

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

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ABSTRACT

This research investigated the slang created based on word formation processes as well as its functions, and to describe the social factors influencing the existence of slang. This research applied qualitative method which resulted in descriptive data. The data were collected by using observations method (screenshot) on the meme or posts which follow certain postings of pictures. Then, it was followed by full observation method for there to be no interference from the researcher on the data collected. The data were taken from 'trending' and 'legend' posts in 1cak.com site. The focus of the research was on the analysis of slang by describing its word formation processes and functions. In this research, first, it is found that some of the types of slang words formation processes according to Yule are used in 1cak.com. They are clipping, blending, borrowing, acronyms, initials, and derivation by adding with specific affixes (suffix). Second, it is found that there are two additional functions of slang language to add to what Coleman has proposed; that there are 26 reasons why people use slang, such as mocking and praising. The social factors proposed by Johnstone & Marcellino in Speaking Hymes theory also influence the appearance and existence of slang. Social factors and situational factors that influence the use of language cause variations in language.

Keywords: *slang, sociolinguistics, social factors*

INTRODUCTION

Variety of conversations is divided into the formal and informal ones. Variety in formal language usually occurs on the standard variety, circumstances, and context of the formal or official matters. Meanwhile, variety in informal language usually occurs in a variety of non-standard languages, the situation, and the context of an informal or casual matter. Various forms of diversity and variety of languages will be generated from conversations and interactions in society or the community itself. It reflects the contexts in which they use the language. Variations of language view from its status as social users, gender, age, ethnicity, and type of social networking in which the person is involved. Usually, these variations arise because of the styles, the context register, and politeness. Variations occur because of the language situation in a context of the informal speech. One of the variations that appear in a variety of community is called slang.

The language variation is formed by a convention or an agreement between the users of the language itself, and it is based on the nature of language as an arbiter. Moreover, slang uses informal words and expressions that are not considered standard in the speaker's language. Most people speak carefully when they are in the formal situations, but in many informal situations, a more relaxed style of speech makes a better impression. Normal speech is considered as colloquial (from Latin *col-* "together" and *loqui* "to speak"). By speaking in colloquial English, one indicates that they are a warm, friendly, and approachable individual who wants to connect with other human beings on a personal level. One can understand slang to be 'highly colloquial' in the sense that it is quite far from

standard English than it is from colloquial language (Coleman, 2012). Slang is a kind of informal vocabulary, which is commonly used in conversations by people who know each other well. This language variation serves to help people communicate with the intention to keep the conversation to themselves in order to create closeness to each other in the real world or even in the virtual world.

Slang is a subject that provokes strong emotions (Coleman, 2012), and it can even bring members of a group closer together. For instance, the slang 'bitch please' when uttered among the members of a group evokes the feeling of warmth and loyalty to the group from members. On the other hand, it evokes hostility when uttered among people outside the group. Some people love slang and make sure they always use the latest terms, and that said slang still exists. Meanwhile, others hate it with a passion and look down at the people who use it. If someone uses slang, this type of people indicates them as uneducated, stupid, or hopelessly out of date. Slang is the special vocabulary used by any set of persons of a low or disreputable character; the language of a low and vulgar type (Coleman, 2012). A speaker uses slang in order to achieve social dynamics with the people to whom he/she is speaking. Furthermore, slang outlines social spaces, and attitudes toward it help identify and construct social groups and identity (Adams, 2009). Moreover there are 26 reasons why people use slang (Coleman, 2012). It is that slang can be uttered to reveal their ideas, feeling as well as 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 solidarity marker inside the groups or between the group and other groups.

The virtual world is a world that brings the conversation and intimacy among groups or communities in the Internet, in which slang is created in their conversation. Slang creates in-groups and out-groups and acts as an emblem of belonging (Coleman, 2012). The group and the community gather in various sites, one of which being an entertainment site. Said site, such as humor based one, is the most favorite one visited by the young generation these days. One of the popular sites in Indonesia is 1cak.com. Similarly to 9gag.com, it is a humor-based site consisting of image and video content. This site is entertaining and full of things that might be considered funny, ridiculous, and realistic in daily life. The users and visitors of this site are the young generation. Here, Indonesian and English slang expressions are found in various forms, meaning, and function.

