

**THE USE OF SLANG WORDS ACROSS GENDER BY
YOUTUBERS**

THESIS

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**DEPARTEMENT OF ENGLISH LITERATURE
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MALANG
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THE USE OF SLANG WORDS ACROSS GENDER BY YOUTUBERS

THESIS

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MALANG
2020**

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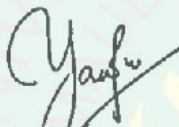
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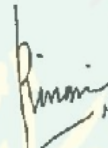
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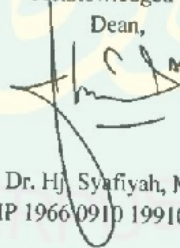


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MOTTO

The conquest of learning is achieved through the knowledge of languages.

— Roger Bacon —



DEDICATION

This thesis is especially dedicated to:

My beloved parents and brothers.



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All praises belong to Allah SWT, the God of the universe, the Almighty and Merciful, who has given the blessing of the creature of this universe, who has guided and lighted the researcher to finish this study. *Shalawat* and *salam* are presented to the prophet Muhammad SAW, who has brought us to the light and the bright time.

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The researcher also presents this study to her close and important people, especially Mrs. Yayuk, who has guided the researcher in the process of doing this study until it becomes completed work, Mrs. Wiwiek and Mrs. Endang, who helped the researcher financially and psychologically to complete this study. The researcher also gives her special thanks to Aulya Sri Utami, Akrima Nuri Salima, Nurul Fatimah, Ana Mar'atulhaq, Alfira Nafisa Furi, Adinda Fitria Faturrahman, Alifah N.Z, Yuliana Sri Rahmah and her other close friends that cannot be mentioned one by one, they who always support, pray, accompany and also advice the researcher in order to never give up in any situation including in the finishing the study.

May Allah always blesses, protects and gives them the best more than they have given to the researcher. Finally, the researcher aware of weakness of this study. Hence,

criticism and suggestion are welcomed to improve this study. Hopefully this study can useful for all people.



ABSTRACT

Diah, Sheni Safitri. 2020. *The Use of Slang Words Across Gender by Youtubers*. Minor thesis. Departement of English Literature. Faculty of Humanities. Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Advisor : Dr. Yayuk Widyastutik Herawati, M. Pd.

Keyword : Slang, Vlog, Youtube, Gender.

The researcher investigates type and function of slang words and relates it to the study of gender in Pewdiepie and Lilly Singh's vlogs. It aims to find out how people use slang words in social media, especially Youtube. People use social media to connect with others. Moreover, vlog is one of the creativity of social media on Youtube that has become the trend in this era.

In investigating the study, the researcher employed qualitative method to describe the existing phenomenon that happens on Youtube's vlog. The data source were taken from Youtube channel of Pewdiepie and Lilly Singh which is acceded in particular link on Youtube. The researcher watched all the vlogs several times to get the accuracy of the data. After collecting the data, the researcher analyzed the data use the theory of slang words and gender. To find whether women and men still differently using language, the researcher only chosen rude slang to find how are often they use in the vlogs which is formed in the table.

There are some theories which are used in this study, there are the theory of slang words by Partridge (2004), the theory of the function of slang words by Yanchun and Yanhong (2013) and the theory gender by Diekman and Eagle (2000). From the analysis, the researcher found there are thirteen slang words which mostly categorized as society slang. While there are only two functions of slang words found in the vlogs, 3 words are categorized as achieving politeness function and 10 words are categorized as emotive feeling of the user function. Besides, the researcher also found that Lilly Singh (woman) has the most frequency of using rude slang words than Pewdiepie

(man). It is concluded that in this era, women have started to act the same as men not only in politic or economic aspects, but also in using language, especially slang.



ABSTRAK

Diah, Sheni Safitri. 2020. Penggunaan Kata Slang Lintas Gender. Skripsi. Sastra Inggris. Fakultas Humaniora. Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Pembimbing : Dr. Yayuk Widyastutik Herawati, M. Pd.

Kata Kunci : Slang, Vlog, Youtube, Gender

Peneliti meneliti tipe dan fungsi kata gaul kemudian menghubungkannya dengan kajian gender pada video vlog Pewdiepie dan Lilly Singh. Penelitian ini bertujuan untuk menemukan bagaimana masyarakat menggunakan kata gaul di social media, terutama pada Youtube. Masyarakat menggunakan sosial media untuk dapat terkoneksi dengan yang lainnya. Selain itu, video vlog menjadi salah satu kreatifitas sosial media di Youtube yang mana telah populer di jaman sekarang.

Dalam penelitian ini, peneliti menggunakan metode kualitatif untuk menggambarkan fenomena yang terjadi dalam vlog. Sumber data utama dalam penelitian ini diambil dari kanal Youtube Pewdiepie dan Lilly. Peneliti menonton video-video vlog tersebut guna mendapatkan data yang akurat. Setelah data terkumpul, kemudian peneliti menganalisa data menggunakan teori bahasa gaul dan gender. Setelah tahap analisis data, peneliti merangkai data tersebut dalam sebuah tabel dan peneliti hanya memilih kata slang yang mengandung makna kasar atau buruk untuk mengetahui apakah wanita dan pria masih menunjukkan perbedaan dalam penggunaan bahasa.

Ada beberapa teori yang dipakai dalam penelitian ini, teori tipe kata gaul oleh Partridge (2004), teori fungsi kata gaul oleh Yanchun dan Yanhong (2013) dan teori gender oleh Diekman dan Eagle (2000). Dari hasil analisis tersebut, peneliti menemukan ada 13 kata gaul yang mana kebanyakan di kategorikan sebagai kata gaul tipe sosial. Sementara itu, ada 2 fungsi kata gaul yang terdapat dalam vlog, 3 kata di kategorikan sebagai fungsi kesopanan dan 10 kata lainnya dikategorikan sebagai fungsi penekanan rasa pada pengguna bahasa gaul. Selain itu, peneliti juga menemukan bahwa Lilly Singh (wanita) mempunyai frekuensi tertinggi dalam menggunakan bahasa gaul kasar dari pada Pewdiepie (pria). Hal ini dapat disimpulkan

bahwa pada masa ini, wanita mulai berperilaku seperti pria tidak hanya pada aspek politik atau ekonomi, namun juga pada penggunaan kata gaul di sosial media.



مستخلص البحث

دياه، شاني سافطري، 2020. استخدام الكلمات العامية بين الحنسين، بحث الجامعي، قسم الآدب الإنجليزي، كلية العلوم الإنسانية، الجامعة مولانا مالك إبراهيم الإسلامية الحكومية بمالانج.

مشرفة : الدكتورة يايوك وديستوتيك حيراواتي

الكلمات المفتاحية : الكلمات العامية، مدونة الفيديو، نظرية لفترج ونظرية ليانجون ويانحان ونظرية لديكمان وإكلي، الحنسين

بحثت الباحثة أشكال الكلمات العامية ووظيفتها في مدونة الفيديو لفيوديفي و ليلي سينج. وتداخلتها بدراسة الحنسين. يهدف هذا البحث إلى إيجاد كيفية يستخدمون المجتمع الكلمات العامية في وسائل التواصل الاجتماعي خاصة في يوتيوب. كان المجتمع مستخدم وسائل التواصل الاجتماعي لإتصال بعدهم البعض. إضافة إلى ذلك، أصبحت مدونة الفيديو إحدى من إبداعات وسائل التواصل الاجتماعي على يوتيوب وشائعة هذه الأيام.

استخدمت الباحثة طريق النوعية في هذا البحث لتوضيح الظواهر التي تحدث في مدونة يوتيوب. وأن البينة الأساسية لهذا البحث هي قناة اليوتيوب لفيوديفي و ليلي سينج. للحصول على بيانات دقيقة وعميقة، الباحثة تشاهد فيديو مدونة لفيوديفي و ليلي سينج. وبعد جمعت البيانات، الباحثة تحلل البيانات بدراسة الكلمات العامية ودراسة الحنسين. بعد عملية تحليل البيانات، الباحثة ترتب البيانات في جدول وتختارها فقط الكلمات العامية التي تحتوي على معاني قاسية أو سيئة لمعرفة أن النساء والرجال لا يزالون يظهرون اختلافات في استخدام اللغة.

