

SLANG CREATED AND USED IN 1CAK.COM SITE: SOCIOLINGUISTICS STUDY

Nico Harared

University of Indraprasta PGRI
nico.hrd@gmail.com

ABSTRACT

The research entitled slang created and used in 1cak.com site: the sociolinguistics study is based on the three aims to be achieved. This research aims at identifying slang used in 1cak.com site among wancaker (1cak's user). This research investigates slang created based on word formation processes, its functions and to describe the social factors influencing the existence of slang. The form of this research is qualitative descriptive which results descriptive data. The data are collected by using observations method (screenshot) on the meme or posts which follow certain postings of pictures or videos. Then the method is followed by full observation method, hence there is no interference from the researcher on the data collected. The data are taken from trending and legend posts among wancaker in 1cak.com site. The focus of the research is on the analysis of slang in 1cak.com site by describing its word formation processes and its functions. The data is analyzed by using word formation processes according to Yule (2006), there are some ways of creating new words, there are coinage, compounding, clipping, blending, borrowing, back formation, acronyms, multiple processes, affixes (prefixes, infixes and suffixes). In this research, the researcher found some of the types of slang words formation used in 1cak.com. First, slang in 1cak.com is using clipping, blending, borrowing, acronyms, initials and derivation by adding with specific affixes (suffix). Clipping is the most frequently appears in 1cak.com site. Second, the researcher found there are two additional functions of slang language to add up what Coleman (2012) had proposed that there are 26 reasons why people use slang, such as slang for mocking and slang for praising. The social factors proposed by Hymes (1989) SPEAKING theory are influencing on the appearance and the existence of slang. Social factors and situational factors that influence the use of language cause variations in language.

Keywords: slang, 1cak.com, sociolinguistics

INTRODUCTION

Varieties of conversations are divided into formal and informal conversation. Variety in formal language usually occurs on the standard variety, circumstances and context of the formal or official. While a variety in informal language, usually occurs in a variety of non-standard languages, the situation and the context of an informal or casual.

Various forms of diversity and variety of languages will be generated from conversations and interactions in society or the community itself. This is similar to what was presented by Halliday (1984:74) that variations arise in the form of being in the community said. Variations language viewed from its status as a social users, gender, age, ethnicity, and type of social networking in which the person involved (Holmes, 1995:133). Usually these variations arise because of the styles, the context register, politeness (Holmes, 1995:243). Variations occur because of the language situation in a context of informal speech. One of the variations that are appearing in a variety of community is called slang.

Slang is a language that emerged as a result of environmental influences. The language is formed by a convention or an agreement between the users of the language itself. This is based on the nature of language itself, a language is arbiter. O'Grady et al (1993:555) stated that slang is a label which is used to show the informal usages of anyone in speech community. Moreover, slang use informal words and expressions that do not considered standard in the speaker's language. Swan (2005) added that slang is a very informal kind of vocabulary, mostly used in speech by people who know each other well. Judging from the definition of slang by Swan, we can conclude that slang is kind of informal vocabulary, which is commonly used in conversations by people who know each other well. This language serves to communicate with the intent to keep the conversation from outside the group or community and their identity in order to create closeness of each other in the real world or even in virtual world.

The virtual world is a world that brings the conversation and intimacy among groups or communities in the Internet network. Here, slang is created in their conversation. Coleman (2012) said that slang creates in-groups and out-groups and acts as an emblem of belonging. The group and the community gathered in various sites. Entertainment site such as humor is the most favorite one that visited by the young generation these days in website. One of the popular sites in Indonesia is 1cak.com (2012). This site is the humor-based on image and video content such as a 9gag.com. This site is entertaining and contains about anything that might be funny, ridiculous and something that exists in

human daily life. User and the visitor of this site is the young generation. Here, Indonesian and English slang expressions are found in its various forms, its meaning and its function.