Several posts contain images and texts that create a humor based slang. Unfortunately, some people who have visited this site cannot understand what the function of the slang is, and where it is originated from. In line with that, the main reason for 1cak.com to be prioritized in this study is because there are many slang words and expressions used in this site, for example: *beb*, *sis*, *bitch please*, *you don't say*, *me gusta*, and many more. One of the slang taken from a post in 1cak.com (2013) is *beb* in the post *Bebi Romeo*. The slang *beb* comes from the word 'baby'. It contains two syllables (ba+by) CV+CC (C is Consonant and V is Vowel). There is a clipping process in this word formation for phoneme /-y/ which is the first syllable represented in the word 'baby'. This slang appears in clipping process to make the pronunciation easier by saying *beb* instead of 'baby'. In such case of the slang phenomenon, the researcher chooses this site because a great number of slang words appear in various posts.

In addition, many researchers have conducted slang analysis in particular researches. Trimastuti (2017) has investigated slang word that is used in social media, especially in *alay* language variation. The method used in this research is the qualitative method in which the researcher selects descriptive techniques to analyze the data. The data are obtained from BlackBerry Messenger, Twitter, Instagram, Path, Line, and Facebook. To collect the data, the researcher has used the observation method. The researcher has found that *alay* language variation is one of the slang languages used in talk among teenagers. It can be understood by the certain group, particularly those who use it themselves. *Alay* language variation for communication has many errors in Bahasa. However, in social media, it can be minimized in order to avoid misunderstanding in delivering the message.

Eble in Coleman (2014) have described and interpreted the slang of a seven-year generation of undergraduate students at a large public university in the United States. The data is the most frequent words and expressions they have contributed to an ongoing collection of college slang from fall 2005 to spring 2012. Slang has always been a medium for navigating social networks. American college students' social networks are now likely to stretch across the globe. Today's university students are so connected to the world electronically that almost none of their slang is local exclusive to college students in general or their campus. They learn it from cable television channels, YouTube, Twitter, Skype, and even Urban Dictionary, and then try it out with their friends face to face and electronically. This way, they have already self-mockingly expressed their twenty-first-century frustrations in their slang.

Muhartoyo and Wijaya (2014) have found the reason for using English slang, how students acquire English slang, and what kind of slang that they mostly use. This research uses the qualitative method with the paradigm of experimental design to obtain quantitative data which are then analyzed using interpretative analysis method. To collect the data, the researchers have distributed the questionnaire to 30 respondents randomly. The findings show that more than half of the respondents say that the reason behind the use of English slang words is to reduce 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 the 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. Instead, they still use standard words in informal communication.

Pradianti (2013) has investigated slang words used by ninth grade students. This research also investigates the morphological processes involved in slang words and the reasons why the students use them in their everyday talk. The collected data from questionnaires and interviews are categorized into the types of slang words and analyzed in terms of their morphological processes by using a method of analysis based on the theories. These data are calculated in terms of frequency and presented in tables and charts. The findings show that there are eleven groups of morphological processes in this research. Coinage is the most frequently used with 30,56%, followed by blending with 20,14% and borrowing with 13,19% of the total words. Furthermore, some reasons are influencing the appearances of slang words, namely students who want to utter something in an easy way, show their anger, confuse others, and have fun and laugh.

Zhou and Fan (2013) in Izmaylova, Zamaletdinova, and Zholshayeva (2017) have showed to carry a slang to social dialects. The dialect in this context is the territorial, temporary or social kind of language variation. In English lexicography, the term 'slang' has been widely adopted since around the beginning of the last century. The etymology of the word slang is also disputable, for it is a complex, difficult, and inevitable language phenomenon. Its emergence is always caused by historical, social, and cultural tendencies of life of certain language communities. Slang is the diction which is resulted from a favorite game of playing with words and renaming things and actions among the young and lively; some invent new words, or mutilate, or misapply the old, for the pleasure of novelty, while others catch up such words for the pleasure of being in the fashion. These similes are so novel and vivid that they cannot be made without good imagination, while think-machine (brain), sparkler (diamond), pickers (hands), canned music (musical disk) are more vivid and expressive. Many of the slang words coined during the Second World War have passed out of use along with the events that have called them into life.