النظريات المستخدمة في هذا البحث، نظرية أشكال الكلمات العامية لفترج (٢٠٠٤)، ونظرية الوظيفة الكلمات العامية ليانجون ويانحان (٢٠١٣)، ونظرية الحنسين لديكمان وإكلي (٢٠٠٠). لقد حصل لهذا البحث، أن وجدت الباحثة ١٣ الكلمات العامية وأكثر منها تصنف من الكلمات العامية الاجتماعية. وبجانب ذلك، وجدت الباحثة وظيفتان لكلمات عامية في مدونة

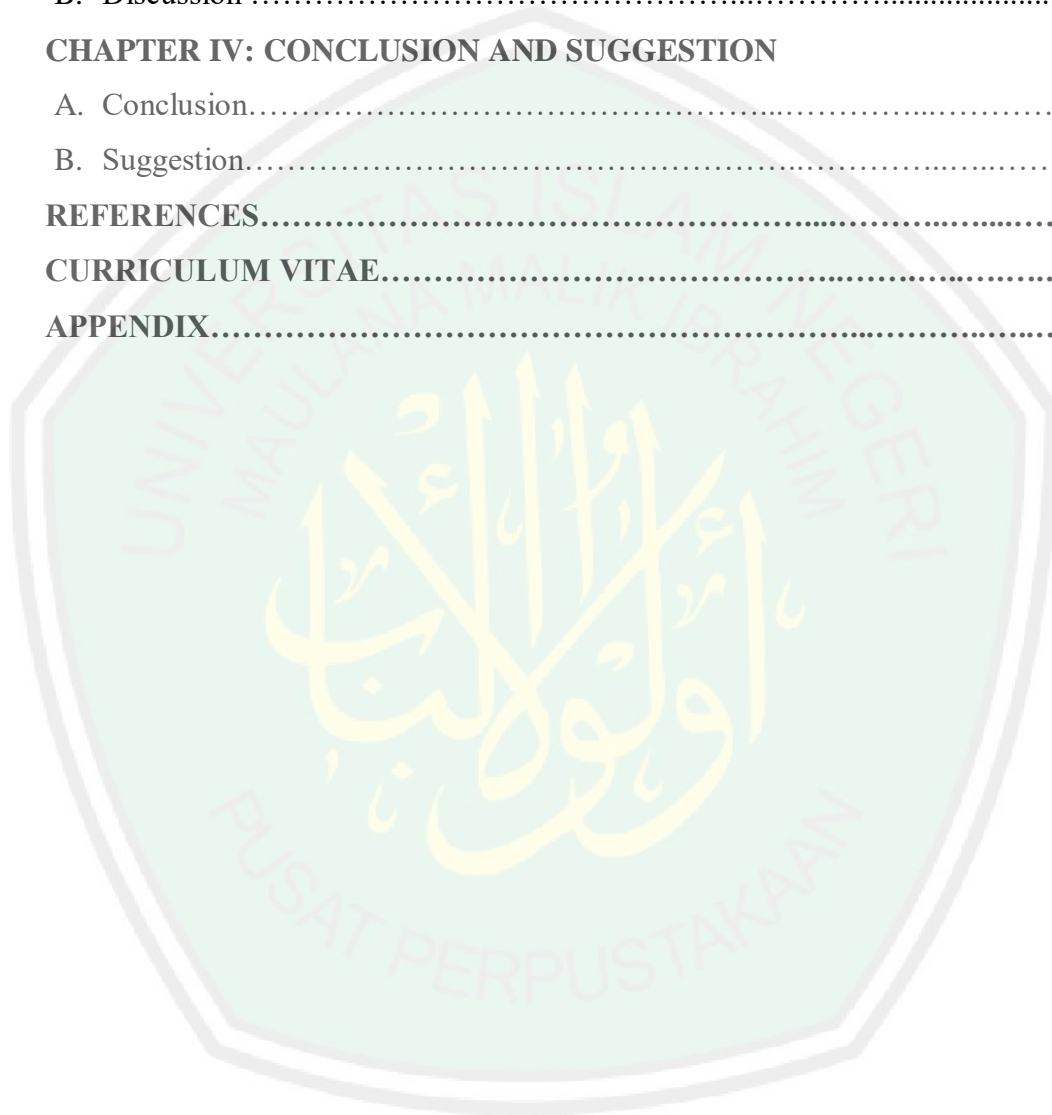
الفيديو، الأول ٣ الكلمات مصنفة على أنها وظائف مهذبة، والثاني ١٠ منها مصنفة كدالة في التركيز على الشعور العام. إضافة إلى ذلك، وجدت الباحثة أيضا أن ليلي سينج كنساء أعلى معدل من فيوديفي كرجال في استخدام اللغة العامية الخشنة، يمكن الاستنتاج أنه في هذا الزمن، النساء يتصرفن مثل الرجال ليس فقط في الجوانب السياسية أو الاقتصادية، ولكن أيضًا في استخدام الكلمات العامية في وسائل التواصل الاجتماعي.



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CHAPTER I

INTRODUCTION

This chapter contains background of the study, research question, objective of the study, significant of the study, scope and limitation, definition of the key term, previous study and research design.

A. Background of the Study

Slang becomes the trend of informal language style that is used by people around the world. Even slang is mostly defined as bad and rude but it makes slang has become the common language that is used by people in many different classes of society, from the high until lower class. Slang refers to speech expression that is used by a society community (criminal, teenagers, and et cetera) that wishes to show it attachment to a favorable social identity.

According to Partridge (1947) slang is neutrally defined as the quintessence of colloquial speech or as Flexer (1960) stated that slang is not 'accepted as good'. Mostly used by people especially by teenagers in casual conversation. Recently, the use of slang words is still being counted by teenagers (Claire, 1998: 15).

Teenagers create a new form of language to refer to their own community or group in doing conversation. It is often understood only by certain group in society. As Spolsky (2008: 35) stated that slang is categorized as special kind of speech to build an intimate group of society. They creatively create slang words in social community. They create new word that has new meaning or redesign the old word to become a new one. According to Battistella (2005), slang can rehear the creativity and imagination of

people by producing from old word in a new way. Other than that, slang words is often understood only by certain group of society. It occurs due to only the certain group who can understand what the meaning of slang. Hence, Slang word is generally really popular and appears anytime in all language.

The emergence of slang words in teenagers has been a study that was done on the language in teenagers and it was thought to be a salient life stage. Edward (1979) documented the association between the youth and stereotype of laziness, carelessness, and other negative characteristic with the use of nonstandard linguistic feature. Slang word is used to express something in different way of nonstandard English. Additionally, a significant result of the focus of teenager language has been recognized of the important role of teenagers in language change, especially in grammatical zed of features that is probably originated in slang vocabulary (Tagliamonte & Hudson, 1999 and Androutsopoulos, 1999). In addition, Hudson (1996) in Shahraki (2011) stated that teenager use a higher proportion of stigmatized variants than speakers of other ages do. Parents and teacher probably react negatively if they see a heavy use stigmatized and do not recognize that it is likely to be such a temporary phase.

The emergence of slang is actually created to communicate easily in nonstandard English among people in linguistic study. They communicate to share their feeling and expression through this language style. In the study of sociolinguistic, there are differences in the use of slang word between men and women. The connection between language and gender has been a subject of rigorous empirical work since last 1960s (Muhingi, 2016). Within gender and language study, slang has been an

interesting topic since the early day of the field (Bucholtz, 2009). The discussion of the differences in the use of language between male and female stated by experts. According to Diekman and Eagly (2000), man has typical characteristic of social behavior and authoritarian, while women are submissive, pious, domesticity and polite forms than man. Gender determines how people differently speak in different context of social, actively create different style and construct different social identity and social context. While gender is also treated as accomplishment and social interaction product. The very semantic of the language represent the condition of the women Morgan (1977: 106)

Besides, Watburg (1925) also stated that female are more conservative in the respect of language. It is due to female almost never comes out from the place where they lives. Moreover, female often stays home and has a talk with members of her family. In Western, language is a particular target of women's movements. In the wave of gender equality, gender has been widely seen as the concern of women. According to Universal Declaration of Human Rights (UDHR), men and women get to play the same roles in society. Every human being were born with free, equal dignity and right. They are given with reason and conscience and should act to one another with spirit brotherhood. Everyone has a right and freedom set forth in this declaration, without distinction to another, such a race, sex, color, language, religion, political and other opinion (UN General Assembly art.1-2) (Chiagozie Ifechelobi, 2017).

Hence, the aims of this study is to reveal whether there is still the differences between men and women in the use of language, especially slang that has been stated

by Diekman and Eagle, or the use of slang word are now the same between female and male in this modern era along with the increasing of the wave of gender equality in which women have changed the way the use language especially the use of slang through social media. Recently, slang words is used by teenagers not only in real life daily conversation but also through social media such as Youtube. Not only men, there are also many female youtuber that has been seen successfully get attention of the people. The reason why the researcher chose youtube as the tittle in this study because in recent phenomenon, Youtube has become a social media that is used by people, especially young people. Moreover, to identify whether there is the existence of the difference between men and women in using language, the reason why the researcher used this topic because slang is the variety of language that can improve all language time to time. Moreover, the development of era, human is created the tool of communication to interact each other. It is due to human can communicate and share each other freely. Hence, slang words will generate time to time along with the use of social media.

