

## **CHAPTER I**

### **INTRODUCTION**

This chapter describes the research background, problem, objective, significance, scope and limitation, and definition of key terms.

#### **1.1 Research Background**

Language is important to know because it is used as a form of expressing thoughts, ideas, and other things that a person talks about with other human beings in everyday life. Wardhaugh, (2006) states that when two or more individuals interact with each other through speech, the system of communication that they use is referred to as a code. In most instances, such code is referred to as a language. Someone uses language to convey something to others through spoken or written words. Language serves an important function in any culture that uses it since it is a medium of communication and interaction between people (Amir & Azisah, 2017).

Language has many variations consisting of variations in terms of language and speakers. A group of people who live in a place or region and whose numbers are relative may vary in terms of their spoken language and other linguistic characteristics (Heriyanto et al., 2020). Because there are so many different languages, people sometimes invent new words to communicate. Language cannot stop at just one word or one meaning, because it can change and develop quickly.

The use of language that develops is related to the existence of society. Spolsky, (2010) claims that sociolinguistics is the study of the link between language and society, language variation, and language attitudes. By this know that the way of speaking differs between one another and the social culture of one country and another. Lelangeningati, (2022) found that in general, the goal of sociolinguistics is to debate the importance of language and behavior in society. In certain societies or social groups, the language used is temporary and informal, such as slang.

Slang is a popular new word or phrase that originated as an informal language from the combining of ancient words (Fitriati, 2014). It refers to informal words and idioms that are not considered standard language (Sholekhah, 2019). It is not only used as a direct conversation, not even a few people use slang on their social media but it is easier to express themselves in a more informal, fun, yet simple way.

Slang is a facet of social life that tends to vary with the times, especially among young people (Yule, 2019). It is an informal language that is often used in everyday conversations and can be found in mass media such as comics, songs, novels, films, and other platforms. This language arises because of the habits and ideas that exist in society. It can also be found in the comics which are used by the author to express the characters in the story.

Comics are a sort of cartoon in which characters are unveiled and storylines are delivered in a sequence that is closely tied to the visuals and is designed to please the viewer (Hayati et al., 2016). Someone who likes to read, especially comic books, usually uses digital comics to express themselves or just read stories using webtoon.

The term "webtoon" is derived from the words "web" and "cartoon" (comic). Webtoon is a South Korean digital comic platform co-founded by LINE Corporation and NAVER Corporation (Raulan & Fatimah, 2018). Webtoon comics are accessible in many different languages and include a variety of themes, such as romance, drama, action, and fantasy.

One of the titles that is popular with many users with a rating of 9.81%, this webtoon falls under the romance category (Ebisu, 2022). "True Beauty" relates the story of *Jukyung*, a girl who was bullied by her peers in middle school because she was not attractive. Fortunately, she began to learn about makeup. During the summer vacation, *Jukyung* continued to experiment with various types of makeup until her face became attractive and charming. She was no longer the target of bullying by his classmates when she entered high school.

In this study, the researcher only focused on episodes by the character *Lim Jugyeong* slang language of the webtoon "True Beauty" by Yaongyi. In this webtoon story, there are various slang languages used by young people. This study is important for people who read this webtoon and find slang that is found in the text and can be used in everyday life. So, by researching this object, unknown language slang can be learned and can be used in informal conversation in everyday life. Because at this time many young people use slang terms in informal conversations. It is hoped that this research can provide benefits to increase knowledge about parts of linguistic studies especially sociolinguistics in terms of slang, which is that slang is one of the theories that students learn, especially about the types of slang employed in the webtoon "True Beauty".

There are previous researchers used to compare the similarities and differences with this research. The first is research conducted by Ermayanti, (2022) on the English version of the comic "Spirit Finger" on the webtoon by Han Kyoung Chal, finding slang in several categories, namely borrowing 21 slang, back-formation 15 slang, acronyms 17 slangs, clipping 7 slangs, compounding 5 slangs, blending 4 slangs and multiple processes only one slang.

Second, Sholekhah, (2019) found 129 slang words in John Michaelson in the novel "Muallaf". There are 2 kinds of slang, common and in-group slang. 105 slang languages are included in the common group. 129 slang languages are in-group slang by category 83 slang words contain a negative connotative meaning, 44 slang words contain a positive connotative meaning, and 2 slang words contain a denotative meaning.

Based on the explanation above, researchers want to investigate the slang found in the English version of the webtoon "True Beauty" written by Yaongyi. The use of slang in the webtoon is the subject of this research because presents a teenage story, especially the character *Lim Jugyeong* in which teens generally use slang in their daily speaking. This allows researchers to obtain the aspects they want to examine. The researcher conducts similar research to the researcher in the previous study above, but the subjects, objects, and scope are different.

## **1.2 Research Problem**

Two research problems stem from the previously indicated research background. The problem is stated as follows:

1. What types of slang language were uttered by *Lim Jugyeong* as “pretty girl” in the Yaongyi English version webtoon "True Beauty"?
2. What is the meaning of slang language uttered by *Lim Jugyeong* as “pretty girl” in the Yaongyi English version webtoon "True Beauty"?

### **1.3 Research Objective**

These objectives attained by this research:

1. To find out the types of slang language by *Lim Jugyeong* as “pretty girl” in the Yaongyi English version webtoon "True Beauty".
2. To describe the meaning of slang language by *Lim Jugyeong* as “pretty girl” in the Yaongyi English version webtoon "True Beauty".

### **1.4 Research Significant**

In this study, the significance was divided into two groups with the hope that the research results would be useful for the readers. Theoretically, readers could gain and understand greater slang knowledge. Practically, readers are familiar with language and literature in terms of sociolinguistic slang and can decipher the meaning of slang that is frequently used in online conversations, such as comics and webcomics. For the benefit of further researchers, which can be a reference and build on this research to conduct better research.

### **1.5 Scope and Limitation**

The focus of this study is on the webtoon comic "True Beauty" by Yaongyi used by the character *Lim Jugyeong*. The limitation of this study is on the types and meanings of slang used in webtoon.

## 1.6 Definition of Key Terms

To find out the key terms used in this study, some definitions are classified as follows:

1. Sociolinguistic: This study learns about how societal factors, such as cultural expectations, norms, and environment, affect how language is used (Trudgill, 2000). It means that sociolinguistics depends on social factors because it can affect the use of language in communicating with fellow humans.
2. Slang: A non-standard language variation that is used by young people or a particular social group for in-group interactions that outsiders cannot comprehend. It is also a seasonal language variety (Lelangenigati, 2022). It means slang is the language used by several groups and now many people use slang to speak informally and be more familiar with the other person.
3. Webtoon: A sort of digital comic that started in South Korea and is read vertically on a computer or smartphone by scrolling down. Webtoon has many authors from various genres and also has many languages that can be used when reading comics.
4. "True Beauty": This comic written by Yaongyi belongs to the romance genre and talks about a girl who was bullied by her peers in middle school and became a pretty girl after learning a makeup tutorial.