Nurhayati (2016) has described word formation processes and a technique in understanding *waria* Slang in Tulungagung. This research is done through a survey to *waria* in Ngunut and Tulungagung surroundings, a small district in East Java-Indonesia in order to get an underlying basis of processes of word formation in *waria* or *bences* variety which is influential toward their language style and behavior. The instrument-interview and documentation are developed in accordance to get

the word formation processes and slang words used by *waria*. The research reveals that processes of word formation and technique in understanding slang words used by *waria* in Tulungagung are divided into eleven processes, *i.e.*, derivation, multiple processes, acronym, borrowing, blending, reduplication, synonym, coinage, irregular form, echoism, changing of syllable vowel, and the technique of understanding *waria* sentences by removing some suffixes. Finally, the results of this research show that language phenomenon arises because of some reasons, which are mainly that it is useful for those conducting communication among *waria* members smoothly, transgender, and those who are concerned in investigating slang words used by *waria* or other varieties as well as suggestions for future research.

Asiyah (2014) has described slang words used in transgender community in Salatiga; the meaning, how to form, and the functions. This research uses the descriptive qualitative method. The data are from natural communication taken among transgender, and it is in the form of oral data. The results of the research show that transgender slang words are formed by borrowing syllables of Javanese and Indonesian language, adding specific affixes, or changing into other common words. Transgender community inserts the slang words into Javanese language and uses its language structure to form their utterances. They use it as a secret code and also solidarity marker inside the groups or between the group and other groups.

Wirahadi, Sedeng, and Qomariana (2016) have analyzed the slang on the *Terminator 2: Judgment Day* movie. It is found that there are two kinds of slang: (1) slang word such howdy, jetline, fuck, fucking, motherfucker, etc., and (2) slang phrase such as get your ass, easy money, holy shit, etc. There are some of O'Grady and Guzman's (1996) word formations influence in the research. They blend slang (ain't, coulda, gimme, etc.), clipping slang ('em, howdy, whatcha, whatya, etc.), compound slang (jetline, sunblock, dickwad, dipshit, etc.), derivation slang (fucking, loser, etc.), inflection slang (dicks), and borrowing slang (problemo, fuck, ditch, etc.). It is also found that the slang utterances on the movie have literal and figurative meaning. The data are analyzed using Oxford dictionary and Online Slang Dictionary to find the meaning of the slang utterances.

The ninth research is done by Wahyuni and Rosa (2013) who find 11 types of word formation of slang language from 41 data. According to the analysis, they are borrowing, coinage, suppletion, affixation, blending, back-formation, acronym, clipping, conversion, compounding, onomatopoeia, morpheme internal changes, and reduplication. The number for coinage is 12 data (29,3%), borrowing is 9 data (22%), back-formation, affixation, morpheme internal changes, acronym, and clipping are each have 3 data (7,3%), reduplication 2 data (5%), and onomatopoeia, blending, as well as conversion are 1 data (2,4%). The researchers suggest the readers, especially the students of English Department to choose the analysis of types of word formation of slang words as the object of research because there are many interesting aspects which can be analyzed. This research analyzes the types of slang word used in TV advertisement since there are many types of slang word used in the advertisement. The researchers hope that this research will give the contribution and becomes the reference for the next researchers who will study more about types of word formation of slang words or another field of linguistics. Aside from that, it is hoped that the next researchers could also investigate another TV or advertisement from the different perspective.

All the researchers mentioned have used slang as the primary data, but there are no researchers who have studied the word formation processes in sites. Therefore, this research takes it upon itself to study the word formation processes of slang in 1cak.com and its functions as it aims to study slang in sites more deeply.

METHODS

The form of this research is qualitative descriptive. The data are collected by using observation method (Sudaryanto, 2015) by screenshots on the meme or posts which follow certain postings of pictures. Then it is followed by the full observational method for there to be no interference from the researcher on the data collected. The focus of the research is the analysis of slang in 1cak.com site by describing its word formation processes, its function, and factors that influence the existence of slang. In data analysis, slang is analyzed based on its appearance in 1cak.com. Then, slang language is classified and described according to the theories that have been mentioned before.

RESULTS AND DISCUSSIONS

This research finds several slang words that are created and used in 1cak.com; acronym, blending, borrowing, clipping, derivation, and initials. Apparently, the relevance of this research is that the youth slang is in continuous development. The conducted research has shown that the slang is divided into two groups; common, and well-known slang.