Some posts appear containing images and texts that create a humor used slang. Unfortunately some people who visit this site, they cannot understand what is the function and where does the word or expressions created. One of the posts using slang taken from 1cak.com is '*beb*' in post '*akumautopikulitbuayabeb*'. The basic word for slang *beb* comes from the word *baby*. It contains of two syllables (ba+by) CV+CC. There is a clipping process in this word formation for phoneme /-y/ which is the first syllable represent for the word *baby*. This slang appears in clipping process to make an easy in pronouncing instead of "baby" than "beb". In such case of the slang phenomena, the researcher choose this site because slang words are mostly appears in various posts.

Many researchers have conducted slang analysis in some particular researchs. Muhartoyo and Samantha (2014) find out the reason of using English slang, how students acquire English slang, and what kind of slang that they mostly use. This study uses qualitative method with the paradigm of experimental design to obtain quantitative data which are then analyzed using interpretative analysis. To collect the data, writers distributed questionnaire to 30 respondents randomly. The findings show that more than half of the respondents say that the reason behind the usage of English slang words is to cut down the time when talking, texting, or tweeting. TV and film are the most frequently used source for acquiring English slang words. The type of slang word which is most frequently used by the respondents is acronym. The result of the analysis also shows that although all respondents say that they know and think English slang words are interesting, more than a half of respondents say that they seldom use English slang words in communication. They still use standard words in informal communication. Amrullah (2013) conducted a study about slang in 9gag.com sites based on sociolinguistics perspectives. The research used a qualitative descriptive design. The source of data was taken from 9gag.com site. The data are collected by using observations method. Based on the observations the findings are follows. The first, the forms of slang can be classified as words, phrases and sentences. The second, there are two additional functions of slang to add up what Partridge (1954) had proposed: slang as mocking and slang as appraisal. The third, the social factors proposed by Hymes (1989) are influencing on the appearance and the existence of slang. Kurniawan (2011) investigated the German slang consists of various linguistics variation in all linguistic domain such as its characteristics, functions and users. The research used the descriptive-qualitative method that deals with the collection, organization, and analysis of non-numerical data and with the research problems attempting to describe the objects in depth without performing any experimental treatment.

Slang is a subject that provokes strong emotions. Some people love slang and make sure they're always using the latest terms. Others hate it with a passion and look down their noses at people who use it. If someone uses slang, people indicate them as uneducated, stupid, or hopelessly out of date. Coleman (2012) said that slang is the special vocabulary used by any set of persons of a low or disreputable character; language of a low and vulgar type. The speaker uses slang in order to achieve social dynamics with the people to whom he/she is speaking and slang outlines social spaces, and attitudes towards slang helps identify and construct social groups and identity (Adams, 2009:57). Moreover Coleman (2012:107) states that there are 26 reasons why people use slang. So that, slang can be uttered by the people to reveal their ideas, feeling and expression and it can only be understood by certain people in a limited area and may not be known by the people outside the group. They use slang words as a secret code and also solidarity marker inside the groups or between the group and other groups.

METHODOLOGY

The form of this research is qualitative descriptive. The data are collected by using observations method (*screenshot*) on the meme or posts which follow certain postings of pictures or videos. Then the method is followed by full observation method, hence there is no interference from the researcher on the data collected. The focus of the research is on the analysis of slang in 1cak.com site by describing its word formation processes and its function. The data is analyzed by using word formation processes according to Yule (2006:52), there are some ways of creating new words, there are Coinage, Compounding, Clipping, Blending, Borrowing, Back formation, Acronyms, Multiple processes, Affixes (Prefix, Infix, Suffix). The social factors proposed by Hymes (1989) SPEAKING theory are influencing on the appearance and the existence of slang.

ANALYSIS

This research found several slang words that used in 1cak.com; acronym, blending, borrowing, clipping, derivation and initials.

Acronym is a process whereby new words formed from the initial letters or beginning segments of a set of words Yule (2006:57). Acronyms are formed from the initial sounds or letters of some or all of the words in a phrase or title and reading them as a word. **ASAP** (as soon as possible), **YOLO** (you only live once) and **LOL** (laugh out loud) shows the acronym in 1cak.com.

