

# CHAPTER I

## INTRODUCTION

### 1.1 BACKGROUND OF THE STUDY

Language is very important to communicate with people of a society because language is used for socializing between human beings. The functions of language are for communicating and expressing feeling. In communication, people can deliver their aims. They can also express what they feel and as per what they want to say. According to Wardhaugh (1986, p.1), a language is what the members of a particular social speak. It means that without language, a society or members of the group cannot express their ideas well.

People with different language may not understand one another maximally once they get in a conversation. It also happens in Indonesia. That is why the national language is necessary. Indonesia which has *Bahasa Indonesia* as its national language can erase the boundary between the people from different regions. It acts as a bridge to give a way to understand people from different regions as each of them usually also has their own different regional languages.

There are many kinds of regional languages in Indonesia. For example, people who live in Aceh have different languages to people who live in Java. People who live in West Java, East Java and Central Java have different Javanese languages. Even people who live in the same province like Central

Java, have different languages depending on the areas in which they live, as an illustration, Pekalongan and Semarang. The distance of those cities is not too far, but the Javanese languages used in both cities are different.

The presence of various languages in society directly makes the communities within the society has a variety of language codes. Not only that, the community will also have their own ways of speaking available to its members. Just like in a region where some communities stay on, people who live in the communities possibly come from various backgrounds such as educational and social status. The various backgrounds among the people create language varieties in the communities. Each community has its own language to choose and to be applied in their ways to communicate with others.

The language variation itself is often also created by community, for example, youth slang. Recently, youth slang becomes popular and a lot of youth use this language to communicate with others. Youth slang is not a new language, as it is actually an old language. It is a popular language among the society. Youth slang is no longer an exclusive language for this time. In the past, youth slang is only used by actresses, actors, presenters and other people who work as entertainer, but this time, youth slang becomes widely spoken language among youth in Indonesia. Debby Sahertian, Eko Patrio, and Tata dado are the examples of trendsetter who apply youth slang and make it popular. According to Debby Sahertian (2008, p.2), youth slang is one of the

genres of Indonesian folklore which is classified as a folk speech. Youth slang in a folk speech is almost similar to slang.

In youth slang itself, what people say or write in it do not always have the real meaning. There are two kinds of meaning which are then classified as connotative and denotative meanings. Connotative meaning simply has meaning which people can connect the meaning of a word with its perception. Just like when people said 'Aku pergi ama berondong.' It does not mean that the man or woman go by bringing his or her young corn since *berondong* in Javanese means young corn, but going with someone who is still young. Meanwhile, denotative meaning is the real meaning of the word or the meaning that usually can be found in the dictionary.

Based on the statement above, the writer is interested in finding out the use of youth slang because this language becomes popular and the youth have also used this language daily along with Bahasa Indonesia or other language to communicate with their peers. In conducting research of youth slang, the writer specifies her field into youth slang, which is used in Olga girl magazine.

The writer is interested in choosing Olga Magazine to be used as the document materials sources of her study because Olga Magazine is one of the famous girl magazines targeting the youth girls as their readers. They put one of their efforts to match with their readers' desire by offering language which are not so strict on the grammar. Instead, Olga Magazine uses mix language among Bahasa Indonesia – English – youth slang. Eventhough Olga

Magazine is not as old as other girl magazines such as HAI or Kawanku, surely Olga which are published in Semarang are starting to gain their own fan readers.

## **1.2 FIELD OF THE STUDY**

This research was conducted based on the theories of Linguistics. These theories were chosen because Linguistics are related to various analysis of the language, like the use of the language in a society, the meaning of the particular language, the process of forming the language and many more. However, the writer used only two parts of Linguistics theories which were Sociolinguistics and Semantics to analyze her research about youth slang.

## **1.3 SCOPE OF THE STUDY**

The writer conducted her research using the theory of Linguistics. The writer used the theory because this research talked about the meaning of the language used in a society and the meaning of the language itself. Specifically, the research belongs within the domain of Sociolinguistics and Semantics. Sociolinguistics was chosen because the writer conducted a research which discussed about the use of a particular language in a society. Here, the particular language which was analyzed was youth slang. This kind of language which could be categorized as slang had become a phenomenon among the Indonesians' society. The writer also used Semantics theory in order to strengthen the analysis of this research. Semantics theory which was

chosen was the theory about the connotation and denotation. This research specifically concentrated in connotation and denotation to discuss about youth slang which was used in Olga Magazine. The connotation and denotation in Semantics was used to get more understanding about youth slang because the writer analyzed the language by getting the meaning of the language connotatively and also denotatively.

#### **1.4 PROBLEM FORMULATION**

The reasons of doing this research lead the writer to the following questions:

1. What are the kinds of words of youth slang used by in Olga Magazine?
2. What are the meanings of the youth slang used in Olga Magazine connotatively?

#### **1.5 OBJECTIVES OF THE STUDY**

This research attempts to achieve the following goals:

1. To find out the kinds of words of youth slang used in Olga Magazine.
2. To discover the meaning of each youth slang connotatively.

## **1.6 SIGNIFICANCE OF THE STUDY**

The writer expected that the results of the research will be useful for the readers to understand youth slang. Youth slang is usually used by youth in big cities. However, in these days, youth slang is also used by the youths in some other areas in Indonesia.

This research was done based on the magazine for the young people which is called Olga Magazine. In this research, the writer was going to get the lists of youth slang vocabulary which were usually used and also to get the meaning of the youth slang which were used in Olga Magazine.

## **1.7 DEFINITION OF TERMS**

The writer uses the following terms in her research about youth slang.

- **Youth Slang** : a new kind of slang words which are popularized by Debby Sahertian. Sahertian (2005, p.iv) says that slang word can be classified more specifically as a cant. It is slang word that is functioned as a restricted language for certain community.
- **Youth** : a stage of age which is known in between childhood and adulthood.
- **Olga Magazine** : one of girl magazines which is published in Semarang.