

CHAPTER I

INTRODUCTION

The rationale, research questions, research objectives, scope of the research, and the significant of research on "An Analysis of Slang Words Used by The NCTZENBASE Community in X: A Sociolinguistics study" are presented in this chapter.

1.1. Rationale

Have you ever heard the terms "sijeuni" and "neozen"? The term "Neozen" used by members of community to share daily posts on NCT and WayV on X (@NCTzenbase). In addition, the fandom is known as "sijeuni" or NCTzen, a combination of the words Neo Culture Technology (NCT) and citizen. These words are classified as slang because they are only employed by members of this community. Furthermore, these are the words that most frequently emerge and are utilised by the NCTZENBASE community on X as their identify as fans of the boy group singer known as NCT. The growing number of slang words that continue to spread rapidly among fandoms, particularly in the NCTZENBASE community, is a fascinating phenomena.

Indonesia is currently experiencing globalisation tendencies orientated towards South Korea, sometimes known as the Korean Wave, Hallyu, or Hallyu Wave. Shim defined "Hallyu" or "Korean Wave" as the globalisation of South Korean culture, which influences many countries (Nastiti, 2011 in (Gan, 2021). In this scenario, a variety of South Korean-related items began to gain popularity in Indonesia, ranging from music, films, and dramas to the South Korean state's culture. The Hallyu Wave includes K-pop fandoms, particularly the NCTZENBASE community.

Neo Culture Technology, or NCT, is one of SM Entertainment's South Korean boy groups. NCT has a unique idea in that its members are infinite or endless, and they arrive not only from Korea, but also from Japan, China,

Thailand, and even the United States. NCT has various units, including NCT United, NCT 127, NCT Dreams, WayV, and NCT Wish.

NCT fans, often known as NCTzen, are spread over the world, especially Indonesia (Azhari & Inayatilah, 2022). NCT fans have spread over social media, including the X platform. X is a widely utilised media platform among NCTzens. The @nctzenbase account, which represents NCT's fans on X, notably NCTZENBASE Community, has 929.000 followers, and members communicate with one another via posts and comments. Members utilise a number of slang terminology that are only understood by their fellow members.

The NCTZENBASE community is linguistically intriguing given that it is a digital place where people actively create and use non-standard language variations in the form of slang that is unique, innovative, and full of group identification. This aligns with Allan and Burridge's (2006) theory that slang is dynamic, innovative, and tightly tied to group identity. Furthermore, the combination of Indonesian, English, and Korean elements demonstrates the presence of linguistic hybridisation as a response to cultural globalisation via the Korean Wave phenomena. As a result, this group offers a wealth of sociolinguistic research opportunities.

Besides from the explanations indicated above, Sweet et al. (2019) in Efendi et al (2024) argue that people use social media to form online communities with others who share their interests. Communities maintain common interests and values, allowing them to communicate ideas and confront concerns with like-minded people who truly understand one another. Arts, sports, foods, cultures, musics and games are some examples of interests that might lead to community building.

As a result, it is clear that K-Pop fans, particularly NCT fans, are actively engaging with one another on X. In their conversations, NCTZENBASE community utilise a lot of slang. As K-Pop grows in popularity, the author is interested in studying the slang words used by the NCTZENBASE community on X. This study intends to assist people, particularly youths who would like to explore the world of K-Pop, as well as ordinary citizens who want to grasp K-Pop

slang and its meaning. It also addresses the instructor, providing insight into its implications in English Material Development.

According to some experts, slang is a dynamic and informal language variation that is mostly employed in specific communities in order to encourage identity, unity, and exclusivity (Meyerhoff, 2011). Slang is frequently connected with youngsters and informal settings, where it advances quickly as new expressions form and prior ones vanish. Slang frequently employs metaphors, ellipses, and linguistic play, occasionally introducing totally fresh vocabulary and grammar (Allan & Burridge, 2006). Slang, due to its faded nature, can indicate a person's age, background, or subcultural identity (Holmes, 2013). Slang promotes solidarity among groups, distinguishes members from outsiders, and enhances social relationships. However, slang is often avoided in a formal environment since it may not be well understood or accepted.

The investigation on slang has been conducted by several previous researchers. There is a study in the context of song that written by Koupun et al. (2024). Therefore, there are studies in the context of movie that written by Arianti (2021), Abidin (2021), Siringoringo & Marpaung (2022), Achmad et al. (2023), and a study by Wina & Marantika (2023). In addition, there are numerous studies in the context of social media that written by Prastikawati et al. (2021), Gan, (2021), Ardianta et al. (2022), Azhari & Inayatilah (2022), Tasyarasita et al. (2023), Wedananta et al. (2023), Winarna & Tanzila (2023), Firman & Indahyanti (2024), and a study by Tufail et al. (2024). Furthermore, there are numerous studies in the context of community, such as a study by Nuraini & Pahamzah (2021), Oktavianingsih et al. (2022), Salissing & Syarif (2024), Efendi et al. (2024), and a study by Aulya & Binawan (2025).

This research presents a unique contribution by focusing specifically on the use of slang within the NCTZENBASE community on the X platform, which has not been extensively explored in previous research. While prior researchs have examined slang in the contexts of songs, movies, general social media use, and communities, this research narrows its focus to a particular K-Pop fandom, namely NCTzens and their specialized linguistic practices on X. Its novelty lies in

the exploration of slang words as a slang language specific to the NCTZENBASE community, which is used not only as an identifier but also as a medium for social bonding and cultural expression in a transnational digital fandom, as well as the analysis of slang words in 3 languages, namely Korean, English, and Indonesian. Furthermore, this research is different from previous studies because it will focus on explaining the slang types and functions based on Allan & Burridge's theory used by the NCTZENBASE Community in X platform. Therefore, the author wants to conduct a research entitled **“An Analysis of Slang Words Used by the NCTZENBASE Community in X: A Sociolinguistic Study”**.

1.2. Research Questions

Based on the rationale above, the author formulates the research questions as follow:

1. What are the types of slang words found in the NCTZENBASE Community?
2. What are the functions of slang words found in the NCTZENBASE Community?

1.3. Research Objectives

The author formulates the research objectives as follow:

1. To identify the types of slang words found in the NCTZENBASE Community
2. To know the functions of slang words found in the NCTZENBASE Community

1.4. Scope of The Research

The scope of the research, the researcher focusses on the analysis of the types and functions of slang words in the NCTZENBASE community based on Allan & Burridge's theory, particularly the Indonesian audience. The limitation is made so that researcher only focus on slang words and know the types and functions of the slang words themselves.

1.5. Significant of Research

1. Theoretically, it is believed that this research will contribute significantly to the enrichment of utterances in sociolinguistics, particularly slang found in X community.
2. Practically, this research can serve as a reference to demonstrate how slang words are commonly used in casual settings. The author believes that the findings in this research will be valueable for future research learners or scholars who are interested in conducting researches on sociolinguistics, such as slang term usage.