

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

This chapter describes the theories of sociolinguistics, language variety, slang, the reason for using slang, and the "True Beauty" webtoon.

#### **2.1 Sociolinguistic**

Language is a communication instrument that performs a crucial part in the formation and maintenance of human relationships in society. Fromkin, (2013) mentions that language is humans' ability to make sounds that convey specific meanings and to understand or interpret the sounds made by others. By learning a language, humans will be able to understand each other and understand the meaning conveyed. And humans at all times use language as a means of mutual communication.

Sociolinguistics is a field of study that examines how language relates to social contexts and settings. Sociolinguistics is a science that investigates the relationship between language users and the existing social environment (Stockwell, 2013). Sociolinguistics studies the relationships between language and society to gain a better understanding of the structure of language and how languages operate in communication (Wardhaugh, 2006). The qualities and variations of language are also studied by sociolinguistics, typically to identify issues that may have an impact on social interactions.

## **2.2 Language Variety**

Language varieties are always changing, they can often differ and also have many variations. The various dialects that may exist in a language group are referred to as language variations. Language varieties are distinguished based on speakers and users. The language will develop and have many varieties over time (Chaer, 2010; Oktavia, 2017).

Language variety refers to the variety of ways in which different individuals or groups within a society or region use language. A range of social factors influence the use of language in communication, including the circumstances, social standing, education, age, and gender of communication participants (Ovina, 2018).

Linguists use "language variety" to refer to overlapping subcategories within a language. Variations in vocabulary, including jargon, register, idiom, and slang are often associated with specific styles. This usage can also be classified as variants, depending on their level of formality. According to Haris, (2020), Jargon is a sort of language that is specific to a given situation and may be difficult to understand outside of that context. A register refers to a language variation utilized for specific purposes or social settings. Idioms are phrases or expressions with metaphorical or literal meanings.

## **2.3 Slang**

Slang is a type of language consisting of words and phrases that are considered very informal in a conversation. According to Chaer and Agustina, (2010), Slang is a unique and special social variety. Then, there is a limit to the use

of slang, which can often be obtained through various sources or other individuals. Slang is generally used by young people, but it is also used by people of all ages and from social groups.

The standard language that is already known to most people is different from slang because slang is a newly created language that has unique characteristics (Amir and Azisah, 2017). Slang usually exists because of the creation of new meanings from existing words. Usually, slang is used in certain subcultures such as music, films, video games, novels, or comics. Slangs can spread from native areas to other areas and become commonplace when used in everyday informal conversation.

The use of slang may no longer be used as time goes by, but slang will also become more popular until it becomes a word that is often used in informal conversations. Suhardianto & Ambalegin, (2017) state that slang denotes language that is unacceptable or even taboo in society, and hence cannot be utilized in formal contexts. Even though slang is considered taboo and deviates from the main language, slang is still acceptable to many people.

Slang is usually used by certain groups to differentiate themselves from other groups until it is widely known and used (Trask, 2007). However, nowadays many people of various ages and not only from a few groups use slang in conversation. Slang can grow from just knowing what is being said, by using slang people will acquire a new language who previously did not understand its meaning.

### **2.3.1 Type of Slang**

Slang is widely used in everyday life at this time. Slang has several types, taken from the theory of Allan and Burridge, (2006) slang has 5 types. A fresh and creative, flippant, imitative, acronym, clipping.

1. Fresh and creative.

Fresh and creative means that slang language is vocabulary that did not exist before, it can be an updated word with new vocabulary, cleverness, casual variation, and imagination. An example is "daddy". *Daddy* is used as a title for someone who is a man, especially for someone older.

2. Flippant

Flippant is a slang word made up of two or more words that have nothing to do with the meaning. An example is "I'm *so blue*". In this example, there are two words namely *so* and *blue*. Each word has a different meaning. In this slang, I'm *so blue* can be interpreted as someone's feelings, such as feeling very sad or upset. So, when two words have different meanings and are not compatible when combined, but in slang words several words when combined can become meaningful.

3. Imitative

Imitative slang words belonging to this type are words that existed before, but the meaning has developed and is different from the original. Imitative slang mixes two or more separate phrases that imitate standard English words. For example, the slang *wanna*, comes from the phrase words *want to*. This slang word is common in spoken English but not in written English.

#### 4. Acronym

An acronym is a word-like abbreviation generated from the first letter or syllable. For example, by taking the initial sound, *ASAP* means *As Soon As Possible* and *LOL* means *Laugh Out Loud*, this acronym is usually used on the internet.

#### 5. Clipping

Clipping is slang that has the type of removing some parts of a word and makes it shorter with the same meaning. For example, *cuz* which means *because*. Commonly used words can be cut into a shorter shape. Additionally, truncated types may not be appropriate to use in formal conversation.

#### 2.3.2 Meaning of Slang

Slang is an informal word or phrase that is used more frequently in conversation than in writing. Because slang is typically employed by specific groups of individuals or settings, the meaning of this slang may be unclear to everyone. Slang is commonly used in conversation. The usage of the mother tongue is becoming increasingly effective as slang replaces it (Coleman, 2013).

