated from the formal and informal language. Slang is described both as “the special vocabulary or phraseology of a particular calling or profession” and as a “language of a highly colloquial type, considered as below the level of standard educated speech and consisting either of new words or of current words employed in some special sense”. This opinion is stated by Elisa Mattiello (2008). Slang words invade and dominate the language of young people nowadays quickly. Before the mass media, slang words invaded the language slowly and largely by word of mouth.

Lately, there is a new fact that the use of slang words has become an abbreviation. According to Merriam Webster (1991) Abbreviation is a shortened form of a written word or phrase used in place of the whole word or phrase (p. 19). For example, ‘ACC’ abbreviated from the word ‘*account*’. This example is indicated as a new language and they have their own style. In other words, an abbreviation is used to refer to a shortened form of a word or phrase and become a most shortened form. Slang words in abbreviation form also avoid repetition of long words and phrases.

In connection to the examples above, slang words in abbreviation form can be found on Instagram as a caption. The researcher found that the American captions

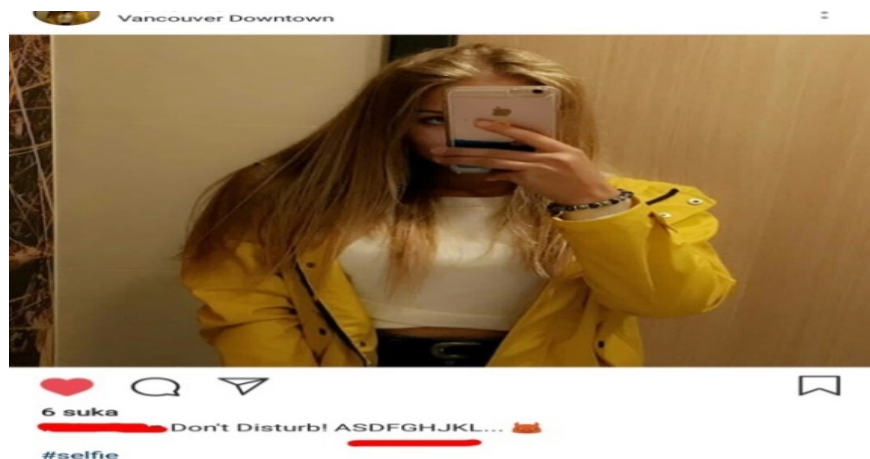
have many variations. Sandra Grauschorf (2016) said that caption is a type of metadata tag used on social network and services which make it easier for users to find messages with a specific content and theme. Caption becomes mark of non-standard language that is used on informal style is slang language (p. 01). A caption is more complex and instantaneous for Instagram users to make their words and they also can enjoy photos, videos, memes or any shares on Instagram. In fact, sometimes those shares are not relatable with their captions.

Slang words has previously been studied by Kolowich (2014) *Slangs and Gender: A Sociolinguistic Perspective*. She analyzed about slang words and gender in daily conversations. The second journal is Egistiliani, R, Wahya (2015) *P Language Wordplay by teenagers on Twitter in 2011-2013; A Sociolinguistics Study*. It explained slang words type which is internet slang influence teenager in the way using social media such as Twitter. Slang has also conducted in a thesis by Suwarsih (2012) *Slang word used in 'Brooklyn Finest' Movie by Antoine Fuqua; A Sociolinguistics Analysis*. She found slang word by using word formation. The other research by Sri Wahyuni (2008) *An Interpretation of slang language in Ocean Eleven movie*. She found that there are numbers of type slang language used in the Ocean's Eleven' Movie.

In contrast to previous research, that more widespread from Twitter, movies, and daily conversations, this research is more focused on Instagram. This research is concentrated on explaining the construction and meaning of the abbreviated slang words in American caption. The researcher tried to explain how American language

is various that can be proved with their caption. According to Finegan (2008) stated that language varies from one social group to another social group, from one situation to another situation, and from one place to another place (p. 330). These facts and the consequences are the reason of the researcher more emphasize on how the effect of slang on written language using the perspective of sociolinguistics approach as a benchmark.