Ansos and **Jones** could be categorized into blending. Blending is a combination of two separate forms to produce a single new term Yule (2006:55). Typically, blending takes the beginning of one word and joining it to the end of the other word. The word **Ansos** comes from *anti sosial* or in English no social, *an* (anti) or no and *sos* (social). Then **Jones** comes from *jomblo ngenes* or in English forever alone, *jo* (jomblo) or no date partner and *nes* (ngenes) or phatetic. This word becomes the slang word because most of wancaker uses this word to reveal their condition being single in certain group. It clearly shows they use of slang language to express their idea or feeling as a member of the group.

Bill Fryson states in (Yule, 2006:54) borrowing are the taking over words from other language. **Me Gusta** and **Le** could be categorized into borrowing. The word **Le** is derived from French language. The inscription means “the” in English. Moreover **Me Gusta** means *I like It*. It is colloquial phrase from Spain. **Me Gusta** is represent joy and the exited feeling in the awkward moment.

Clipping is a process that created a new word by makes it shorter than the word before deleting one or more syllable (Yule, 2006:55). Typically, this word formation process uses only one syllable. In word **Pro** explain the new word. **Pro** is the slang language, comes from the word professional. It is used by wancaker as their language to make a word becomes short, so it is easy to say or even to write, and it is become popular language. This slang language has a purpose to give a representative of the entire word by the first syllable. Another clipping words such as **beb** from the word baby, **bro** from the word brother, **sis** from the word sister, **fav** from the word favourite and **geez** from the word Jesus.

O’Grady and Guzman (1996:144) state that a process when a word is created where it's meaning and/or its category is different from its base by adding an affix is called derivation. The types of word formation of slang language used in 1cak.com is derivation (affixation). Affixation is the process of adding an affix. Normally, there are three types of affixes, such as prefixes, suffixes and infixes. From the data, there are **wancaker**, **hater** and **hackersta**, **jokersta**, **tentarasta**. From the word above, there is suffix. The word wancaker and hater, is an original word wancak as noun in part of speech and hate as verb in part of speech and then added /-r/ suffix and the base word which is noun (wancak) and (hate) change the meaning into agent or doer. Therefore, based on morphology theory purposed by O’Grady and Guzman, the word wancaker and hater is a derivation. In addition, hackersta, jokersta, tentarasta added /-sta/ suffix and the base word which is noun (hacker), (joker) and (tentara) or in English soldier change the meaning be like or looks like.

Initials are a new word formed from the initial letters or beginning segment of a set of words in order to ease language become short and to hide something. **TS** (*thread starter*) originated from Kaskus (largest Indonesian online community). It is used to address topic maker that make one topic or post. **IYKWIM** (*if you know what I mean*) is a meme based on a still frame of actor Mr. Bean. It is used to point out in a post or image, commonly in the form of sexual innuendo or taboo. **NSFW** (*not safe for work*) is slang language in order to inform posts consist of pornography, violence or as known as parental advisory explicit content.

Based on the observation during this research, the general reason of wancaker use slang language as follows; slang for easier in some way (usually quicker), slang for secret, slang to express shared attitudes and values (thus create temporary group membership), slang for mocking, and slang for praising.

Slang in 1cak.com a usefully brief way of expressing something that could only be expressed by a longer phrase in Standard English such as slang **Y U No** and **HQQ**. Slang **Y U No** comes from the expression why you no. Phoneme /y/ and /u/ are pronounced *why* and *you* in English language. Thus, it is a quick way of expressing something that could only be expressed by a longer phrase in Standard English. Then, **HQQ** or in English similarly mean immortal also pronounced based on its phoneme /h/ and /q/ or *hakiki* in Bahasa. Wancaker use abbreviations that they either couldn’t or wouldn’t represent in speech. Other function of slang is to communicate secretly. So that one hearer understands and another doesn’t). **IYKWIM** (*if you know what I mean*) is a meme based on a still frame of actor Mr. Bean. It is used to point out in a post or image, commonly in the form of sexual innuendo or taboo **Yaranaika** is a slang language to express LGBT (Lesbi, Gay, Biseksual, and Transgender). **Yaranaika** means “Shall We Do It?” in

Japanese language. Based on this reason, LGBT use the code that different from common society in their conversation.

Thug life is one of the slang languages to express shared attitude and values as a group membership. Thug life is actually a life of gangster and villain. However generally, thug life is to express braveness and break the rules.