Leech, (1981) claims that the types of meaning are conceptual, connotative, affective, collocative, associative, social, and thematic meaning.

##### 1. Conceptual Meaning

Conceptual meaning is the same as denotative or connotative meaning. This meaning is seen as an essential factor in language communication. Although conceptual meaning varies between language users, the meaning written in the dictionary can be used to describe conceptual meaning in this study. For example, the meaning of *man* can be construed as an adult human being rather than a female.

## 2. Connotative Meaning

Connotative meaning is a word that begins with the dictionary definition and extends to involve the surrounding context. As a result of the denotative meaning, the connotative meaning frequently incorporates a good or negative emotional undertone. For example, the word *baby* has a certain connotation. Baby is baby. When an adult male is referred to as a *baby* the connotation is negative, meaning he acts like a child.

## 3. Affective meaning

Affective meaning is associated with personal attitudes or feelings, as shown by a person's manner when speaking. Connotative content is another way that affective meaning is used in words. McDonald's, for example, has the slogan *I'm Lovin' It*. The phrase *Lovin'* demonstrates that this statement conveys an emotion shared by writers and readers of the product.

## 4. Collocative meaning

Collocative meaning is several words that have the same meaning but its use adjusts to the context to be conveyed. For example, beautiful and handsome have the same meaning, namely good looking. But the use of the word *beautiful* is usually for women while *handsome* is for men.

#### 5. Associative meaning

An expression is related to the comprehension of each speaker. They are further subdivided into five types: connotative, social, collocative, emotive, and reflective. For example, the word “needle” might be associated with *pain, illness or blood*, etc.

#### 6. Social Meaning

Social meaning is the meaning expressed in a social context. The use of words or meanings is adjusted to the style of language and the appropriate area of the speaker. Social meaning is usually used like *what's up* in this sentence which is often used to greet people.

#### 7. Thematic meaning

Thematic meaning is the arrangement of various kinds of words chosen to communicate the same idea but with messages that are different in focus, sequence, and emphasis. For example, *the Queen donates the first prize* Vs. *The first prize was donated by the Queen*. The first sentence focuses on "who gave away the prize," but the second focuses on "what did the Queen give." As a result, switching the focus changes the meaning.

## 2.4 Reason for Using Slang

Various languages may not be known to many people. Including the use of slang in everyday life. In this modern era, there are many reasons to use slang in a conversation. The use of slang in this era is included in the popular category and is widely used by young people in conversation. Andersson and Trudgill suggest that there are eight reasons for using slang (Adinda, 2021).

1. Making fun of the situation or conversation

Conversations using slang words are usually used informally because they make fun of conversation. In this situation, most teenagers use slang to relieve tension or make the atmosphere fun.

2. To be different, to be novel

Using slang shows that speaking looks different and striking. Because with slang, what someone says is different from other people, it can make them interesting.

3. To be e picturesque or beautiful

Slang is distinct from forbidden languages. People utilize language to entice their conversation partners. It demonstrates that the quantity of slang generated is to avoid dull chitchat.

4. To be brief and concise

To shorten conversations or ideas, using slang can make it easier for someone to express something. It can also be used with simple and appropriate expressions without losing its original meaning.

5. To be clear arresting, even startling



Slang can be used to attract attention. Because using slang words can use an expression that may not have been met by the other person. And some people can be blown away by learning a captivating new Language.

6. To enrich the language

In general, we have encountered so many languages. However, the use of slang can show a uniqueness with a variety of language variations that are put together. Slang can also be upgraded and improved by people who call it often.

7. To ease the social interaction

The use of slang has introduced to many people that its use can make interactions more intimate and less formal. Slang is usually used by fellow friends or relatives. Slang is rarely used by foreigners or people who are just getting to know each other.

8. To be secret—not to be understood

Slang is usually also used by certain groups of people, where someone makes slang according to their wishes to speak specifically to their group. This shows that other people do not understand the slang because it is only understood by certain members.

## 2.5 "True Beauty" Webtoon

"True Beauty" Webtoon is a comic written in 2018, updating stories every week and ending in 2023. This comic has 223 episodes and is written by Yaongyi. This comic tells the story of a girl named *Lim Jugyeong* who is ugly and is always the subject of bullying by her junior high school friends.

Before entering a new school at the high school level, she tried putting on makeup starting with a failure, and always tried again every time she failed. She was assisted by watching tutorials from videos uploaded on social media. But her mother didn't like her when she always bought makeup and even threw away her makeup kit. *Lim Jugyeong* felt very sad because of her mother. Until one day her mother found out that she always happy and always put on makeup because of the bullying that *Lim Jugyeong* received, her mother apologized and gave her what *Lim Jugyeong* wanted.

As time goes by, try using various ways to apply makeup. Without realizing it, she has been able to completely change her appearance by using make-up. At one point she entered everyone with her pretty face and left everyone in awe. At his new school, she always gets compliments and has lots of friends.