There are some research that were conducted in the same topic. Aris (2015) investigated slang namely The Study of Slang Word in “Ride Along” Movie. The aim of this study is to find types, function and effect of the use of slang words in the movie. The study revealed that there are certain types and function slang word in the movie according to Partridge (2004) and Yanhong (2013) theory and the effect based on Swanson and Golden (2010). There are society slang, public house slang, and medicine slang. While the function of slang used by the main character in Ride Along movie is

categorized as self-identity. Additionally, emotion feeling is the most important factor why the user uses slang word. There are positive and negative effect in the movie.

Ambarsari (2018) also investigated type of slang word and equivalence translation of the subtitle in the movie “Despicable Me” movie. There are 34 words into Indonesian discussed. While for the type of slang word she found that there two types according to theory of Mattiello (2008); Debasement and Informality types. The researcher used the meaning equivalence by Taber (1961) that there are dynamic and formal equivalence. The formal equivalence focuses on the content and form of original text. While dynamic equivalence was determined by the naturalness the content of slang language.

Suastra and Dewi (2018) also investigated slang namely “The Analysis of American Slang in Movie Script ‘The Wolf of Wall Street’”. The aims of this study is to find out whether primary or secondary which were used by the characters in the movie, to find out the types and the meaning based on the context of situation. The researcher use theory of Chapman (2007) to find primary and secondary slang, the theory of Leech (1981) who classified the types of meaning into seven types. Through descriptive qualitative method, it can be concluded that primary slang is the mostly used by the characters in the movie, but nevertheless, there are some secondary used by the characters in movie script due to the matter of stylistic choice and also to describe things in a secret way. Besides, there are only conceptual meaning, reflected meaning and affective meaning. While the meaning behind of each slang word in the movie script are depended on the context in which slang words are used.

Shahraki (2011) investigated slang usage among Iranian male and female teenagers. This study aims to investigate the effect of age and sex on variability of slang usage using the theory from Hudson (1996) that adolescent tend to be more different than other relevant adolescent. Through chi-square tests, the result indicates that the use of slang among high school students is more frequent as compared with other with other age groups. While the finding revealed that Young Iranian both male and female used slang to show their attachment to the social group their wish to be identified with.

From the previous studies above, the first researcher investigated the object the type and function slang word in Ride Along movie used the theory formulated by Partridge (2004) and the effect of the use of slang used the theory formulated by Swanson and Golden (2010). The second researcher investigated type of slang word and equivalence translation of the subtitle in Despicable Me movie used the theory from Elisa Mattiello (2008). While for meaning equivalence, the researcher used theory from Nida and Taber (1961). The third researcher investigated American slang in movie script which used the theory of Chapman (2007) to find primary and secondary slang and the theory of Leech (1981) to find the types of slang words. While, the last researcher used the theory from Hudson (1996) to analyze the effect of age and sex on variability of slang usage.

From those previous studies, the researcher found that those previous studies have different theory in doing investigation. The result of the first researcher revealed that the type of slang word in the movie according to Partridge theory is categorized as society slang, public slang and medicine slang. The result of the second researcher is

that there are debasement and informality type of slang word based on theory of Elisa Mattiolo (2008). The third researcher revealed that primary slang is mostly used by the characters, there are only two secondary slang found in the movie. While, there are only conceptual meaning, reflected meaning and affective meaning among seven types of slang. Besides, the last researcher revealed that the use of slang word among Iranian young female and male, age and sex can effect on variability of slang usage.

The researcher determines that the study has the differences from previous studies above. It is different from the first previous study that investigated the source of movie. This study investigated the video vlog on Youtube. The reason of why the vlog is chosen because the naturalness and the situation different from movie, because movie has a setting conversation. While this study also has different theory from the second previous study. The researcher connects the study of slang words to gender to identify whether women and men still being different in using language in this era.

B. Research Question

Based on the background study above, this study is investigated to answer the following research question:

1. What are the types of slang words used by Pewdiepie and Lilly Singh?
2. What are the functions of slang words used by Pewdiepie and Lilly Singh?
3. What are gender tendency of slang word choices used by Pewdiepie and Lilly Singh?

C. Objective of The study

Based on relevant research question above, this research was conducted in order to find the solved problem and answer of the research problem:

1. To identify what are type of slang word used by Pewdiepie and Lilly Singh.
2. To find what are function of slang word used by Pewdiepie and Lilly Singh.
3. To analyze what are the gender tendency of slang word choices used by Pewdiepie and Lilly Singh.

D. Significance of The Study

From this paper, the researcher expects it can give a contribution both from theoretically and practically. Theoretically, it can help academic people or society community in adding a knowledge and theoretical frame work about the relation of slang word and the gender tendency. With the theory of type and function of slang word by Partridge (2004) and Yanhong (2013) and the gender theory from Diekmann and Eagle (2000), this study hopefully can expand the existing of both the theory.

Practically, this research can give contribution to academic people as like student or teacher in English Department especially. For the teacher it can be a reference to teach the student about type and function of slang word and its relation to the study of gender. While for student, it can add a knowledge about type and function of slang word. Moreover, the young student who generally prefer to watch vlog. In addition, this study can be a reference to the next researcher to investigate continuo slang word in other video vlog or different theory then it can be related with other study.

E. Scope and Limitation

This research focuses on the area of sociolinguistic. The writer conducted an investigation of slang words according to the theory of Partridge (2004) and Yanhong (2013) and relates it to the study of gender based on Diekmann and Eagle (2000). This paper conducted the words that contain slang used by Pewdiepie and Lilly Singh's vlog. The data were only taken from Pewdiepie and Lilly Singh vlogs. The titles of Pewdiepie's vlogs are; *I Vlogged the Honeymoon, We Finally Did It*. While video vlog by Lilly Singh are; *The Time I Met The Rock, Letting The Person In Front of Me Decide What I Eat*.

F. Definition of The Key Term

1. **Slang:** slang is a language that very informal and often used spoken rather the written by certain people in social community. It usually refer to particular meaning or word but can also include to an idiom or longer expression
2. **Sociolinguistic:** is a study of everyday life which means that language has a relation in our social life to express each other. The existence of

culture, society, norm and habitual addressed and laws refer to the works of language.

3. **Vlog:** is a video blog or refers to a type of blog that mostly all of the content in form of video. Vlog post divided into a video of our self or event, uploading it on the internet and then publishing it in a post on our blog on social media in order to the viewers can enjoy the vlogs.
4. **Gender:** is the differences between men and women which are constructed in social life.

G. Previous Study

There are some researches conducted in the same topic as like this study. Panjaitan (2017) investigated type and function slang word in Zootopia movie. With qualitative method she found that there are two type of slang according to Partridge and Able. There are blending, compounding, clipping and acronym according to Able's theory while there is only one type based on Partridge's theory, social life. For the function of slang word, there are ten function based on theory of Partridge: create intimacy and friendliness, to lead informal conversation, to decrease the excessive seriousness of conversation, to be unmistakably arresting, to gain politeness, to soften tragedy, to chase self-identity, to ease intercourse of social and sheer high spirit.

The other study is The Analysis of American Slang in Movie Script "The Wolf of Wall Street" that was investigated by Aristyadewi (2018). With the theory of Chapman (2007) that there are two type of slang word: primary and secondary slang. She found that Primary slang mostly used and founded in the movie script and some secondary slang also founded there. Other than that, the researcher also used the theory

of Leech (1981) about seven type of slang. Connotative meaning, social meaning, reflected meaning, affective meaning, collocative meaning, and thematic meaning. Among that seven types, she found only three types: affective, conceptual and reflected. While the meaning of each slang word depend on what context the slang word are used.

The other researcher is Ambarsari (2018) who investigated slang word, type of slang word and equivalence translation of the subtitle in the movie in 2018. The study of Translation of Slang Words Found in The Subtitle of “Despicable Me” Movie into Indonesian discussed that there are 34 words. While there were two types of slang words according to theory of Elisa Mattiello (2008); Debasement and Informality. The researcher used the meaning equivalence by Nida Taber (1961). There are dynamic and formal equivalence. The formal equivalence focuses on the content and the form of original text. While dynamic equivalence determined by the naturalness of content of slang language.

In 2016 Abdul Wahab Muhammad investigated classificatory of slang expression that used by the student of University Maiduguri. With qualitative methodology and the theory of Odgen and Richard (1923). The theory states that something of external world can be referred by word. The researcher found that the highest slang expression is sexuality slang expression and the lowest slang expression is salutation.

The study of slang word in “Ride Along” movie by Aris (2015) revealed that there are certain type according to the theory of Partridge and function slang word in the movie according to Yanchun and Yanhong theory. With qualitative methodology,

the researcher found that there are three types of slang word used in the movie: society slang, public house slang, and medicine slang. While the function of slang used by the main character in *Ride Along* movie is categorized as self-identity. The researcher determined that emotion feeling is the most important factor why the user use slang word. He also revealed that there are two effect of slang used in the movie. First is positive effect and second is negative effect.

