

CHAPTER 1

INTRODUCTION

1.1. Background of the Research

Language variation usually exists in monolingual or multilingual community because people often use a number of language varieties to express the same message in their everyday interaction. Trudgil (1983: 100) mentions some reasons for the existence of language variation,

“Language, in other words, varies not only according to social characteristics of the speaker (such as his social class, ethnic group, age, and sex). The same speaker uses the different linguistics varieties in different situation and different purposes”.

Furthermore, Holmes (1992: 12) infers four factors motivating variation in language. They are the participants, the setting or social context of the interaction, the topic and the function.

One of language variations is slang. According to Ternah-Abah (2010: 3) in the past, slang was used by criminal and lower class people but today it is used in everyday interaction. Slang is not only found in everyday conversation but also in movies, novels, comics, magazines, and lyric of songs.

Slang is defined in similar ways by linguists. Hartman and Stork in Alwasilah (1989: 57) state that “slang is a variety of speech characterized by newly coined and rapidly changing vocabulary, used by the young or by social and professional groups for ‘in group’ communication and thus tending to prevent understanding by the rest of the speech community”. Similarly, Crystal (2010: 155) defines slang as follow:

“Slang is used by people who want to show, by the way they talk, that they belong together. It’s very informal, casual, and colloquial. It is like a secret language, known only to the people who are members of the group. It is therefore very different from the standard use of a language.”

Slang is a way to express new speech form and meaning which exists for a shorter time because it is replaced by another term rapidly. Slang is not usually understood by people outside of particular social group. Therefore, slang is used to show the intimacy and solidarity of its members.

Slangs can be borrowed from one language or invented by young people. According to Fromkin (1993: 300) slangs may introduce new words in languages through recombining old words to make new meaning. Slangs may also introduce an entirely new word or it often consists of ascribing totally new meanings to the old words.

Slang is known as a youth language which is used to show social identity and reflect social status. Qiangliu (2006: 3) states that “social identity refers to membership of particular social demographic groupings, such as age, occupation, socio-economic class, education, language/dialogue background”. Holmes (1992: 183) strengthens that “slang is the linguistic prerogative of young people and generally sounds odd in the ears of an older person that signals membership of a particular young group.” Accordingly, this study focuses on the analysis of slang as found in *HighEnd Teen* magazine.

HighEnd Teen is a very popular Indonesian magazine published in Jakarta that uses English to deliver smart articles, up-to-date news and other extraordinary articles. *HighEnd Teen* magazine is targeted for teenager, boys and girls. As a teenage magazine, it has successfully become one of the trusted sources of information for teenagers in Indonesia. It has a mission to be recognized in the international world and to make teens to be above average. Therefore, the articles bring the latest news around the world to teen world, about movies, musics, celebrities or hangout spots. Those

articles also provide information about health, science, technology, and culture. *HighEnd Teen* is published by P.T. MNI Entertainment. It is part of the highly respected P.T. Global Mediacom Tbk. family which includes P.T. Media Nusantara Citra Tbk. (MNC), RCTI, Global TV, MNCTV, Indovision television networks, the influential daily newspaper *Seputar Indonesia*, popular tabloid *Genie*, *Mom & Kiddie* and *Just For Kids Magazine* (<http://www.highendteen.com/page/index/about>).

As a teenage magazine, *HighEnd Teen* magazine present the latest news around the world to teen world. Beside that it is also up-to-date in the way to present the news by using slang in order to get the attention of the reader. Hence, this present study attempts to find out the construction of slang as found in the articles. The formation of slang is analyzed by referring to Yule's word formation theory. This study also analyzes the purposes of the writers use a lot of slang in the articles. According to Partridge (1934), the use of slang language can be motivated by 15 reasons.

The articles of *HighEnd Teen* magazine are written by some writers. They are Anna Marie Felisitas, Annisa Laksmintari, Gilang Cempaka, and Novita Angelina. They use many slang words that has ungrammatical form in the articles. Here are some slang vocabularies which the writer found in *HighEnd Teen* magazine, such as: *app*, *fans*, *Emmys*. All of these words are not found in oxford dictionary, even though they are usually used in everyday conversation. The words, *app* and *fans* are the examples of 'clipping'. According to Yule (2006: 55), clipping is a reduction of a word of more than one syllable to shorter form, usually beginning in casual speech. Specifically, these words are included in 'back clipping' which means retain the beginning of the base lexeme. So, words *app* come from application and *fan* from fanatic.

1.2. Identification of the Problem

This research will focus on the following questions:

1. What are the types of word formation used to form slang word as found in *HighEnd Teen* magazine?
2. What are the reasons of the writers use slang as represented in *HighEnd Teen* magazine?

1.3. Objective of the Research

The purposes of this study are to investigate the types of word formation involved in forming slang and to discover the reason of the writers use slang in *HighEnd Teen* magazine.

1.4. Scope of the Research

As a kind of language variation phenomenon, slangs are found in many occasions, like on daily conversation and in various media such as comic, novel, short story movie and magazine. This study deals with English slang that is used by writers in *HighEnd Teen* magazine. The sources of data is *HighEnd Teen* magazine January – May 2013 edition. One of character of the slang is short-lived. Some slangs are standardized but most of them have been lost quickly. Therefore the researcher chooses the latest edition to ensure that the data were taken still up-to-date. *HighEnd Teen* magazine consist of various regular rubrics, as Fashion news, Beauty News, Cinema, Hottie of the Moon, Music Buzz, Hang Out, Websites, Art, Fitness and Sport, Editor Pick, Gadget, etc. Nevertheless, the researcher limit the investigation of the word formation of slang and the reasons of writers use the slang on six rubrics:

Fashion News, Style Icon, Beauty news, Fitness and sport, Hottie of the month and Gadget.

1.5. Method of the Research

In conducting the study, the researcher applied three steps of research. They are collecting data, analyzing data, presenting the date result of analysis.

1.5.1 Collecting the Data

In collecting data, the researcher uses observational method and non-participant observation technique which means the researcher is not involved in the use of language (Sudaryanto, 1993). The researcher reads each written text and identifies slang vocabulary from the six rubrics. Then, it is followed by taking note technique. After that the data are selected by checking the words in Webster's New World Dictionary and slang online dictionaries to make sure that those words are slang.

1.5.3 Analyzing the Data

The collected data are analyzed by distributional method (Sudaryanto, 1993). The data are analyzed to reveal the construction of slang based on Yule's type of word formation theory. The analysis is also supported by Bauer's theory (1983), Fromkin and Rodman's theory (1995), Schneider's theory (2003), Plag's theory (2003). The researcher add some supporting theories to complete the analysis because there are some processes of word formation in slang cannot be explained by just using the main theory. Since the analysis of reasons of the writers use slang are out of language. The data are also analyzed by referential identity method to discover the reasons of the writers use slang in *HighEnd Teen* Magazine based on Partridge's theories (1934).

1.5.4 Presenting the Result of Analysis

The result of analysis is presented in both formal and informal method. In formal method, types of word formation are presented in the form of table and symbol. Based on informal way, the reason of writer using slang which is found in those articles is presented in form of verbal words.