

CHAPTER I

INTRODUCTION

1.1 Background of the Research

Language is known as a tool of communication that is used by people to convey the message, opinions, or idea. According to K.Smith, (2013:225) language is a highly complex, socially learners the system of communication which allows us to express a very convey the outcome of thoughts and be polite. It means communication is shaped in term of oral and written way which it is done by two or more people. Besides that, communication is mostly used in the community of language users because that community has the same goals. In addition, certain language is commonly used in communication that cannot be understood by the outsiders of the community is called slang words.

Nowdays, there are many people use slang words in communication. Slang is a kind of informal language variation, used to make communication it easy and instant in social group of teenagers. It is supported by Epoge,(2012: 130) slang is a region of lexis in a permanent state flux consisting of vivid and colorful words and phrases which characterize various social and professional groups, especially when these terms are used for in-group communication. It means that, slang word has given the accelerated development of communication, teenagers increasingly use of slang words in every situation and do not pay attention to the circumstances

with whom and where they use the language. Moreover, the rise of artists use slang in mass media and electronics, makes teenagers more often to imitate it in daily life.

According to the explanation above, slang words are teenage languages that are used as a language of passwords. This language began to be known and used around 1970 which was originally known as the language of a street because it was usually used by slang (the term for thugs) as passwords that only understood by their own groups. In the other hand, the slang word is growing and is being understood the thugs and street children because they often use the password in public places Daniel Anisa Heri, (2013). Slang word evolves from time to time. There are some words introduced since the 1970s and they are still used frequently. Moreover a few of these words are long known and change with other terms that are more unique and stranger. It is supported by Kenwood, (1964 : 126) slang language today has become a phenomenon among the younger generation, not only in urban youth groups but even teenagers in the countryside know this slang as if a current trend cannot be missed.

Related to the explanation above, it shows that language development comes from the role of the language user. Moreover, the convenience of users often use slang to become a habit. For example, many people in Indonesia use the Indonesian language which is taught in the school or education environment, but it seems rigid and formal. However, they eventually try to get out of its rigidity of the Indonesian language by using slang words in their communication. Nevertheless, the proliferation of slang words, such as in the mass media and electronic media, make people imitate it and use it in their daily communication. Therefore, slang word has

dynamic characteristics as one of the causes of various unique phenomena in communication.

According to George Yule, (2010) one of a language development is to creating new words by using of word formation. Words as a part of language has important role in forming language. He also explains that there are 13 types of word formation 1) Etymology is defined a term which, like many of our technical words, come to us through Latin, but has its or origins in Greek(etymon “original form” + logia “study of”), 2) Coinage is the invention of totally new terms, 3)Borrowing is the taking over of words from other languages, 4)Compounding is combines two separate forms to produce a single new term. However, blending typically takes only the beginning of one word and joins it to the end of the other word, 5) Blending is the combination of two separate forms to produce a single new term is also present in the process, 6) Clipping is the element of reduction that is noticeable in blending is even more apparent in the process.

Furthermore, 7) Backformation is a word of one type (usually a noun)is reduced to form a word of another type(usually a verb), 8)Conversion is a change in the function of a word, as for example when a noun comes to be used as a verb(without any reduction), 9)Acronyms is new words formed form the initial of a set of other words, 10)Derivation is have not dealt with what is by far the most common word-formation process to be found in the production of new English word, 11)Prefixes and Sufixes. Prefixes is looking more closely at the preceding group of words, we can see that some affixes have to be added to the beginning of the word(e.g un-,mis) dan affixes is other affixes have to be added to the end of the

word (e.g. – less, -ish), 12)Infixes is not normally used in English, but found in some other languages, and the last 13)Multiple Process is concentrated on each of these word formation processes in isolation, it is possible to trace the operation of more than one process at work in the creation of a particular word.

Whereas according to O’Grady in Wahyuni & Rosa, (2013) there are 12-word formation, only a few that different such as etymology, prefixes and suffixes, infixes and last multiple processes. But there is the most distinguishing thing, namely word abbreviations according to O'Grady's theory and Yule's theory is called acronym whose meaning is the same.

Then, according to Zhou & Fan (2013), there is three social function of slang, those are: 1) Pursuit of Self-identity is a social group that has an identity level in the community according to its status. For example, a student having an expression of social function according to his status must be in accordance with the student. Then 2) Emotive feeling of the Slang words is social groups that express the attitude of the speaker to the subject. That is, in expressing slang language based on the psychology of someone what is still appropriate or not. For example, if in the professional environment as a doctor must use slang language, still according to their politeness value. Finally, 3) Achieving Politeness is social groups that strongly emphasize communication to others. In terms of achieving social functions these factors are influenced by 3 opportunities (formal or informal), recipients (age, sex, occupation, level of familiarity) and content of the conversation.

The researcher also uses the theory by Saraswathi, & Nadu, (2017) to analyze and explain the meaning of the word slang in Rihanna's song. Leech divides meaning into 7 forms, 1) Conceptual meaning is sometimes called 'denotative' meaning or 'cognitive' meaning, 2) Connotative is the kind of values and attitudes invoked by a word apart from its core meaning, 3) Stylistic meaning is a piece of language which conveys about the social circumstance of it uses, 4) Affective meaning has more directly a reflection of the speaker's personal attitude, 5) Reflected meaning is the meaning which arises in cases of multiple conceptual meaning, 6) Collocative meaning consist of the associations a word acquires on account of the meaning of words which tend to occur with it, 7) Thematic meaning is what is communicated by the way in which a speaker or writer organizes the message, in terms of ordering, focus and emphasis.