Anam (2017) investigated a research of slang word in tittle *Slang Translation Strategies of Indonesian Subtitle of Deadpool Movie*. The researcher used the theory of Ellisa Matiello to find the type of slang word used by the main character in the movie. While slang translation strategies is analyzed based on Karolina Butkuvienė and Lolita Petrulionė and the meaning equivalence from the theory of Werner Koller. With qualitative approach, the researcher found that there are four type slang expression in the SL used in *Deadpool* movie: secret and private slang, offensive and vulgar slang, creative and group identification slang, intimacy and informal slang. While for the translation strategies, there are three strategies: stylistic compensation, softening and literal translation.

H. Research Design

1. Research Method

This study was conducted in descriptive qualitative method. Creswell (1944) in William (2017) stated that qualitative research is described as an unfolding model in natural setting that enable the researcher expand a detail level from high involvement in the real experience. Additionally, qualitative approach has some characteristics; first, qualitative method is used to find the solved-problem of research question based

on the perspectives of the local population involve. Second, qualitative method is the effective way of obtaining cultural information about behavior, values, language, norm, opinion. The strength of this method is to provide textual description of people experience relate to research issue (Mohajan, 2018). It is also an effective way to identify in explicit factors; social norm, gender, socioeconomic degree, gender roles, ethnicity, and those parts don't appear. The researcher used this method because it relates to social phenomenon.

2. Research Instrument

In sociolinguistic field, the writer is deeply involved in investigating the data. Hence, the researcher is the instrument of this study itself through collecting and analyzing the data until answering the research problem.

3. Data and Data Source

The data sources of this study were taken from the transcript of Pewdiepie and Lilly Singh vlog. The reason why this video vlog was chosen, because Pewdiepie is the most famous youtuber from America with his vlog and video game and surpassed 100 million subscribers around the world (CNN,2020). While Lilly Singh is also one of famous female youtuber from Canada that known as 'Superwonen' online (Forbes Megazine). She reached more than 10 million of subscribers. Moreover, those videos are also contain slang words.

4. Data Collection

The data was taken from a video vlog by Pewdiepie and Lilly Singh. The data were collected in several steps: first, the researcher watched those video vlogs in order to find the detail information relate to this study. Second, after watching the video the researcher read the transcript. Third, the researcher determined words that contain as a slang. Last, the slang words will be analyzed which one is categorized as type of slang word based on Partridge's theory and function of slang word according to Yanchung's theory and it is related to the study of gender according to Diekmann and Eagle (2000).

5. Data Analysis

In data analysis, the researcher determined several steps to investigate the data. First, the researcher analyzed the words that contain as slang word. Second, the data will be classified based on the theory of function of slang word by Yanchun and Yanhong (2013) that divided into three part; social function, expressing emotive feeling of the slang users for the psychological need, achieving politeness. While the type of slang word will be analyzed according to theory of Partridge (2004) that divided the types into seven types: cockney slang, public house slang, workmen slang, tradesmen's slang, slang in art, slang in publicity, slang in public school and university, society slang, slang in commerce and soldier's slang. After analyzing the type and function of slang word, the researcher will relate the use of slang word with the study of gender by Diekmann and Eagle (2000). To know whether there is still the difference of using language between men and women, the researcher analyzed the speaker who has the highest number of uttering slang words. The last, the researcher discussed the

finding and conclusion based on the data and the theory. The researcher used table formation in analyzing the data based on the theories.

Table 1.1. Corporuses of Type and Function of Slang Words

No.	Slang	Type Partridge (2004)	Function Yanhong and Yanchun (2013)	Meaning
1.				
2.				
3.				
4.				
5.				
6.				

After categorizing the data, the researcher using table formulation to find the frequency of using slang word between man and woman youtubers.

Table 1.2. The Frequency of Using Rude Slang

No.	Slang	Man (Pewdiepie)	Woman (Lilly Singh)
1.			
2.			

3.			
4.			
5.			
6.			
Total			

6. Triangulation of The Study

In this study, the researcher decided to use triangulation technique based on Norman K. Denkin's. According to him there are four types in triangulation technique; first, methodological triangulation. Second, investigator triangulation in doing the research with group. Third, triangulation of the data sources. Fourth, triangulation of theoretical. From those types of triangulation that is applied in this research, this study hopefully can get validity of the data. Moreover, the researcher chosed Abdul Aziz, M.Ed., Ph.D. as one of expert and teacher of linguistic study in State Islamic University of Malang to compare and judgment the finding of the research to certain theory.

CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter, the researcher explained a review of related literature that support this research. The review of related literature contains: sociolinguistic, slang, function of slang, type of slang and gender.

A. Sociolinguistic

Language is a system of communication between a social phenomenon and individual. In the field of sociolinguistic, the area of society and language is designed to show how the factor of society such as gender, class and race can govern our use of language. Sociolinguistic is a study of language that relates to the phenomenon of society on how language works in our daily conversation, and the emergence of society norms, policies, and laws which address language, and the media we are exposed to. As Hudson (1994, p.4) stated that sociolinguistic is a study that has a relation to society. Additionally, according to Trudgil (1978) that sociolinguistic has something to do which is considered to “Language and Society”.

In Sociolinguistic, language has the variation occurs in daily conversation across people. This variations is a reflection of different people of regions or social group will have different way in speaking language. In this case, that definitions relates to slang words that will be explained. Not only the difference of regions or social group that determine different way in speaking, gender also has a role in determining the different way of speaking between male and female. Diekmann and Eagle (2000) argued that

male tend to be authoritarian and socialistic behave, while female are submissive, pious and polite in using language.

B. Slang

Slang is commonly a non-standard English created and used by particular community to show their identities in social group in life. According to Swan (2005: 53), slang is a variety of language used in particular group or context to express their sense. Swan (1996: 22) stated that:

Slang is a word or expression or unique use of language that mostly found in non-standard, especially in the usage of certain groups of people. For example; whitey 'white men' and nick 'prison'.

The change of time and generation will affect to the existence of slang words. Slang will continue to change along with the development of time and generation. Kusuma (2019) stated that there must be a change and renewing of slang words. Additionally, according to Pedersan (2007) that slang is similar with any part of language changing over time. It has a very definite expiry date and often changes to become new slang to the following generation. Slang is rapidly used by people more than Standard English. Even though slang beyond of formal language, but in fact, it is growing rapidly more than formal language. It is due to people more comfortable in doing conversation when using slang words. It is used also to add the intimacy to the people we speak to. Claire (1998: 5) in Aris (2015) stated that slang is a term that used by people to make them more comfortable with their friends in social situation.

Slang tends to be bad and impolite language that is used by people to show their identity and the existence of particular community. According to Trudgill & Anderson (1990:143) that is often refers to be bad language usage than a necessary of the change of language. Additionally, Yanchung and Yanhong (2013) claimed that many types of slang contain taboo, and strongly underestimating ones, those considering to sex, women, money, whiskey, politic, transportation, sports, and the like refer to primarily to male endeavor and interest. Even though slang mostly contain bad and impolite meaning, in fact, this language become popular in society especially in young people. They often use slang to private their conversation mainly from their parents. They creatively make or recreate slang from old word with new meaning. Trudgill and Anderson (1990: 81) claim that slang is not mostly talk about the invention of new words. It is also about coming up with new meaning for already existing words, such as *hot* was a word that is originally used to describe the temperature. Recently, the word *hot* has a meaning of “*sexy*”, “*wanted by police*” or “*stolen*”.

1. Type of Slang

No	Type	Explanation	Example	Meaning
1.	Cockney slang	It is slang that appeared in from End East of England which has a very pronounced accent. It is characterized by the chief of consonantal	<i>Old gal</i>	General term of love describing a wife

		variation which now exists is perhaps the change of <i>th</i> to <i>f</i> or <i>v</i> , as in ‘fing’ for ‘thing’		
2.	Public-house slang	It is a slang that the public-house words and phrase makes up for the smallness of the recorded vocabulary by the nature of the subject	<i>Juggins-Hunting</i>	Looking for someone who will ‘stand’ a drink
3.	Workmen’s slang	It is slang that obviously really close to tradesmen’s slang and has a link with public-house slang.	<i>Brass</i>	Money. It is very common term that seems to have originated in the copper and iron industries.
4.	Tradesmen’s slang	The same as Workmen’s slang. Some of the words are related to origin slang in which the users are workmen as well. But there are four typical users of tradesmen’s slang as the differences, there	<i>Leading article</i>	It is a term used to show the best bargain in the shop. One that should toward to other purchases.

		are; butchers, chemist, builders and tailors.		
5.	The slang of commerce	This slang is concerned to the commercial world, including in money market.	<i>Boomster</i>	Someone who engineers a boom in particular stocks and shares
6.	Slang in publicity	The same as slang of commerce, this is slang that mostly used in commerce due to the modern commerce depends on publicity.	<i>Sunny jim</i>	From the advertisement of Force magazine
7.	Medicine slang	This is slang that usually used by doctor and nurse. The tendency of medical men is to cover their actions, words, and prescriptions.	<i>Scarlet</i>	Fever
8.	Public school and university slang	School and university are the place that relate to young people. Every school has their own slang. While university slang is used to show their identity and what university	<i>What's the mat?</i>	What is the matter
			<i>Bug-shooter</i>	It is a name of volunteer, or it is recently known as

		they come from.		Cadet Corps.
9.	Journalism slang	Journalist slang is used when force of expression or a little is necessary. This slang is often difficult to detect and or to determine.	<i>Fiery cross</i>	Warning from danger
10.	Society slang	It is a slang that relate to the society and commonly used in daily conversation. Every group of society has their own slang to show their identity.	<i>Frivoller</i>	Someone who does not have a serious aim of life
11.	Slang in art	Slang in art is quickly adopted by Society. This is slang that usually used in art.	<i>Signed all over</i>	Said a good picture that directly reveals its creator in every inch.

