

## CHAPTER I

### INTRODUCTION

#### A. Background of Study

African American Vernacular English (AAVE) is a form of English that is mainly used by black Americans. Although the language is known as African American Vernacular English, it cannot be classified racially because not all black Americans speak it, and some non-black Americans may also speak it, sometimes even natively (Jokinen, 2008, p. 1).

Fought explains that African-American Vernacular English is a variant spoken by many African-Americans in the USA that shares grammatical and other linguistic traits that separate it from other American dialects (2006, p. 46). This description of AAVE states that it has its unique phonology, morphology, semantics, syntax, and lexical, which is consistent with Green's theory (2002) as cited in (Angreeni, et.al., 2018, p. 118). and then again, some people use only some features of this variant, such as grammar. According to Wolfram (2004, pp. 117-126), there are four features of AAVE's grammatical characteristics as follows: 1) verb phrase, 2) negation, 3) nominal, and 4) question formation.

In Al-Qur'an, Surah Ar-Rum verse 22:

وَمِنْ ءَايَاتِهِ خَلْقُ السَّمُوتِ وَالْأَرْضِ وَآخْتَلَفُ اللَّسِنَاتِ وَاللَّوْنِ كَمَ إِنَّ فِي ذَلِكَ  
لَآيَاتٍ لِّلْعٰلَمِيْنَ

The verse above highlights the significance of differences in understanding the disparities within humanity at an individual level. Language learners should

not only be conscious of the various distinctions in languages and dialects but also grasp the underlying grammar rules that shape these linguistic differences. With the rapid expansion of media and the dissemination of diverse cultures, language is gaining accessibility across different regions. Consequently, individuals need to be prepared to either embrace or coexist with these linguistic and cultural variations, all while having a solid grasp of the grammar that underpins effective communication.

The fast media flow in this instantaneous era makes it simple for internet users, especially content creators in Indonesia, to be instantly exposed to new things or ideas. Take the use of AAVE, for instance. New words come into use daily, such as “y’all”, “ain’t”, “Imma”, “finna”, and so on. Although AAVE is a language feature that originated with African Americans, there is no explicit prohibition against other races using it. However, because AAVE is frequently used in inappropriate contexts, it gives the impression that it is merely a trend and part of pop culture. For example, the stereotype that African Americans are rude is created when someone jokes or tries to sound aggressive. As a result, there will be a cultural appropriation of other people’s cultures from this issue.

In Al-Qur’an, Surah Al-Hujurat verse 13:

يَا أَيُّهَا النَّاسُ إِنَّا خَلَقْنَاكُمْ مِنْ ذَكَرٍ وَأُنْثَىٰ وَجَعَلْنَاكُمْ شُعُوبًا وَقَبَائِلَ لِتَعَارَفُوا إِنَّ  
 أَكْرَمَكُمْ عِنْدَ اللَّهِ أَتَقْوَاهُ إِنَّ اللَّهَ عَلِيمٌ خَبِيرٌ

Derived from the preceding verse, it is insinuated that irrespective of the disparities among individuals, it is incumbent upon us to extend respect towards others. In the context of linguistic acquisition, language learners must exhibit

deference towards the diversities encompassing race, complexion, and language. As a manifestation of esteeming linguistic distinctions, this principle pertains not exclusively to language learners but extends to all individuals communicating through various languages. It is incumbent upon such individuals to refrain from appropriating African American Vernacular English (AAVE), given that such appropriation propagates detrimental stereotypes that contribute to societal prejudice and the marginalisation of the African American populace.

Previous studies that supported this study are from Anggreeni, et.al. (2018, pp. 115-158), the result of this study showed that Donkey's AAVE utterances have three AAVE's grammatical features, which are verb phrase, negation, and nominal, and all four factors which consist of social class, gender, age, and linguistic environment underlying those grammatical characteristics. AAVE grammatical characteristics that appeared in Donkey's utterances are Copula/Auxiliary Absence, Invariant be, Subject-Verb-Agreement, Other Verb Phrase Structure, ain't, multiple negation, ain't with but, and second person plural y'all. The other previous study was from Aryani (2020, pp. 67-72), the results are as follows: Brian's rap song lyrics contained 7 out of AAVE's 13 grammatical features. Those are copula absence, invariant be, completive done, specialized auxiliaries, negation, nominal, and ain't. The differences are on the object that will be investigated. The previous studies focused on the movie and song lyrics. In contrast, this study will focus on the content made by Indonesian

content creator as known as Ramengvrl on social media, while the similarity is in the grammatical features used.

Pre-observation by the researcher found that many African-Americans content creators use AAVE on social media, with Indonesian content creators coming in second. They mimic linguistic elements, such as the grammatical features. That is the reason this topic has come up, to analyze the use of AAVE as well as to find out types of grammatical features of AAVE used by Indonesian content creator 'Ramengvrl'.

## **B. Definition of Key Terms**

### **1. African American Vernacular English (AAVE)**

African American Vernacular English (AAVE) is a unique way of speaking used mainly by African Americans in the United States. It is different from Standard American English (SAE) because it has its own grammar rules, vocabularies, and contractions. For example, instead of saying "He is working," in AAVE, someone might say "He be working." AAVE also often leaves out words like "is" or "are," as in "She a teacher." Another feature is the use of double negatives for emphasis, like saying "I don't know nothing." Despite being rich and expressive, AAVE has been unfairly judged and seen as incorrect English. However, the ability to switch between AAVE and SAE, called code-switching, shows linguistic skill. AAVE reflects the diversity and creativity of American English, serving as an important part of African American culture and identity.

### **2. Social Media**

It refers to online platforms where people can make, share, and engage with content such as TikTok, X (formerly known as Twitter), Instagram, and YouTube. These platforms have developed into effective tools that individuals, influencers, and content creators can use.

### 3. Indonesian Content Creator

It refers to individuals that generate and distribute original digital content across various platforms. Ramengvrl is an Indonesian content creator whose creativity and style are popular. She has become more well-known due to her songs, sense of style, and general demeanor. The combination of hip-hop, rap, and electronic music in Ramengvrl's material differentiates her from other artists in the industry. With her music videos, style postings, and lifestyle content, she interacts with her fans on social media sites.

## **C. Research Questions**

1. How do Indonesian content creator 'Ramengvrl' use AAVE?
2. How many types of grammatical features of AAVE used by Indonesian content creator 'Ramengvrl'?

## **D. Objectives of Study**

1. To analyze the use of AAVE by Indonesian content creator 'Ramengvrl'.
2. To find out types of grammatical features of AAVE used by Indonesian content creator 'Ramengvrl'.

### **E. Significance of Study**

The researcher expects this study to be providing useful knowledge for the reader as a part of the development regarding linguistics as a part of sociolinguistics field, specifically for EFL learners that practice by taking example from what they find on the internet especially social media as their learning method. In regards of AAVE considered as non-standard English in society, this study is expected to aid comprehending the vast growth of non-standard English used by non-native speaker.

In hopes of assisting English learners understand more of AAVE used on by Indonesian content creator, this study can be used as a reference for language learners and readers to enrich their comprehension of sociolinguistic scope, mainly about AAVE.