

CHAPTER I

INTRODUCTION

A. Background of Study

Human as social beings needs to communicate each other, so that human needs language. Language has been created to communicate by two people or more in life. Language is used in both spoken and written form.

Language is flexible, the language always changes with human life itself. Language also has many varieties. There are many languages in the world as Allah said in the holly Quran surah Ar- Rum verse 22:

وَمِنْ آيَاتِهِ خَلْقُ السَّمَوَاتِ وَالْأَرْضِ وَأَخْتَلَفُ الْأَلْسِنَتِكُمْ وَاللُّوَانِكُمْ إِنَّ فِي ذَلِكَ
لَآيَاتٍ لِّلْعَالَمِينَ

The relationship between the verse and this study is, the verse says that Allah has created many languages in the world, and the languages are different one another. It is same with this study, this study talks about slang. Slang is one of many languages that Allah has created in the world.

English is the International language. Like other language, English has two parts, Standard English and Non-Standard English. Usually, Standard English is used in formal situation, whereas Non-Standard English is used in informal situation. Non-Standard English has many varieties, and one of them is slang. Slang is a variety of language used by a restricted part of population, often younger or “less respectable”

than the majority, and is based on a very informal or very innovative lexicon than often replaces other words available in the general lexicon (Brown and Attardo, 2000: 131). Slang is something that everyone can recognize but no one can define. Speakers show enormous creativity in their use of slang, and it is often the source of a good deal of humor (Akmajian, 2004: 303-305). Nowadays, slang not only can be found in lyrics of songs, movies, and novels, but slang also can be found on social media. It means that slang is used in both spoken and written.

There are many tools used for communicating each other, one of them is social media. Social media has exploded as a category of online discourse where people create content, share it, bookmark it and network at a prodigious rate. Because of its ease of use, speed and reach, social media is fast changing the public discourse in society and setting trends and agenda in topics that range from the environment and politics to technology and the entertainment industry (Asur and Huberman, 2010: 8). There are many varieties of social media such as Facebook, Twitter, Instagram, Whats App, etc.

Facebook is a very popular social media created by Mark Zuckerberg. The Facebook users are from all over the world and Facebook is used by all ages especially teenagers. Facebook has many functions, like people can communicate and build relationship with people who are far from us and talk about something. Facebook has many chatting forums like messengers, group, and fan page. On fan page, the users usually talk about something they like, such as movies, novels, actors, actress, and singers, so that they use Non-Standard English because it is an informal situation.

Like other movies, *Beauty and The Beast* also has its fan page. On its fan page of Facebook, there are many people who talk about it. *Beauty and The Beast* was one of some awaited movies last year. It is a Disney movie that was released on March 17th 2017. *Beauty and The Beast* fan page has uploaded a video trailer. On comments of that video, the writer found many slang words and phrases. For example:

I will be **bawling my eyes out**.

Bawling my eyes out means **cry loudly especially for a long time**.

Slang has been studied by many researchers, for example a thesis by Sari (2010) entitled “An Analysis of Slang Language Types in *Rush Hour 2* Movie”. The writer found the similarity and the difference between her study and Sari’s thesis. The similarity is the writer and Sari analyse slang language. Besides, the difference is Sari analysed movie, while the writer wants to analyse comments on fan page.

Slang also has been studied by Ningrum (2009), entitled “An Analysis of Slang Expression Translation in *Mean Girls* Movie”. The writer found the differences between her study and Ningrum’s thesis. The differences are Ningrum analysed slang expression translation while the writer wants to analyse slang words and phrases, and Ningrum analysed movie while the writer wants to analyse comments on fan page.

From the explanation above, the writer wants to conduct this study because slang on social media is very interesting to be analysed and the writer wants to study deeper about slang. The writer analyses Facebook because the writer found there are many slang words and phrases on Facebook. The writer also wants to analyse slang on comments at *Beauty and The Beast* movie fan page because *Beauty and The Beast* is

one of some awaited movie this years, there are many people who talk about it on Facebook and the writer found there are many slang on comments at Beauty and The Beast movie fan page. This study entitled: “An Analysis of Slang Language on Comments at Beauty and The Beast Movie Fan Page on Facebook”

B. Statement of Problems

Based on background of study above, the problems of this research can be formulated as follows:

1. What slang is used on comments at Beauty and the Beast movie fan page?
2. What is the literal meaning and figurative meaning of the slang used on comments at Beauty and the Beast movie fan page?
3. What types of slang are used on comments at Beauty and the Beast movie fan page?
4. What words formation processes of slang are used on comments at Beauty and the Beast movie fan page?

C. Objectives of Study

Based on statement of problems above, the purposes of this study are:

1. To find out the slang used on comments at Beauty and The Beast movie fan page.
2. To know the literal meaning and figurative meaning of the slang used at comments of Beauty and The Beast movie fan page
3. To find out the types of slang used on comments at Beauty and the Beast movie fan page.
4. To find out the words formation processes of slang used on comments at Beauty and the Beast movie fan page

D. Limitation of Study

There are many postings at Beauty and The Beast movie fan page, but the writer decided to limit the analysis by focussing only on comments of Beauty and The Beast movie trailer video that was posted on January 30th 2017.

E. Significance of Study

The writer hopes this study will increase knowledge about slang language on Facebook, especially to the readers who want to learn more about it. The writer also hopes that this study will give benefits to the readers. The benefits are to make the readers know what slang used on Facebook and to make them can use slang language on Facebook correctly.

F. Definition of Key Terms

To avoid misunderstanding in understanding the title above, the writer needs to clarify some terms in the title above:

1. Slang Language :

Slang is the use of informal words and expressions that is usually used by teenagers. The slang which is discussed is the informal words and expression that used by the Facebook users in giving comments about Beauty and The Beast movie.

2. Comment :

A spoken or written statement expresses an opinion about someone or something. It can be found verbally or literally in daily life. The comment which is discussed is written statement on Facebook fan page about what people think about Beauty and The Beast movie.

3. Beauty and The Beast movie :

Beauty and the Beast is an American romantic fantasy musical film. It was directed by Bill Condon and written by Stephen Chbosky and Evan Spiliotopoulos. It is a remake film of Disney's 1991 animated film of the same name. The casts are Emma Watson, Dan Stevens, Luke Evans, Kevin Kline, Josh Gad, Ewan McGregor, Stanley Tucci, Audra McDonald, Gugu Mbatha-Raw, Ian McKellen and Emma Thompson. It was released on March 17th 2017.

4. Fan page :

A chatting forum of favourite movie, actor, actress, novel, etc. The fan page which is discussed is a fan page on Facebook that is created by a fan who interested in movie, song, novel, etc.