The further explanation of the types and the examples of slang as follow:

1) Cockney Slang

Cockney slang is originated from End East England in form of English slang. The use of this slang has changed along with the change of era which at first, Cockney slang only used by working class, but now almost all people from various different in

England use this slang especially in London. This slang also has been popularized in many aspect of entertainment such as music, film, and literature. Because of Cockney slang has very pronounced accent, it has been the brightest spot in England. For example, the chief consonantal variation that now exists is probably the change of *th* to *f* or *v*, such as in ‘fing’ for ‘thing’, or ‘farver’ for ‘father’. There is also the vowel-sound change from *ou* to *ah*, such as in ‘abaht’ for ‘about’, are illustrated in the ‘coster’ songs of the late Albert Chevalier. In the England society, this slang is too easy to be understood.

The examples of Cockney slang which taken from a book by Partridge (2006) “Slang: Today and Yesterday” as follow:

- *You’ll get yourself dislike*, means a remonstrance to a person with very bad behavior.
- *Language*, means bad language; cursing and swearing.
- *Ally looya lass*, means a Salvation Army Girl, from the often occurrence in Salvation hymn and discourse of the word *Hallelujah* (or rather *Alleluia*), which represents a transliteration of the Hebrew *hallelu-yah*, praise ye *Jah*= Jehovah= The Lord.

2) Public-House Slang

Public-house slang is public house group of words or phrases that make up for the smallness of the recorder vocabulary by the nature of the subject. This slang is characterized as cheery, genial, materialistic, but not cynical or gross. The example of

public-house slang according to a book of “A Dictionary of Slang and Unconventional English” by Partridge (2006) as follow:

- *Booze-shunter*, means a beer drink that used by South Western potters and guards who frequented the pubs around Waterloo station, originate term, which soon become general among the police officers society.
- *War cry*, means blend of stout and mild-ale understood. This slang actually has a satirical reference to the Salvation Army which speaks stoutly politely.
- *Round the corner*, means having had something strong to drink. This term commonly used about year 1895- 1930 by lower class people.

3) Workmen’s Slang

This slang relates to public-house slang and very closely allies to tradesmen’s slang but there are still differences among them. The characteristic of the users of this slang that they call “something” with another name that they already used or understood. The example of workmen’s slang according to Partridge (2006) in his book title “A Dictionary of Slang and Unconventional English” as follow:

- *Jumping Jinny*, means a mechanical stamper that is used in road-repairs. This slang was found in 1920. The terms *Jumping Jinny* even used by The London Evening News, 7 December 1936.
- *Bank up*, means completing a liberal scale; to reinforce generously, laying in a mighty store. This slang was used for the first time in 1896 by Labor in North of England.

- *Sling one's hooks*, means to be fired. This slang comes from the mining district which refers to a hooked bag and hung up in dressing room, and contains such as things as the miner does not require down the shaft.

4) Tradesmen's Slang

The same as workmen's slang, they both have some of the words that are now jargon in their origin slang, yet, there is still difference between them. Tradesmen's slang has four typical users, there are; tailors, butchers, builders and chemist. The tailors are the typical user that have the largest number of slang terms. Here the example were taken from book "*Slang: Today and Yesterday*" by Partridge (2004):

- Tradesmen's slang for tailors; *House of Parliament*, means a meeting of tailor assistant and apprentices in the shop, especially for a serious aim.
- Tradesmen's slang for butchers; *Turkey Buyer*, means a person of considerable respected important.
- Tradesmen's slang for chemist; *Tamarinds*, means money. This term is closely reflect to the nature of the chemist trade. In other word, this slang only used by chemist.

5) The Slang of Commerce

This slang is concerned to the commercial world, including in money market. According to Professor Collinson, in 1927 there are many of money market terms: on turning to A. J. Wilson's capital glossary of Colloquial, Slang and Technical Terms in Use of The Stock Exchange and in The Money Market. There are slang words already

used at that earlier date. Here are the example of the slang of commerce according to a book “*Slang: Today and Yesterday*” Partridge (2004):

- *Contango*: in 1895, this slang originally used and become part of the common language of operators in public securities. It means the interest or charge of the relation of a transaction from one ‘settlement’.
- *Ex all*: it is the terms used to show that the price of a share or stock is limited and include the right of the buyer to receive the dividend.
- *Hammered*: it is a term used to call another name of bankrupt.

6) Slang in Publicity

The same as slang of commerce, this is slang that mostly used in commerce due to the modern commerce depends on publicity. A firm need the catchy phrases and rhymes to get publicity intention. Here the examples of slang in publicity based on a book “*A Dictionary of Slang and Unconventional English*” by Partridge (2006):

- *In do a Garbo*, means avoiding Press reporters, photographers and other publicity. In 1925, the term “In do a Garbo” was used for the first time, but now, this slang is never heard again.
- *Worth a guinea a box*, means a cheap, small and yet good or useful article. This term is derived from the considerably older slogan of Beecham’s Pills.
- *Kelper*, means a Falkland Islander (a nickname that received wide publicity during the crisis of 1982).

7) Medicine Slang

Medicine slang is used by doctors and nurses. Meanwhile, this kind of slang is included as slang that very hard to find the examples. Ware (1999) in Partridge (2004: 280) gives four terms; port wine, bone-cloth, for which stout is usually substituted as “fattener”; locum (short for locum tenens) still very commonly used by doctor and clergymen ; pith, the spinal chord when severed; to be slated, to die, or more precisely to be doomed to die. Ware very few medical slang list due to doctors very rarely talk to ‘shop’ to others than doctors and in the words of the one notable authority on medical slang. Below are the example of medical slang taken from a book “Slang: Today and Yesterday” by Partridge (2006):

- *Bugs*, based on the context means bacteria or bacteriology
- *Bleeder*, means one suffering from hemophilia, a disease that never affecting women, but passed on by them to their male children, in which there is an unduly long clotting period of the blood. Consequently, a liability to considerable bleeding from sight wounds.
- *District, On The*, means teaching hospitals to undertake the care of the parturient poor in its own district in each of the London. (There are some proper areas to the various hospitals in the metropolis).

8) Public School and University Slang

Student always respond something newly, because they fresh and full of creativity in making new language to call something with another name. Hence, the main source of this slang is student. Every school has their own slang which known to no other

schools. Here are the examples of public and university slang according to a book “Slang: Today and Yesterday” by Partridge (2004):

- *Course-keeper*, means, a school bully’s deputy for the suffering of homework upon the already overworked fags at Winchester.
- *Ski*, means, a street Arab, a road boys. Ware says; now, Westminster use it in the sense of a crowd, for example, at a football match where many “*roadboys*” certainly do gather.
- *What’s the Mat*, means, what is the matter. Hardly survived the ‘80’s.

9) Slang in Journalism

Hotten and Charles Mackay (1895) inveigh against journalistic slang. The former gleefully announced that the *Weeklies* often indulged in slang words when force of expression or a little humor is desired, or when the various writers wish to say something which is better said in slang, or so-called vulgar speech than in authorized language. Journalistic slang is not always easy to recognize and determine because ‘it comes from above’, and except only among others publisher and journalists can understand. Here are the examples of journalism slang according to a book “*Slang: Today and Yesterday*” by Partridge (2004):

- *Chuck out ink*, means to write an article.
- *Sitting up*, means to read the article that is always be found on the left-hand page.
- *Screamer*, means an alarmist of principle article or leader (*screamer* in printer’s slang)

10) Society Slang

Society slang is commonly connected in society and used in daily conversation. Every group of society has their own slang with different characteristic and type of slang. Additionally, by association, those words or phrase become identity that belong to those groups. There are so many slang words in society in casual conversation that were created to express something new with new word. Below are the example of society slang taken from a book “*Slang: Today and Yesterday*” by Partridge (2004):

- *Everything is nice in your garden*, means a gentle way of blaming self-adulation.
- *Frivoller*, means a person who does not serious aim in life.
- *Frump*, means a badly-dressed woman. In 1870, *Frump* is when low-cut bodices made by way on the fall of the second empire in france for high-cut bodices of *frump*, the young man of society called wearers of the later *frumps* and when the high-cut disappeared in favour of square-cut bodices. Hence, *frumps* is actually as a dowdily and-dressed woman dates from long before 1870 and the high-cut bodices were named after them.

