

# CHAPTER I

## INTRODUCTION

### 1.1. Background of the problem

In the globalization era, social media is very close with people. Social media becomes a daily necessity. Furthermore, social media users are not only adults but also teenagers and children. In addition, social media is also used by both males and females. This means that social media development can be well received and it is required by everyone in this world without thinking about their age and sex. According to el-badawy and hasyem 2015, social media is a platform that gives individuals the opportunity to interact, using two ways to communicate; That is, anyone who has an online account can share (el-badawy and Hasyem, 2015, p.46). From the explanation above, Twitter is a relatively social media website and a good option for Artists who want to chat with their fans, without having to give away personal access information.

In addition, every activity in Twitter needs both delivering and understanding language because if people want to deliver information, they use language which can be understood and when people want to get information, they have to understand the language too. As we know that language is the most important aspect to connect communication, people have to follow the development of language. The language used in social media is different from the language which is used orally. Most American Artists on Twitter usually use informal language to make communication simpler. The name language is slang.

The slang term has come into existence many hundreds of years ago, at the very beginning of the 18th century. Slang begins with a language used by the lower class to show his existence. That is why slang is often translated as a no-class language.

Personally, I like to observe the language used on Twitter, especially observing artist accounts that often pass through the timeline. Many American artists use Twitter as their communication tool. American artists who

use English slang abbreviations are Rich Brian, Katy Perry, Nicky Minaj, Wiz Khalifa, Doja Cat, DJPooh, Tina Snow, Halsey, Editti Efiang, Warrenhue, Josh James, Baddie, Bob Levine, Raid Away, Adam Hill, Saint Laurent, Ted Frank, Benji Krol, Renu Khator, Latoya Morgan, Better Midler, and Charlie Puth.

I am interested in this research because many American artists use slang abbreviations in their Twitter posts. The main problem is that many of their followers do not understand these slang abbreviations, because their followers come from various countries who do not necessarily know about this very popular language. Moreover, every language from different countries has popular internet slang abbreviations so there might be any similarities or differences in the writing structure of Indonesian and English slang abbreviations, then slang is practically the new language of everyday communication to identify what are exactly the extensions of slang abbreviations and the meanings behind them.

All problems above are the reasons why I want to conduct the analysis. Besides, English slang abbreviations are also still popular that are often used on Twitter. I will browse and read online to find popular internet slang abbreviations. Based on the fact described above, I take English slang abbreviations as the object of the research.

## **1.2 Identification of the Problem**

People hard to distinguish the uses of slang abbreviations in communication. Personally I like observing American Artists in Social media, especially Twitter. I found that they tend to use Slang Abbreviations in their social media, while most of their followers are not able to understand english moreover slang, because they are from around the world, and slang has specific meaning.

## **1.3 Limitation of the Problem**

The study will be limited to discussion of the types slang abbreviations, forms slang abbreviations, and the meanings of slang abbreviations by American Artists' on Twitter.

#### **1.4 Formulation of the Problem**

Based on the limitation of the problem above, the problems of this research are formulated into the following statement

1. What are the Types of English Slang Abbreviations in American Artists' Twitter?
2. What are the Forms of English Slang Abbreviations in American Artists' Twitter?
3. What are the Meanings of English Slang Abbreviations in American Artists' Twitter?

#### **1.5 Objectives of the research**

The objectives of this study are:

1. To find the Types of English slang abbreviations in American Artists' Twitter.
2. To find out the Forms of English Slang Abbreviations in American Artists' Twitter.
3. To describe the Meanings of English Slang Abbreviations in American Artists' Twitter.

#### **1.6 Benefit of the Research**

1. For Students

This study can give information to the society that there are many studies of linguistics, which are sociolinguistic factors applied in our social activities phenomenon especially in the language used activities in social media, so it gives more knowledge about studies contained in linguistics.

2. For other researchers

This study can assist the readers to get a new language and understand the meaning of the English Slang Abbreviations, especially in Twitter.

#### **1.7 Systematic Organization of the Research**

Based on the explanation above, the systematic organization of this research is as follows:

### **CHAPTER I: INTRODUCTION**

This chapter discusses background of the problem, identification of the problem, limitation of the problem, formulation of the problem, objective of the research, Benefit of the research and Systematic of the Research.

## **CHAPTER II: ANALYSIS OF LITERATURE REVIEW**

This chapter deals with the references related to the topic. It discuss sociolinguistics, slang, word formation, abbreviations, and American Artists Twitter.

## **CHAPPTER III: RESEARCH METHOD**

This chapters deals with time and location, research approach and method, research object and data source, data collecting technique, and data analyzing technique.

## **CHAPTER IV: ENGLISH SLANG ABBREVIATIONS IN AMERICAN ARTISTS' TWITTER**

This chapter delivers the data analysis and discussion the analysis of the problemis served in thre sub-chapters: Firstly, it discuss about types of English slang abbreviations in American Artists' Twitter. Secondly it serves the Forms of English slang abbreviations in American Artists' Twitter, and the last sub-chapter describe about the meanings English slang abbreviations in American Artists' Twitter.

## **CHAPTER V: CONCLUSION**

In this chapter, it serves the outline of the analysis result in the previous chapter.