

CHAPTER I

INTRODUCTION

Chapter one as an introduction covers the description of the research background. It consists of background of the study, identification of the problem, research questions, research objectives, scope of the study and weight & relevance

1.1. Rationale

Slang is a common form of communication used within society. To understand slang in a foreign language, one must learn and familiarize themselves with it. Slang is widely encountered in daily life, whether in casual conversations or on social media platforms. The most young people today use slang in their conversations with close friends, whether through spoken or written communication Budiasa and Savitri (2019) in Gede Budiasa et al., (2021). Holmes, (2013: 176) in Devi & Hidayat, (2022) stated that slang is becoming more common among millennials in their everyday interactions as a way to connect with each other. Additionally, it represents a part of vocabulary that reflects a person's age. Language usage varies depending on the context in which it is applied. In most cases, communication in informal settings differs from that in formal situations. People often use expressive phrases, idioms, and slang to make their conversations more engaging, especially in casual interactions (Allan and Burridge, 2006: 69) in Devi & Hidayat, (2022).

Slang words are also widely found in social media platforms, one of them is in Facebook. According to Chaer and Agustin in Antoro (2018: 2) as cited in Gede Budiasa et al., (2021), slang is as a common language variation in social interactions, is widely found in social media communication. As mentioned in the explanations above, slang is a part of language evolution that is frequently used by various groups, especially on social media platform. This research can help understand how slang develops and is accepted in the digital context. Facebook, as a communication platform, has various types of interactions between users. Analyzing slang can reveal how people use informal language to communicate

more casually or to express their affiliation with certain social groups. For example, one of the slang terms in the Facebook community for buying and selling Mobile Legends accounts is "Imo." The word "Imo" is a slang term that refers to the rank level in the Mobile Legends game, derived from the word "Immortal." It is usually used by sellers to indicate that the account being sold has reached the highest rank, Immortal. However, "Imo" can also have a different meaning outside this community. For instance, IMO stands for "In My Opinion," which is commonly used to express personal opinions in communication, especially in cyberspace, such as forums, social media, or informal conversations.

Several studies have investigated the use of slang across various domains. In the context of social media, researchers such as Adzani et al. (2023), Santosa et al. (2022), Satria (2021), Aqilah and Saddhono (2024), Putri et al. (2024), Sulistiyaningsih and Muttaqiyah (2022), Rahma (2024), Oktaviani et al. (2023), Gede Budiasa et al. (2021), Ardianta et al. (2022), Nur and Kustriyono (2024), Nurhalimah et al. (2023), and Sari et al. (2022) have analyzed how slang is used as a form of informal and expressive communication among online users. In addition, the use of slang in movies has also been widely explored, as seen in studies by Devi and Hidayat (2022), Fitriani Nst and Kristiana (2024), Dula (2024), Pasaribu et al. (2024), Arianti and Lestari (2021), Kinanti and Rindrah (2024), Jaya et al. (2022), Oktaviani and Agung (2023), and Ramadhan and Simatupang (2024). These studies typically focus on how slang reflects character identity, social background, and cultural nuances within cinematic dialogue. Moreover, there are studies that examine the use of slang in digital marketplace platforms, such as the one conducted by Hastutik et al. (2023), which highlights how slang functions in transactional and persuasive communication among buyers and sellers.

Despite the existing research on slang in various contexts, there is a notable gap in studies specifically focusing on the use of slang within gaming communities, particularly in the context of buying and selling game accounts. Previous studies have primarily addressed slang in films, live streams, and general social media interactions, but they do not explore the unique linguistic features and community identity shaped by slang in the Mobile Legends buying and selling group. This

research aims to fill this gap by analyzing the Types of Slang and the Type of Meaning of slang used in the "Jual Beli Akun Mobile Legends Indonesia" group, thereby contributing to a deeper understanding of language evolution in digital gaming communities.

1.2. Research Questions

Based on the statement above, the researcher determines several research questions, namely:

1. What are the types of slang words used in the posts and comments section on "*Jual Beli Akun Mobile Legends Indonesia*"?
2. What are the types meanings of slang words used in posts and comment sections on "*Jual Beli Akun Mobile Legends Indonesia*"?

1.3. Research Objectives

Based on the research questions above, the research objectives are as follows:

1. To find the types of slang words used in the posts and comments section on "*Jual Beli Akun Mobile Legends Indonesia*".
2. To find the types meanings of slang words used in posts and comment sections on "*Jual Beli Akun Mobile Legends Indonesia*".

1.4. Scope of Research

To limit the research, this study focused on analyzing slang words used within the "*Jual Beli Akun Mobile Legends Indonesia*" Facebook community. This group serves as an online marketplace where members engage in buying and selling Mobile Legends game accounts. The study specifically examined how slang is employed in posts and comments, and how these linguistic features reflect and construct shared meanings among community members. The data were drawn exclusively from the "*Jual Beli Akun Mobile Legends Indonesia*" Facebook group over the span of one week, using purposive sampling to collect 105 posts and 17 comments. These data were then analyzed through a qualitative content analysis framework using Allan and Burridge's (2006) classification of slang types and

Geoffrey Leech's (1974) theory of meaning. Through this focused approach, the study aims to highlight the role of slang in both functional communication and the symbolic shaping of digital community identity.

1.5. Weight and Relevance

This research is important to recognize and understand the Slang words that are often used in the "*Jual Beli Akun Mobile legends Indonesia*". This research will advance the understanding of the ways in which slang is used in online gaming communities, including how it reflects community identity, builds social interaction and adapts to the development of digital culture.

This research provides insight into the communication principles that characterize "Jual Beli account Mobile legends Indonesia" by concentrating on how slang phrases are used to build community identity. Understanding these elements contributes to a more comprehensive understanding of the formation of online communities particularly online gaming communities.