Slang language use for mocking as follows; *Bitch Please*, *You Don't Say*, *Forever Alone*, *Go Home You Are Drunk* and *Genius*. Slang *bitch please* mostly appear in 1cak.com. The original meme was created from a photo taken out of a press conference in May 2009. The real guy behind *bitch please* is Yao Ming, the professional Chinese basketball player wearing a hearty smile. *Bitch please* uses to mock other's feeling, opinion, attitude, statements etc. You are advised not to use it in formal discussions. Slang *you don't say* to express response toward rhetoric statements. Then slang *Forever Alone* address to mock someone with no date partner pathetic. Wancaker use this language to reveal their condition being single and loneliness. Slang *Go Home you are drunk* to express someone's failure in order to put something in appropriate. Similar with you're doing it wrong and buzz killing. *Genius* means contradictive with the real meaning. *Genius* means idiot to mock someone with useless job.

Praising is one of the great attitudes of human being in order to show a very good honour toward. Slang in 1cak.com for praising as follows; *Kvlt*, *You da Real MVP*, and *Give That Man a Cookie*. Slang *Kvlt* originated from *cool* means *keren* in bahasa to express exciting about something. Slang *You da Real MVP* comes from Kevin Durant's speech, NBA player. MVP is stands for "Most Valuable Person" to express gratitude for someone who put kindness in our life and our happiness. E.g. Girls who text first | You da Real MVP; People who gave full size candy bars at Hollowen | You da Real MVP; The persons Wi-Fi I'm using right now | You da Real MVP. Slang *Give That Man a Cookie* to say to someone who deserves to be praised. This language was uttered by Vladimir Putin, President of Russia. E.g Blood donation | *Give That Man a Cookie*.

CONCLUSION

Based on the data analysis, the researcher found some of the types of slang words formation used in 1cak.com. Slang in 1cak.com is mostly using clipping, blending, borrowing, acronyms, initials and derivation by adding with specific affixes (suffix). Clipping is the most frequently appears. Then, there are two additional functions of slang to add up what Coleman (2012) had proposed: slang for mocking and slang for praising. The social factors proposed by Hymes (1989) are influencing on the appearance and the existence of slang. Social factors and situational factors that influence the use of language cause variations in language.

REFERENCES

- Adams, M. 2009. *Slang: The people's poetry*. Indianapolis, Indiana: Oxford Press.
- Amrullah, L. 2013. *Slang Dalam Situs 9gag.Com: Suatu Kajian Sociolinguistik*. Yogyakarta: Ilmu Linguistik Universitas Gadjah Mada.
- Coleman, J. 2012 *The Life of Slang*. Oxford: Oxford University press.
- Halliday, M.A.K. 1984. *Language as Social Semiotic*. London: Edward Arnold.
- Holmes, J. 1995. *An Introduction to Sociolinguistics*. New York: Longman Group Limited
- Hymes, D. 1989. *Foundations in Sociolinguistics: An Ethnographic Approach*. Philadelphia: University of Pennsylvania Press.
- Kurniawan, D. 2011. *Slang Bahasa Jerman: Variasi Linguistik, Fungsi, dan Pemakainya*. Yogyakarta: Ilmu Linguistik Universitas Gadjah Mada.
- Muhartoyo dan Samantha. 2014. *The Use of English Slang Words in Informal Communication Among 8th Semester Students of English Department in Binus University*. Humaniora, 5 (1): 197-209.
- O'Grady et al. 1993. *Contemporary Linguistics: An Introduction*. New York: Longman.
- Partridge, E. 1954. *Slang: To-day and Yesterday*. Edisi Ke-3. London: Routledge and Kegan.
- Swan, M. 2005. *Practical English Usage*. 3rd edition. Oxford University Press
- Yule, G. 2006. *The Study of Language*. UK: Cambridge University Press.

CURRICULUM VITAE

Complete Name : Nico Harared
Institution : University of Indraprasta PGRI
Education :
★ S1 Bachelor, English Literature, Andalas University
★ S2 Graduate Program, Linguistics, Gadjah Mada University
Research Interests : Linguistics, Pragmatics, Sociolinguistics, Translation