In the use of slang there is a shortening of letters such as the word "sayin'" refers to saying, acronyms letters like "omg" refers to oh my God. Words and phrases in slang are also an extension of the meaning of a word Trimastuti, (2017) Sometimes, slang is used as an indicator to assess a person's social status. Slang is often found in movies, short stories, and even in a song.

Related of the explanation above, the song is a combination of music and lyrics. There are many songs contain slang words in lyrics. Example, Rihanna's song, she has released eight studio albums and three DVDs. The title of the songs includes What Now, Diamonds, Phresh Out the Runway, Numb, Pour it Up, No

Love Allowed, Jump, Right Now, Stay, Nobody Business, Lost in Paradise, Kiss it Better, Needed me, Never Ending, Love on the Brain, Desperado,] Umbrella, Disturbia, Drunk on Love, SOS, We ride, Final Goodbye.

Rihanna has eight albums that have been released, but the Researcher only found five albums as data consisting of several songs. As for the album is “**Unapologetic**” album entitled Right Now, Numb, Lost in Paradise, What Now, Diamonds, Stay, Phresh Out the Runway, Pour it up, No Love Allowed, Jump, No Body Business, and the last Love without Tragedy. “**Anti**” album entitled Kiss Better needed me, Yeah, I said it, Never Ending, Love on the Brain, Higher, Close to You, Woo, James Joint, Consideration, Desperado, and last Same Ol’ Mistakes.

The next album is “**Good Girl Gone Bad**” that has songs entitled Umbrella, Don’t Stop the Music, Disturbia, hate that I Love You, shut up and Drive, Breakin’ Dishes, push up on Me, Question Existing, sell me Candy, and the last Lemma Get that. Then the other album is “**Talk that Talk**” that has songs entitled Where Have You Been, You da On, Red Lipstick, Birthday Cake, We all want Love, Drunk on Love, Roll Me Out, Farewell, Fool in Love and last We Found Love at album “**A Girl Like Me**” entitled SOS, Kisses Don’t Lie, Unfaithful, We Ride, Finals Goodbye, Break it off, Crazy Little thing Called Loves, Selfish Girls, A Million Away, and last If it’s Lovin’ that You want.

As an example, a song lyric:

Blending

Data 1” **Wanna**” (Hate that I love you)

When I see potential I just gotta see it through
 If you had a twin I would still choose you
 I don't **wanna** rush into it, if it's too soon
 But I know you need to get done, done, done, done

The meaning of the word **wanna** is not looking for a lover but instead worked first according to his condition. The word ‘wanna’ has been through the blending process by combining it from the word want + to and it produces a new single term.

This data is concluded as a slang.

Clipping

Song “**Cause**” (Take a Bow)

Don't tell me you're sorry 'cause you're not
 Baby when I know you're only sorry you got caught
 But you put on quite a show
 Really had me going
 But now it's time to go

The meaning of the word **cause** is speaker of the word is a boy, he caught with other women and pretending not to feel guilty. The word ‘cause’ has been through the clipping process by shortening it from the original word ‘**because**’. This data is concluded as a slang.

The existence of slang words itself has become an interesting topic to discuss. Thus, the researcher analyzed slang words and found social functions in Rihanna's song lyrics. Based on the slang phenomenon above, the researcher used Yule's theory and supported by O'Grady's theory. The researcher is also interested in finding many "Slang Words in Rihanna's Song Lyrics: A Sociolinguistic Approach" because it has an influence on language development.

1.2 Identification of the Research

Based on the background of this research, the researcher analyzed several problems identification. Which consist of three problems identification, namely:

1. The types of word formation used in slang words Rihanna's song lyrics
2. The social function slang word in Rihanna's song lyrics
3. The meaning of the slang word in Rihanna's song lyrics

1.3 Limitation of the Research

Based on problems in the identification of the problem, the researcher limits this research into two categories:

1. The types of word formation used in slang word in Rihanna's song lyrics.
2. The social function slang word in Rihanna's song lyrics.

1.4 Formulation of the Research

Based on the limitation of this research, the researcher found two formulations of the problem, they are:

1. What are the types of word formation used in slang word found in Rihanna's songs lyric?
2. What is the social function of the slang word in Rihanna's songs lyric?

1.5 Objective of the Research

Based on the formulations in this research, there are two objectives in this research, they are:

1. To find out the types of word formation used in slang words found in Rihanna's song's lyrics.
2. To analyze social function slang word in Rihanna's song's lyrics.

1.6 Significance of the Research

In this research, the researcher divided two important research meanings, namely theoretical significance, and practical significance:

1.6.1 Theoretical Significance

This research is hoped to increase the student's knowledge in linguistics, especially in using slang word. This research as well expected to be a reference in developing language as a sustainable theory. In addition to this, this also research is expected to supply knowledge of word forms, meaning, and social function in song lyrics.

1.6.2 Practical Significance

This researcher has as well reference for those who want to develop research and can contribution to the develop of language science to the public. This research can provide additional information in study sociolinguistics, especially in analyzing slang in a song lyric.

1.7 Definition of Key Terms

Sociolinguistic Approach	: A multidisciplinary branch of linguistic knowledge that developed partly out of anthropology, partly out of ethnography, partly out of Sociology, and partly out of dialectology as natural epistemological heritage, which conditioned both theoretically and methodologically this field and conferred it with an interdisciplinary stance Hernández-campoy, (2015).
Song	: A short musical composition of words and music.
Slang word	: Slang is an area of lexis in a permanent state flux consisting of vivid and colorful words and phrases which characterize various social and professional groups, especially when these terms are used for in- group communication Epoge,(2012)