11) Slang in Art

Slang in art has a link to society slang, because words or phrases in slang art are quickly adopted from society slang, even though there are a few word or phrase known as artistic slang. In art, slang and jargon in slang art are more difficult to be detected than any other slang, especially those of the present day. Additionally, it is considerable that the meaning of this slang is difficult to guess in now days. These are

the example of slang in art taken from a book “*Slang: Today and Yesterday*” by partridge (2004):

- *Artistic merit, to have*, means a way to say satirically that a portrait is flattering.
- *Crocks*, means a fairly general colloquialism in present day, or China’s Ornamental.
- *Frame*, means a picture
- *Sculptor ghost*, means a man who does the work for the famous sculptor that will put his name to it (ghosting in literature and journalism).

2. Function of Slang Words

Slang mostly uses to gain many functions social interaction; to show the identity of social group, to close the intimacy in conversation, to change the degree of discourse in the purpose of informality et cetera. Yanchung and Yanhong (2013) stated that there are three function of slang:

a) Pursuit of Self-Identity

The difference of social and professional group govern the difference of slang, it is intended as a symbol of diversity in social group. When people use slang word among the certain social group, they will blend mentally with the member of the certain group they wish would be. Other than that, if people use word contain the special slang in particular social group they live in, they have a purpose of showing and strengthening the emotion that they are belong to the member of that particular community. Yanchung ang Yanhong (2013) as cited from the

American scholar P. Roberts that the reason people always use slang is due to they want to show they are appropriate among a certain distinct group.

b) Emotive Feeling

In using slang, emotive feeling has a role in recognizing the emotional of the speaker. Emotive feeling helps the speaker to omit the nervous energy under stress as well. Additionally, it becomes one of the most powerful uses of language due to the important and the necessary in changing the emotional status of people in doing conversation. Yanhong and Yanchong (2013) claimed that psychologically slang assists people to show their strong feeling, like identification of group et cetera. They stated:

“Slang has been suspected that profanity is a subcategory of slang, the more elemental phenomenon and it like a dream that relieves from our psychological burden, discharges our tension of the great burden. When people use slang, they want to show them over the reality, and set them free psychologically”

According to Allen that slang is a language class, among other social and psychological useful, to deny allegiance to genteel, elite, and proper society and to its standard linguistic forms. No wonder, many people use slang in their daily conversation from common people until

intellectual group as like lawyer, politicians, doctor et cetera. For them, slang is used not only to show the certain identity of social group, but also for the psychological need for expressing emotion, where it is actually includes to the basic function of language.

c) Achieving Politeness

To conduct his study, the idea of register (the way a speaker uses language differently in different situation) needs to be mentioned. The choice of register is influenced by three factors; occasions (informal or formal), addressee (gender, age, occupation, the degree of familiarity) and the content of the conversation. Other than that, the use of slang is also restricted by three factors; either the use of slang not to the right addressee or the use of slang in improper opportunity, or the appropriate content in speech may ruin the friendship and good relationship with your interlocutors. Slang is often used in informal conversation and as the importance in playing the phatic function. Moreover, the use of slang can maintain the intimacy and relationship or friendship between our friends.

Slang has the phatic function, it is used to maintain or positive face. Language forms like farewell, greeting, comment on the clothing or the weather et cetera that, all are phatic functions. When using slangy greeting, such as ‘what’s jumping?’, how’s it going?, what’s shaking?’, or slangy farewell expression such as ‘catch you later’,

‘check you on the flip side’, ‘catch you on the flip flop’, ‘smell you later’ et cetera, those may achieve friendly atmosphere for proceeding the conversation. Both slangy and greeting are used as signal that the speaker wishes to establish a good relation or a non-threatening atmosphere whit his/her friends that he/she wishes to be accepted by their peers and his/her positive faces will not be threatened. In daily conversation, slang plays a big role and the communications between us would not go smoothly as they are expected.

3. Characteristic of Slang

Some of slang expressions are acceptable used in society, while others are impolite and rude. The word will considerable as slang if they fulfill one or more these characteristic.

a. Creative

Slang has creative characteristic in language which means that it has imagination, productivity and innovative from the user or the creator. For example, teenagers are the most people who use slang in daily conversation, hence they often create slang terms from the existing words. Some of slang terms are created from the kinds of colors, numbers, foods, animal, fruits, thing, vegetables, name of human and et cetera. The example of slang:

No	Slang term	Slang words	Meaning
1.	Slang term that is constructed	<i>One-in-million ten</i>	First rate, exceptional

	from the kind of numbers		
2.	Slang term that is constructed from the kind of colors	<i>Blue-eyed boy</i>	Lovely child
3.	Slang term that is constructed from the kind of foods	<i>Quiche</i>	To describe someone who is hotter than hot
4.	Slang term that is constructed from the kind of animals	<i>Dogs</i>	To describe protection, guidance, loyalty
5.	Slang term that is constructed from the kind of name of human	<i>Adam and eve</i>	use to show trust to people
6.	Slang term that is constructed from the kind of fruits	<i>Top banana</i>	used to extend to the leader or most important person in any group or undertaking
7.	Slang term that is constructed from the kind of things	<i>Kingpin</i>	It refers to a bowling pin, additionally it is the name of large bolt.

a. Flippant

Slang terms is not relevant to the context which make this term considered as a rude. For example: *fuck, motherfucker, shit, bitch* and et cetera.

b. Fresh

Slang has different words that most of them have up to date words. For example: *Lucre*, means ‘money or profit’.

c. Onomatopoeic

Slang language has imitation words through producing and imitating certain natural sounds. For example: *Buzz* like wind.

C. Language and Gender

Language is the most important tool for human being to communicate on which not only to show the reality of society, but also to maintain and strengthen social existence. The other one of the various functions of language is linked to gender discussion. According to (Sirbu, 2015) that language does mirror the gendered perspective and can also contribute and impact to change people perception over time. Given such a view, gender refers to cultural and social attribute that has been acquired through socialization process (Ridgeway, 1991). It also a fact that gender is part of the way in which society are formed around us (Wardhaugh, 2010). Mustapa (2013) observes that Holmes (1991) provides a wide view of language and gender studies, Sunderland’s dwells on specific areas and reviews studies within the wider area that Holmes (1991) addresses.

Holmes lists and dwell on language and gender in many references while Sunderland (2000) narrow her review to language and gender in second and foreign

language education highlighting on areas such as gender and language learning; gender, language learning and ability,; second /foreign language acquisition and the four skills; motivation, investment; language learning styles and strategies; classroom interaction; the ‘what’ of teaching: English as non-sexist language?, means teaching materials; language testing; teachers, professional organizations and gender, ‘what’ can teacher do?, means teacher action and teacher education; new theory of language and gender; language learners’ identities; masculinities, men, boys and language learning ; and future research. Mustapha (2013) focuses on language and gender in language use and classroom interaction in textbooks (Mustapha, 2013).

Additionally, according to Lytton et al (1999), language and gender relationship has been the focus of pre-and non-feminist work in several areas other than language use (Lytton et al. 1991). These include what has become as ‘linguistic gender’ (Dahan, 2000). Additionally, they also include question of verbal ability largely in boys and girls in first-language acquisition (Ekstrand, 1980). Since late 1960’s, the relationship between gender and language has been a subject of rigorous empirical work. It had been related in scholarly writing well the late 1960’s in the second wave of the Women’s Movement and developed to the late 1970’s. Gender also determines how people speak differently based on different social contexts, create different styles and construct different social identities and social contexts (Gumperz, 1982). Language is a certain feature and target of western women’s movements. Morgan stated that,

The very semantics of the language can reflect (women's condition). Women do not have their own names, but bear that of the father until they exchange it for that of the husband' (Morgan, 1977, pp. 106).

Men and women do not choose the linguistic options for the purpose of creating masculine or feminism identity. Many people thought that men and women differently use language, it such an old perception but has been promoted even by contemporary best-selling fiction and non-fiction writings. The question of the different of men and women in using language has been discussing in empirical work. Man have typical characteristic of social behavior and authoritarian, while women are submissive, pious, domesticity and polite forms than man. In other view, in implicit role theorist, people regard that women are warm, sensitive and caring by observing them in the domestic roles and in social occupational demanding roles. While men are assertive, dominant and competitive by observing them in agentic roles, including leadership roles (Diekmann and Eagle, 2000).

The most perspective of women's language in society linked to their condition. According Watburg (1925) female are more conservative in the respect of language. It is due to female almost never come out from the place where they live. Moreover, female often stay home and have a talk with members of her family. Given such a view, women's language has become a foundation the attitude that women are marginal to the serious concerns of life. The powerlessness and marginality of women are determined according to the way they are expected to speak and the way in which women are spoken of.

