CHAPTER I
INTRODUCTION

This chapter presents the background of the study, statement of the problems, purposes of the study, significance of the study, scope and limitation, and definition of the key terms.

1.1 Background of the Study

The high intensity of using slang language in communication led to the derivation as one of the essential processes which contribute to the creation of the slang words. Derivation is a process of forming a new lexeme. According to Katamba (2005), the derivation process is divided into four parts; Affixation, Conversion, Compounding and Reduplication. These different morphological operations contribute to the growth of slang language which is so popularly found in various types of social media nowadays; one of them is Instagram.

Instagram, the growing social networking service for photo sharing has gained the attention from scholars and practitioners; little is known about the social and mental components that make consumer fanatical about this app (Lee et al., 2005). This social media allows users to shoot, edit, post, and share photos and videos using their personal account. People can also get responses from other users by textual comment or by tapping on the small heart icon at the bottom of the photo, which means one ‘likes’ to the image. From those facilities, people can communicate and share much information including a variety of language. Instagram has become a leading social media that produces and spreads out many new vocabularies, especially in slang language. One of the Instagram accounts
that exist till right now is Slangcards. This account focuses in posting photos and videos consisting of slang languages commonly used in everyday conversation.

Slang is the terminology used to describe a variety of languages with an informal vocabulary that is commonly faddy (Katamba, 2005). Slang is inevitable when you are adopting any kind of language and is winding up progressively normal as social media proliferation. Barry (2008) stated that language is not completely stable systems; there is always something that is vulnerable to change in every language because they are unnecessarily difficult or complicated. Hence, dealing with slang words is important to avoid a mistake in language development.

Another phenomenon to study in addition to slang is derivation process. According to Katamba (2005)

Derivation is motivated by the desire to create new lexical items using pre-existing morphemes and words; when you need a new word (in the sense of vocabulary item), you do not usually need to make it up from scratch. It is possible to create new lexical items by recycling pre-existing material. On this regard, the researcher applies the analysis of derivation process in the way how some slang words are constructed by its process. Zhou and Fan (2013) found that as time passes, the developing society increases slang resources and enhances its contexts. Because of this, it is interesting to find out the core of some slang words which are used in daily conversation.

There have been so many studies about analysis on slang language. The first one was written by Yuliati (2013); she concerned on internet slang used by students’ Facebook of English Department at University of Muhammadiyah Malang. In her research, she found out the word slang aroused which has the same
word and different structures but have the same meaning. For example, the word 
*c*os and *coz* mean “because”. Based on the previous example, students used many 
kinds of internet slang in different writing styles in certain situations.

On the other hand, Raditiya (2015) conducted a study about slang in BBM 
for Android used by digital native at SMAN 1 Gondang Mojokerto. This research 
specifically enlarges the variation of sociolinguistics research in education and 
investigates the reason behind the use of slang language. In his result, he found 
some slang language like *nich* and *hrs*. He also figured out that the uses of the 
slang by digital native at SMAN 1 Gondang Mojokerto are: as their secret 
language, as a joke, and as additional terminology.

From the previous study above, the researcher is interested in studying the 
derivation process in English slang words found on Instagram account of 
Slangcards. In this study, the researcher focuses on the construction of a slang 
word so that the root words of slang will be known. Since we know that slang 
words are not always coming from new invention or coinage.

Furthermore, the researcher also finds out the reason behind the most type 
of derivation process used in slang words construction in Instagram account of 
Slangcards. This investigation works deeper than the previous studies which are 
only trying to obtain the slang words and to seek the reason why people use it. 
Hence, this study is conducted in the current social media. While Facebook and 
BBM become rarely used, Instagram becomes more and more popular today not 
only to post photos or videos but also to communicate around the world.
1.2 Research Problems

1. What are kinds of derivation process used in Instagram account of Slangcards?

2. What are the underlying reasons behind the choice of the most frequent type of derivation process of slang words found in Instagram account of Slangcards?

1.3 Purpose of the Study

1. To discover kinds of derivation process in slang words that were posted by Instagram account of Slangcards.

2. To investigate the reason behind the choice of the most frequent type of derivation process of slang words found in Instagram account of Slangcards.

1.4 Significance of the Study

Theoretically, this study is expected to enrich the information about derivation process. It gives example on slang words construction found in specific social media. Furthermore, it develops the analysis theory of word construction in morphology research.

Practically, this study is used as a reference in teaching about derivation process in morphology and also language variation in sociolinguistics.
1.5 Scope and Limitation

This study focused on the slang words with derivation process found in Instagram account of Slangcards. The researcher analyzes the derivation process by using book English Word written by Francis Katamba. Furthermore, this study is limited to English slang words posted by Instagram account of Slangcards from May to June 2018.

1.6 Definition of Key Terms

Derivation Process: Lexeme formation processes (Lieber, 2009)

Slang: Slang is the term used to describe a variety of the language with informal, often faddy, non-standard vocabulary (Katamba, 2005).

Instagram: The rising photo-sharing social networking service (Lee et al., 2015).

Slangcards: Instagram account which posts photos and video about slang words.