Acronym is a process whereby new words formed from the initial letters or beginning segments of a set of words (Yule, 2006). Acronyms are formed from the initial sounds or letters of some or all of the words in a phrase or title and then reading them as a word. For example, ASAP (as soon as possible), YOLO (you only live once), and LOL (laugh out loud) show the acronym in 1cak.com. *Ansos* and *Jones* could be categorized into blending, which is a combination of two separate forms to produce a single new term (Yule, 2006). Typically, blending takes the beginning of one word and joining it to the end of another word. The word *ansos* comes from *anti sosial* or in English 'not sociable'; *an* (*anti*) or not joined with *sos* (*social*). *Jones* comes from *jomblo ngenes* or in English forever alone; *jo* (*jomblo*) or single and *nes* (*ngenes*) or pathetic. This word becomes the slang word because most of *wancaker* (users and visitors of 1cak.com) uses this word to reveal their condition of being single in a certain group. It clearly shows that they use slang language to express their idea or to feel as a member of the group.

Yule (2006) has stated that borrowing is the taking over words from other language. For this technique, the example is *Me Gusta* and *Le*. The word *Le* is derived from French language which means "the" in English. *Me Gusta* is colloquial phrase from Spain which means 'I like It'. *Me Gusta* represents joy and excitement in an awkward moment.

Clipping is a process that creates a new word by makes it shorter than the word before by deleting one or more syllable (Yule, 2006). Typically, this word formation process uses only one syllable. For instance, the word 'Pro' explains a new word. 'Pro' is a slang language that comes from the word 'professional'. The basic word for the slang 'pro' comes from the word *profesional* in Bahasa. It contains four syllables (*pro+fe+sio+nal*) which are formatted as CCV+CV+CVV+CVC. The clipping process in this word formation is done by keeping the first syllable 'pro' and omitting the rest of the syllables. This slang appears in clipping process to make an easier pronunciation of *profesional* as 'pro'. It is used by *wancaker* as their language to make a word short for it to say or even to write, and it has become popular language. This slang language has a purpose of giving a representative of the entire word by the first syllable. Another example for clipping words is *beb* from the word 'baby', *bro* from the word 'brother', *sis* from the word 'sister', *fav* from the word 'favorite', and *geez* from the word 'Jesus'.

Yule (2006) has stated that a process when a word is created by adding an affix which results meaning and/or category is different from its base word is called derivation. One of the types of word formation of slang language used in 1cak.com is derivation or affixation, which is the process of adding an affix. Normally, there are three types of affixes, namely; prefixes, suffixes, and infixes. From the data, there are *wancaker*, *hater*, *hackersta*, *jokersta*, and *tentarasta* which are categorized in the suffix. The word *wancaker* and *hater* come from the original words of *wancak* as the noun in part of speech and 'hate' as the verb in part of speech. These base words are then added with /-r/ suffix and the base words which are the noun (*wancak*) and verb (hate) are changed into the meaning of agent or doer. Therefore, based on morphology theory proposed by O'Grady and Guzman (1996), the word *wancaker* and *hater* is a derivation. In addition, *hackersta*, *jokersta*, *tentarasta*, added with /-sta/ suffix result in the base words, which is the noun (hacker), (joker), and (*tentara*) or in English soldier, changing into the meaning of being 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 make the language short and to hide something. For example, TS (Thread Starter) originates from Kaskus (largest Indonesian online community), and 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 the TV character Mr. Bean. It is used to point out something in a post or image, commonly in the form of sexual innuendo or taboo. NSFW (not safe for work) is a slang language used in order to inform that the posts consist of pornography and violence or also known as parental advisory explicit content.

Based on the observation during this research, the general reasons of *wancaker*'s use of slang language because it is the usefully brief way of expressing something that could only be expressed by a longer phrase in standard English such as the slang 'Y U No' and *HQQ*. The slang 'Y U No' comes from the expression why you no. The phoneme /y/ and /u/ are pronounced as 'why' and 'you' in the 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*, in English similarly means immortal, is also pronounced based on its phoneme /h/ and /q/ or *hakiki* in Bahasa. *Wancaker* uses abbreviations that they either could not or would not represent in speech.

Another function of slang is to communicate secretly in order for a certain hearer to understand and another not, for example, IYKWIM (if you know what I mean), *Yaranaika* is a slang language to express LGBT (Lesbian, Gay, Bisexual, and Transgender). It means 'Shall We Do It?' in the Japanese language. Based on this reason, the LGBT uses that is different from common society in their conversation.