As a case, Lakoff (2009) stated that if a little girl talks roughly like a boy, she will normally be ostracized, scolded or made fun of it. In this way of society, in the form of friends and childhood parents, keeps her in line, in her place. This socializing in the most of this aspects are harmless and often necessary. But in this particular case, the teaching of special linguistic uses to this girl will raise a serious problem, although the teacher may well not aware of this. If the little girl learn her lesson properly, she will not rewarded with an unquestioned acceptance on the part of society; rather the acquisition of this special style of speech will be an excuse others to regard her in a demeaning position, to refuse to take her seriously as human being. Hence, because of the way she speaks, the little girls recently is grown to womanhood, in which will be accused of being unable to speak precisely or to express herself forcefully (Lakoff, 2009). Eventually, these views has been debating as what feminism wish in the circle of gender stereotype or gender equality.

In other hand, women's movement is linked to the principle of UDHR (Universal Declaration Human Right) which declared that all human being are born equal and free in right and dignity, means that between men and women have the same right in life in society. They promises to all the economic, social, political, cultural and civic rights that underpin a life free from fear and want. They are inalienable people entitlements, at all times, and in all places, every color of people, from every race and ethnic group; whether or not they are disabled, citizens or migrants; no matter their sex, their class, their caste, their creed, their age or sexual orientation (UDHR, 2015).

Furthermore, everyone is entitled to all the freedoms and rights set forth in this declaration, without distinction of any kind, such as race, color, sex, religion, language, political or other opinion, national or social origin, property, birth or other status. Furthermore, no distinction shall be made on the basis of the political, jurisdictional or international status of the country or territory to which a person belongs, whether it be dependent, trust and non-self-governing or under any other limitation of sovereignty (UDHR, article 2).



CHAPTER III

FINDING AND DISCUSSION

In this chapter, the researcher focuses on finding and discussion of the study. The researcher analyzes the utterances of the conversation that contain as slang words. There are three parts which are analyzed by the researcher, namely the type of slang words, the functions of slang words and the relation to gender. Additionally, there are two sections in this chapter, first, the finding is to explain the data gathering according to the theory of slang words. Secondly, the discussion is linked to the analysis of the data found to answer the research question.

A. FINDING

There are 13 slang words found in Pewdiepie and Lilly Singh's video vlog which mostly categorized as society slang, there are: *epic*, *damn*, *bruh*, *dude*, *holy shit*, *goddammit*, *bizarre*, *fuck*, *jam*, *f*, *shut up*, *buddies*, and *holy crap*. While there are two functions found in the video vlog: *Bruh*, *dude*, and *buddies* is categorized as achieving politeness function, while, for emotive feeling of the user function, there are: *epic*, *damn*, *holy shit*, *goddammit*, *bizarre*, *fuck*, *jam*, *f*, *shut up*, and *holy crap*. Besides, the result shows that women has the most frequency in uttering rude slang than man which different with the theory from Diekmann and Eagle (2000). The researcher concluded that in this era, women have started to behave the same as men.

1. Type of slang words found in the video vlogs based on the theory of Partridge (2004):

- 1) **Epic**

11:09/26:18 -->10:58/26:18

Pewdiepie: “*So you can see people farming over there the water comes from the mountain goes down in all the layers. Rice be made **epic***”

In this part, Pewdiepie was looking around with his wife in the jungle of Bali. He talked to his viewers the activity of farming and the beautiful views around it while recording and took the picture of his in this place joyfully. He was amazed by this place. Hence, Pewdiepie expressed his feeling to this place with word of “*epic*”.

According to Urbandictionary.com, ‘*epic*’ is a word used to describe a book, movie or other work as timeless, meaningful and great. This slang is usually used to describe something amazed the speaker of everything. Furthermore, Merriam-webster.com also mentioned that epic was in specific reference to the characteristic to the type of poem that bears the same name when it began used as an adjective. More recently, epic has been mostly found in colloquial conversation which has the same meaning with *outstanding, fabulous or impressive*.

The researcher analyzed that this slang is classified as type of society slang. As Partridge (2004) stated that society slang is commonly connected to society and used in daily conversation. This term mostly known and used by American. According to Partridge (2006) in the book “The Concise New Partridge Dictionary of Slang and Unconventional English” that “*epic*” is a teenager’s slang which used in United States around 1977 and 1983.

2) Damn

13:34/26:28--> 13:48/28:18

Pewdiepie: *So this is our fourth season villa in the jungle. Oh, damn, incredible!*

In this part, after looking around in jungle. Pewdiepie and his wife just arrived in their fourth season villa which is located near from the jungle and designed with Bali's jungle nuance. When he looked around to the villa, he was so surprised with the look of it. While recording, he told to the viewers that this villa was so beautiful, hence he said "*Oh, damn, incredible*".

Basically, the word "*damn*" is considered as a bad. According to Vocabulary.com, *damn* is naughty exclamation in common. In one sense, this term is used to condemn or send someone to hell, as in "*God damn it*" other times it means "*A little amount,*" as in "*I don't give a damn about baseball*". People can give a damn, damn others to hell, and complain about damn weather. But in other case, sometimes *damn* can be used to express something positively, as in "*They make the best damn pizza in town*". Based on the information above, Pewdiepie used "*damn*" beyond anger situation. Despite, he used it in joyful of his vlog. However, in this context, *damn* is used to express his feeling positively, an expression of surprise.

The researcher analyzed that *damn* is classified into the type of society slang. As the researcher explained in the previous chapter, based on

Partridge (2004) in “Slang: Today and Yesterday”, society slang is a slang that commonly connected to the society in daily conversation. In this occasion, people can use *damn* to express something positively, as an expression of surprise.

3) Bruh

7:11/28:18-->7:22/26:18

Pewdiepie: *Yeah, damn I'm already 10 **bruh**, just go back from surfing and I felt so epic while surfing and then I look at the footage I'm like wow, cool.*

In this part, Piewdiepie enjoyed surfing in the beach of Bali namely Jimbaran Bay Seminyak. This beach was really beautiful according to him. Hence, he surfed more than once time. He even take a photo of his while surfing. He was very amazed by this. He is also recording the surfing to show to the viewers that the moment was so good.

The slang of “bruh” is actually an abbreviation of “bro” or “brother”. According to Myenglihsteacher.eu is used when people want to talk to other that they are close to, they can use *bro* as the term of endearment. It is usually something nice which the pet name is one that used among young people, especially men. It can be used by both women and men which means there is no distinction between them. Furthermore, it is simply signifies that the person you are talking to is close to you and important in your life. In some cases, the term *bro* has become a little more formal. The user may talk to people who just met and then call them *bro*. The user can call people they really are close to his/her “bruh” and call

anyone else his/her bro. However, “bruh” is a way young people address young people.

The slang “bruh” is identified as society slang based on the theory of society slang. As the researcher explained in the previous chapter that society slang based on Partridge (2004) is a slang that commonly connected to society and used in daily conversation which is commonly used by teenagers, especially men. According to “The Concise New Partridge Dictionary of Slang and Unconventional English” by Partridge (2006) that this slang mainly used by boys and men.

4) Dude

11:45/26:18-->11:58/26:28

Pewdiepie: *We found a friend on the road nice walk. Damn, he's strutting. Look at this **dude!***

Pewdiepie took a break time after surfing. He walked around near the beach by a tour mobile. While touring with his wife, he found a komodo was walking freely in the middle of the road. He also showed the komodo to his viewers while recording of it. Pewdiepie seems like not familiar with this kind of animal, hence, his is showing the komodo while giggling.

According to vocabulary.com, “*dude*” is a slang of greeting between men, means “guy” or “men”. It includes as an informal word. For example; what’s up *Dude!* This slang has been popularized movie and TV shows and has a distinctive which off American West Coast Hippie culture to it. *Dude* had another life as term for a dandy- a particular well groomed and fancily –

dressed young man in the American nineteenth century. From this came, *dude* as a meaning big city dweller unfamiliar with the ways of the Wild West. When such a types came out to enjoy the rude life, they stayed in *dude* ranches. Basically, spas or resort, which is not real working ranches and the term is recently still around.

This slang is categorized in society slang. As the previous definition of society slang according to Partridge (2004) that it is a slang which commonly connected to society and used in daily conversation. The term *dude* is usually used by people in daily conversation to greet someone else, but it used mostly used by men. According to Partridge (2006) in “The Concise New Partridge Dictionary of Slang and Unconventional English” this slang is used in UK since the late 19 century.

5) Holy Shit

1:26/17:42-->1:43/17:42

Pewdiepie: *Probably the best thing about the Iceland so far is the internet. It's really fast. OHHHHHHH. Holy shit, this internet is amazing!*

Pewdiepie was showing how fast the internet in the Iceland was. He seemed like operated something while played the durade-sandstrom playing music. The program he did ended up fastly with the record number available on his computer. He amazed by the quality and rapidity of the internet in Iceland. Hence, to express his feeling of it, he spontaneously said “*holy shit*”.

