

# CHAPTER I

## INTRODUCTION

This chapter presents rationale, research questions, research objectives, scope of the research, and weight and relevances of the study of “Analysis Of Slang Words In The Communication Of eFootball PES 2023 Buying And Selling Group”.

### 1.1 Rationale

Language variations are a branch of sociolinguistic, a different name for this specific kind of language or language area is a lect. It is a generic words for any unique way that a language is expressed. It may include a standard range of languages as well as dialects, registers, styles, slang and other language forms. Silalahi & Silalahi (2023) This research will focusing on slang words that used in specific community.

Slang is a branch of language variation, slang naturally appeared as a variation of the language used by a particular group or region at the time of association. slang is not usually fully understood by people outside a particular social group, and so has a value of showing the intimacy of its members. Allan and Burridge cited in Ardianta et al. (2022) stated that slang is typically perceived as informal and inferior to formal speech. Allan and Burridge affirm that there are

five different types of slang the result is fresh and creative, flippant, imitative, acronym, and clipping. However, today, the use of the word slang has become more widespread and spread beyond the group Budiasa et al. (2021) Slang is informal, non-standard, and usually reserved for a particular group or group. Subculture. Slang refers to uncommon words, phrases, and expressions. In standard dictionaries or in formal texts. (Silalahi & Silalahi, 2023) The use of slang in recent years are really massive, this can be seen from online communication platform such as Facebook, Instagram and etc.

The use of slang words can happen in offline which is traditional market and online platform or social media, such as Tokopedia, Shoppe, as a research from Fa'iza & Laksono (2022) Which gives a view that slang or language variation in general can be used in transactional context. Transactional activity now as the social media grows up, this can be seen from other research that have been conducted by Mei et al. (2022). The Analysis of Slang Words in Buying and Selling Android Forum on Facebook which result showed that showed that the researcher focusing on finding the found the types of slang words, contextual meaning, and function of slang words. It shows that facebook can be use also for online transaction.

From the explanation above, the emergence of slang is an interesting thing to discuss as a part of language development in today's digital era. today. The use of slang in social media is certainly interesting to explore because of its massive and very dynamic distribution and use. At first, the emergence of slang language functioned as a language of identity for certain groups or communities,

but now its function is not only limited to certain groups but has been used by almost all groups when communicating and transacting on social media. communicating and transacting on social media. This encourages researchers to conduct research on "Analysis of Slang Words in the Post and Comment Section of eFootball PES 2023 Facebook Community". As a member involved in the "*Jual Beli eFootball PES 2023*", this research aims to explore the use of slang words in the "*Jual Beli eFootball PES 2023*" Group. In addition, this study aims to understand the unique linguistics in online gaming communities, its impact on community identity, and the unique features of slang words. and finally understand the meanings of slang language contained in the "*Jual Beli eFootball PES 2023*" group.

## **1.2 Research Questions**

- a. What are the types of slang words employed within the post and comment section of the "*Grup Jual Beli eFootball PES 2023*" contribute to the representation of community identity?
- b. What are the meanings of slang words employed within the post and comment section of the "*Grup Jual Beli eFootball PES 2023*"?

## **1.3 Research Objectives**

1. To find the types of slang words employed within the post and comment section of the "*Jual Beli eFootball PES 2023*" contribute to the representation of community identity.

2. To find the meaning of slang words employed within the the post and comment section of the “*Jual Beli eFootball PES 2023*”.

#### **1.4 Scope of The Research**

- Community Identity and The Function:

Explore into the construction and representation of community identity within the “*Jual Beli eFootball PES 2023*.” It aims to identify shared cultural codes, linguistic markers, and other aspect contribute to the form of a group identity. And also focusing on the function of the slang that used in the communication “*Jual Beli eFootball PES 2023*.”

#### **1.5 Weight and Relevances**

- Recognizing the Slang words:

This study is important for recognizing the Slang words that often use in the “*Jual Beli EFootball PES 2023*.” . The research will advances about the comprehension of the ways in which Slang language use in online gaming communities.

- Reflections on Community Identity:

The study provides insight into a common social norms, linguistic markers, and communication principles that characterize the “*Jual Beli EFootball PES 2023*” by concentrating on how slang phrases are used to establish community identity. Understanding these elements contributes to a more comprehensive grasp of online community formation.