Furthermore, the popularity of slang is important to be an observation due to America (USA) is a big country. American can be the most influential as community or group in developing the scope of slang language. Instagram users which are not American realized that American captions are harder to be understood. The meaning of American captions has to be learned by the other users from a different country. In fact, slang words abbreviation on American's caption can be a boomerang due to lack of knowledge about the variation of slang. The researcher has saved and explained some list of American captions from Instagram pictures as consideration.



### Figure 1.1

Besides of that, figure 1.1, as an example from the owner of an account of American Instagram that uploaded selfie picture with a somber face and the caption is *“Don’t disturb! ASDFGHJKL.”* The data is identified the use of slang words. This data type consist of A-S-D-F-G-H-J-K-L is nine letters that stand for I’m Bored. These nine letters of data are composed of only two words that the meaning is she/he is bored at that time. This type is used to show the feeling.

From the example, the researcher found that the meaning of the data is relatable with the phenomenon. The reader cannot understand what is the meaning of that abbreviation without seeing the uploaded picture and looking for the meaning from other sources. But on the other side, sometimes slang words can be identified in a new form derived from the initials such as ASDFGHJKL and XOXO. In this example, slang words abbreviation is coming from the creation of the users of slang words.

Based on the case, the facts, and those data, the researcher interested with the problems through on this phenomenon to review the problems about how is the construction and the meaning of slang words in abbreviation form that appears in American captions on Instagram. As detailed discussion and deeper understanding, the researcher is needed conducting more through on this phenomenon to review the types of slang words.

## **1.2 Identification of the Problem**

Based on the background of the research, then the researcher identified some problems that appeared, as follows:

1. Instagram users have difficulties to understand the construction of abbreviated slang words in American captions.
2. The use of abbreviated slang words can be a boomerang due to lack of knowledge about meaning of slang.
3. Instagram users come from many ages and often use abbreviated slang words on their captions.

## **1.3 Limitation of the Problem**

Based on the problems of slang words, then the researcher identified those three problems into two problems, as follows:

1. Instagram users have difficulties to understand abbreviated slang words construction of American captions.
2. The use of abbreviated slang words can be a boomerang due to lack knowledge about meaning of slang.

## **1.4 Formulation of the Problem**

Regarding to formulation of the problem, researcher has formulated the problems into two questions which are the focus of this research, as follows:

1. What are the constructions of abbreviated slang words found in American captions on Instagram?
2. What are the meanings of abbreviated slang words found in American captions on Instagram?

### **1.5 Objective of the Research**

In relation to the formulation of the problem, the researcher decided to find the objective as guidance for this research, as follows:

1. To find out the constructions of abbreviated slang words in American captions on Instagram.
2. To find out the meanings of abbreviated slang words in American captions on Instagram.

### **1.6 Significance of the Research**

Concluding from the results of this research, researcher hoped this research can provide benefits to increase the knowledge to be required to both the researcher and reader, as follows:

#### **1.6.1 Theoretical Significant**

1. The result of this research is hoped to be very useful for next researcher in analyzing and making new conclusion in particular.

2. The research is expected to give contribution for the development of linguistic subject in the university as well as for researcher and other researcher especially sociolinguistic.

#### 1.6.2 Practical Significant

1. The result of this research as requirement for personal assignment.
2. The result of this research can be implemented in linguistic subject.

### 1.7 Definition of the Key Terms

Based on the background the researcher finding out the meaning of the terms based from the expert that the researcher used before, such as:

Slang Words	Slang is described both as “the special vocabulary or phraseology of a particular calling or profession” and as a “language of a highly colloquial type, considered as below the level of standard educated speech and consisting either of new words or of current words employed in some special sense” (Elisa Mattiello (2008)
Abbreviation	A shortened form of a written word or phrase used in place of the whole word or phrase. (Merriem Webster, 1991)
Caption	A type of metadata tag used on social network and services which make it easier for users to find messages with a specific content and theme. (Sandra Grauschorf, 2016).