Thug life is one of the slang languages to express shared attitude and values as group membership. Thug life is actually a life of gangster and villain. However generally, thug life is used to express courage, and one's breaking the rules. Slang language that is usually used for mocking, such as Bitch Please, You Don't Say, Forever Alone, Go Home You Are Drunk, and Genius. The slang 'bitch please' mostly appears in 1cak.com. The original meme is created from a photo taken out of a press conference in May 2009. The actual person behind 'bitch please' is Yao Ming, a professional Chinese basketball player wearing a hearty smile. 'Bitch please' is used to mock other's feeling, opinion, attitude, statements, etc. One is advised not to use it in the formal discussions. The slang 'you don't say' is used to express response toward rhetorical statements. Then, the slang 'Forever Alone' is used to mock someone who is single and pathetic about it. *Wancaker* uses this language to reveal their condition of being single and lonely. The slang 'Go home you are drunk' is used to express someone's failure in order to put something appropriately. It is similar with 'you're doing it wrong' and 'buzzkilling'. The meaning of the slang 'Genius' is contradictive with its real meaning as it means idiot, and is used to mock someone with the useless job.

Praising is one of the great attitudes of the human being in order to show honour toward each other. Slang in 1cak.com for praising is as follows Kvlit, You da Real MVP, and Give That Man a

Cookie. The slang 'Kvlt' originates from 'cool' which means keren in Bahasa and is used to express excitement about something. The slang 'You da Real MVP' comes from the speech of Kevin Durant, NBA player. MVP stands for Most Valuable Person, which is used to express gratitude for someone who has been kind in one's life and happiness. An example of it is the meme saying, Girls who text first; You da Real MVP, People who gave full-size candy bars at Halloween; You da Real MVP, the person Wi-Fi I'm using right now; You da Real MVP. The slang 'Give That Man a Cookie' is used for someone who deserves to be praised. This language is uttered by Vladimir Putin, President of Russia. An example which uses this slang is Blood donation; Give That Man a Cookie.

Sociolinguistics deals with language and its relation to society. That is why linguistics relates to the social factor which is a part of society itself. Social factors play an important role in the existence of slang on this site. Johnstone and Marcellino (2010) have stated that ethnography communication can be referred to as Speaking. Based on the social factors, Speaking theory influences the appearance and existence of slang in this research. Setting and scene refer to time and place. In this case, the setting is obviously the internet site. Meanwhile, scene describes the cultural definition. The scene in this context refers to the variety of some posts containing the joke, something weird, and unexpected habit of human being. These posts create slang which is used by the user and viewer of 1cak.com or *wancaker*.

The participants, in this case, refer to speaker and audience or writer and viewer/user/*wancaker*. *Wancaker* mostly consists of teenagers and some adults, male and female. The slang used by the male user is apparently logic to the point and vulgar, while those used by female user seem more polite, not rude, and consist of short phrases and sentences. Ends include the purpose of the event itself as well as the individual goals of the participants; the purpose of slang in 1cak.com according to its goals and outcomes. All of the slang appears based on the function and the reason why *wancaker* use it. Act sequence refers to how speech acts are organized within a speech event, and what topic/s is addressed. It refers to form and context that should be important to pay attention to in order to use slang in 1cak.com.

Key refers to the tone and manner in which something is said or written or the spirit of the speech. Slang in 1cak.com site can be written freely, but the tone determines the use of slang itself. For instance, the slang of praising can be used to mock based on the tone of the context and situation. Instruments refer to channels, forms, and styles of speech. Cover of code, i.e., language, dialect, variety, and channel such as speech or writing; slang in 1cak.com using the channel, i.e., written. Social rules cover the event and the participants' actions and reactions. In 1cak.com, the social rules in their conversation cannot be interpreted because the data is taken from written forms. Genres refer to the types of speech act which are demarcated; such as poems, proverbs, riddles, sermons, prayers, lectures, and editorials. There is no type of speech act in 1cak.com site. Slang in 1cak.com site cannot be identified for its genres, because it appears in words, phrases, and sentences.

CONCLUSIONS

Based on the data analysis, the researcher has found some of the types of slang words formation used in 1cak.com. It mostly uses clipping, blending, borrowing, acronyms, initials, and derivation by adding specific affixes (suffix). Clipping appears the most frequently. Then, there are two additional functions of slang to add to what Coleman proposed; slang for mocking and slang for praising. The social factors proposed by Johnstone & Marcellino influence the appearance and existence of slang. Social factors and situational factors that influence the use of language cause variations in language.

The present research only stresses the analysis of sociolinguistics where the main focus is the identification of the interplay among users of slang which are used in the site. The researcher hopes that this research will give the contribution and becomes the reference for the following researcher who will study more about types of word formation of slang words. For further research, it is hoped that the next researchers could investigate another media from the different perspective.

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