

## **CHAPTER I INTRODUCTION**

In this chapter, the researcher provides the explanations of background of the research, the statement of the problem, the objective of the research, the significance of the research, the scope of the research and the operational definition.

### **1.1 Background of the research**

As a human being, communication is an important part of social interaction that can not be separated from human's life. It is unavoidable that human has to interact one with another as it is a necessity in their life to communicate. Thus, language as the bridge of communication is the key to maintain social life. Amberg and Vause (2010) as cited in Wardayani (2020), stated that language is foremost a means of communication, and communication almost always takes place within some sort of social context. Language fulfills human beings needs in that language functions for them to exchange, to represent and to organize their experience as members of the society (Saragih, 2010). The study of relationship between language and society thus called sociolinguistic. Sociolinguistics is the study of our everyday lives – how language works in our casual conversations and the media we are exposed to, and the presence of societal norms, policies, and laws which address language (Wardough and Fuller, 2015: 1).

As the world undergoes changes and developments as time pass by, language also goes through the same changes. Fromkin (2007) as cited in Wardayani (2020) stated that all living languages change with time. The most noticeable changes in our life is that the rapid development of technologies. Human and technology seem to be inseparable factors that drove the language to change. As technologies are developing, people come up with many ideas that a smartphone is created as a result. Smartphone has many functions that can be used as; communication, entertainment, learning, etc. Since communication is very important part of human life, they created social media platforms to facilitate their needs.

Pires et al. (2019) stated that YouTube has become one of the world's largest platforms for accessing, searching, watching, sharing, and creating video contents, among other specific uses given to it by its users. YouTube is one of the most well-known and widely discussed sites of participatory media in the contemporary online environment, and it is the first genuinely mass-popular platform for user-created video (Burgess & Green, 2013). For a small proportion of users, YouTube is a social network site. Unlike the more obvious social network sites such as Facebook, where social networking is based on personal profiles and 'friending' (Boyd and Ellison, 2007), in YouTube the video content itself is the main vehicle of communication and the main indicator of social clustering (Paolillo, 2008; Lange, 2007b), Burgess & Green, 2009. A YouTuber (YouTube user) which has many subscribers may influence greatly to its viewers given their popularity to their viewers. A study by Kurtin et al. (2018) has resulted that individuals who have greater exposure to YouTube develop parasocial relationships which indicates that YouTube personalities and/or influencer may have the power to influence their viewers.

*PewDiePie* is a YouTube channel owned by a man named Felix which has around 111 millions of subscribers and millions of views each week. *PewDiePie* is ranked 5 of most subscribed YouTube channel that has been on YouTube since 2010 until now. His most popular videos which have most views are his own created songs and funny videos, since people tend to seek entertainment. As a famous influencer, Felix holds an important role where he can set a trend and provide information for his viewers. With how big his influence is, his way to deliver information can affect his viewers which he often speaks using slang words to show his friendliness to his viewers. He has popularized a slang term "brofist" which has meaning a fist bump between men. He uses "brofist" to act like he and his viewers are friends.

Slang is an informal speech which may be a single word, a group of words or a sentence. Slang is highly informal and is often used in colloquial speech. It is a part of a language that is usually outside of conventional or standard usage and

that may consist of both newly coined words and phrases and of new or extended meanings attached to established terms (Chen Linhua, 2006: 260).

Slang often used by teenagers, young adults, or people from the same social group. Slang now becomes a trend that every person who seeks uniqueness and something fresh follows. Moreover, with the help of technology where everyone uses social media, slang is spreading quickly and its popularity is rapidly rising. If slang becomes popular easily, of course it can plummet as easily.

Related to the explanation above, the researcher is interested in the uniqueness of slang and what kind of slang used by a YouTuber. Choosing a popular YouTube influencer such as *PewDiePie* who has millions of subscribers means that he has great influence to his viewers, so the researcher concludes that his viewers who watched his videos are most likely following and using the same slang words since he acts friendly and funny to show his intimacy with his viewers.

### **1.2 Statement of the Problem**

Based on the background of the research above, the researcher concludes statement of the problems as follows:

- a. What type of slang words that are often used in *PewDiePie* YouTube channel?
- b. What are the reason for using slang words in *PewDiePie* YouTube channel?

### **1.3 Objective of the Research**

After concluding the statements of the problems, the researcher explains the objective of the research as follows:

- a. To classify the type of slang words that are often used in *PewDiePie* YouTube channel.
- b. To find the reason for using slang word in *PewDiePie* YouTube channel.

### **1.4 Significance of the Research**

The researcher made this research paper with expectation that this research will be beneficial for its readers. Theoretically, researcher hopes that this research

can be used as additional reference for research as it contains information on slang words.

Practically, the researcher hopes that this research will benefit the students in learning about slang. As for other researchers, the researcher hopes that this research will be useful reference when conducting another research about sociolinguistics especially about slang.

### **1.5 Scope of the Research**

The researcher has to make a limitation to this research so that the research will be more effective and specific. This research focuses on the type of slang words and the reason for using slang word in *PewDiePie* YouTube channel. There are 2 kind of videos the researcher analyzed; one of the most watched videos all time and one of the recent videos in January 2023. Analyzing 2 different videos based on their time difference but still has most views, the researcher intends to know whether Felix (*PewDiePie*) still uses the same slang word or not.

To analyze slang words that used in *PewDiePie* YouTube channel, the researcher categorizes it using Allan and Burridge method. Allan and Burridge (2006: 69) classified slang words into 5 categories; fresh and creative, flippant, imitative, acronym, and clipping. As for the reason using slang, it is categorized into 13 reasons based on Dalzell & Victor (2015) theory.

### **1.6 Operational Definition**

This research used some key terms that needs to be explained to make it easier to understand, there are as follows:

#### **1. Slang**

Slang is very informal words which may be a single word, a group of words, or a sentence that often used by a specific group to show their closeness.

#### **2. *PewDiePie* YouTube Channel**

*PewDiePie* YouTube channel are *PewDiePie* channel on YouTube which contains Felix's vlog, gaming, reactions, comedy, challenge, shows, etc.