Basically, the term holy shit often categorize as rude slang and bad language. This slang is used in US for registering astonishment in 1961. According to “The New Partridge Dictionary of Slang and Unconventional English”. As the example, Partridge cited,

“You said you only know how to jump out of them.” “Holy shit”- Robert Ludlum, *The Bourne Supremacy*, p. 499, 1986

Who’s his sister? Do I know her? “. “Estelle Colluci. Benny Colluci’s wife.” Holy shit. “Small World.” – Janet Evanovich, *Seven up*, p. 81. 2001.

Furthermore, according to Cambridgedictionary.com, this is a slang expression which is used to show something that is surprising, shocking, astonishment and impressive. Hence, the researcher categorized this slang is a society slang which is connected so society and used in daily conversation. As researcher explained in the previous chapter that society slang based on Partridge (2004) is slang that is connected to society and used in daily conversation.

6) Goddammit

14:28/17:24-->14:21/17:42

Pewdiepie: *It’s less windy here. It’s so nice and sunny, but it’s really cold. Just like Sweden. I’m home. Goddammit!*

In this scene, Pewdiepie and his wife were in the top of church. He was there to get the scenery of Iceland from the top. The weather was really cold and windy in the previous place, so he moved to another place. When

he moved to another place, he found the top with less windy but it was sunny and beautiful. It made him like at home.

In UK since the early 18 century, the word *goddammit* is mostly used in the situation of anger and frustration. According to Urbandictionary.com, *goddammit* is used to express anger, frustration and perplexity. Now, it is occasionally also used in positive context to express approval, surprise and amazement, and et cetera. The term *goddammit* is a word which is originated from “god damn it”, means calling for God to “Damn” condemn something. Additionally, this word includes as blending word which is formed by merging the sounds and the meaning of two or more other words or word parts. Furthermore, according to Eble (1966: 26) blending is the process of shortening, so called abbreviation, means new words are formed by shortening of existing words. In this case, the researcher identified that Pewdiepie used this slang is to express his surprise to Iceland’s weather. He never imagined that the weather will as cold as that.

This word is categorized as society slang which used in daily conversation and connected to society. According to Partridge (2004) that it is a slang which commonly connected to society and used in daily conversation. Besides, this slang is also popularized by movie and music, no wonder the word *goddammit* becomes popular in society.

7) Bizarre

15:50/17:42-->15:44/17:42

Pewdiepie: *This is so **bizarre**, because I really feel like I'm Sweden right now but something went horribly wrong. I'm joking, it's very nice, I really like it. I feel like home.*

In this part, Pewdiepie was walking in the city center with his wife and wearing the outfit similarly like Sweden. He used the long beard, thick jacket, glasses and the headgear. He wore those stuffs because the weather in Iceland is so cold. It made him unfamiliar with this outfit.

Bizarre is a slang expression used to express an odd manner or unusual appearance. According to Collindictionary.com, in British English, *bizarre* is an expression of odd or unusual English for specific purposes is an interesting or amusing way. This term is derived from *bizarrely* (bi'zarrely) an adverb and *bizarreness* (bi'zarreness) a noun. While in American English, *bizarre* means very odd in manner, appearance, et cetera; grotesque, marked by extreme contrasts and incongruities color, design or style, an unexpected and unbelievable; *fantastic s bizarre sequence of events*. This term is from French: from Italian *bizzario* capricious of uncertain origin in 17 century.

This slang is categorized as society slang which connect to society and people use it in daily conversation. Many people use it from the last 300 years based on Collindictionary's recorded usage, from 1708 century

8) **Fuck**

7:25/17:42-->7:16/17:42

Pewdiepie: *That's so cool. So that the big one... the big geyser, heheh.*

Fuck *we just missed it!*

Here, Pewdiepie arrived in the first destination of his tour by helicopter. He was stopped in geyser. He recorded it and showed to the viewer what the place looked like. He told the viewers that the smell of the geyser was like sulfur smell. While he was recording, he saw the biggest geyser, but unfortunately it was going to end up.

Fuck is a slang that includes as profane English language which often refers to sexual intercourse. According to dictionary.com, the word *fuck* is generally extremely vulgar, considered taboo and improper in all of its senses. However, various forms of the word, primarily in its nonliteral meaning, slang senses, have increasingly crept into casual use, not only as an expression of shock, horror, or anger, but also as verbal ticks intensifier, mere indices of annoyance, or impatience or even pleasant surprise.

This slang is categorized as society slang which is connected to society and used in casual conversation. *Fuck* is mostly popularized by music and movie industries. No wonder, this term is commonly used by people in daily speaking.

9) **Jam**

04:09/16:01-->04:14/16:01

Lilly Singh: *So I'm thinking we just like, **jam** the F out. Taylor Swift this thing up and just like have a blast.*

In this scene, Lilly was in the audience seat in Movie Award. She was recording to show to the viewer of how was the situation there and talking to her friend that they both enjoyed every beat of the music.

Jam is a slang to improvise on a musical instrument with a group: to take a part in a jam session and to express relax, enjoy and chill out, especially in music. According to Partridge (2009) in “The Routledge Dictionary of Modern American Slang And Unconventional English”, this slang means to play and improvise music with others and originally refers to favorite music in someone’s personal playlist or music collection and more specifically to music that forms a ‘soundtrack’ to their life or activity. In the other hand, it is not really used outside of music, mostly because jamming refers to the musicians having fun and playing well. It becomes a slang word describing the listener to be having fun or being very into the music.

The term jam is categorized as society slang, because it is usually connected to society and used in daily conversation. Based on Partridge (2004) that society slang is connected to society and used in daily conversation. Moreover, the researcher regards that vlog is actually as a representation of the natural daily speaking happens in society.

10) F

5:30/16:01-->5:35/16:01

Lilly Singh: *I’m freaking the **F** out. I can’t breathe. Everything’s going numb.*

Lilly was going to meet her big idol, (The Rock) Dwayne Johnson. In the seconds of his coming. Lilly was so nervous and dumb. She seemed like could not speak as much as before, because of her dream was becoming real. It was her big dream to meet the rock in real life.

The word F is originated from Fuck that is familiar as rude slang. According to Dictionary.com, the F-word was recorded in a dictionary in 1598 (John Florio's *A Worlde of Wordes*, London Hatfield for Edw. Blount). It is remotely derived from Latin *Futuere* and Old German *Ficken/Fucken* meaning 'to strike or penetrate', which had the slang meaning to copulate. In modern slang, F is one of various forms of the word *fuck*. Primarily in it is nonliteral, slang sense, have increasingly crept into casual use, not only as spontaneously expletives of shock, horror or anger but also as verbal ticks and common intensifier, more indices of annoyance or impatience or even pleasant.

The F-word slang is categorized into society slang because it is connected to society and used in daily conversation. Based on Partridge (2004) that society slang is connected to society and used in daily conversation

11) Shut Up

11:13/16:01--> 11:17/16:01

Lilly Singh: *This is a thing for me, I'm like dying. But, okay, hold on, **shut up**. What are trying to say? Can you speak English? Okay. I need a minute. Hold on.*

Meeting the rock was such a big dream for her. He told to her viewers how happy she was when it happened. She even could not talking because of the joyful of that moment. In the middle of this part, she was imagining talking to someone to distract her nervous.

Shut up includes as bad language which means to ask someone to be quite. According to slangdictionary.com, shut up is a rude way to tell someone to stop talking. It can also be used as an exclamation of excitement and amazement. Shut up was a verb phrase meaning “to secure something away in a receptacle. “By the 1500s, this term had evolved to variously means, “confine someone, “close a door or window, “or bring to a conclusion”.

In the early 1800s, there some found authors like Jane Austen and Charles Dickens more neutrally using shut up for “silencing someone. By the 1820s, the verb had taken on rude tones which it is based on the idea of *shutting one’s mouth*, an expression actually recorded in the 1300s. By the 20s, shut up is widely used in all sorts squabbles, had become considered a very childish, impolite or angry-sounding command-depending on tone and context.

Shut up is categorized as society slang which is connected to society and used in daily conversation. This slang is also has been popularized by music and film industries. No wonder, this slang is familiar in society

12) Buddies

11:37/16:01-->11:52/16:01

Lilly Singh: *When the rock and I started tweeting very frequently, I can't even speak, very frequently, he actually e-mailed me. And I never publicly said that, 'cause I was like, I want to one day surprise Team Super with this, because I knew they work really hard toward getting him to notice me. So we e-mailed back and forth a few times, became text buddies.*

This is the last minutes of Lilly Singh's vlog. Here, she talked randomly to her viewers about her feeling when met The Rock. She shared the story of the beginning how she could make a conversation with The Rock on twitter as well.

The term buddies is actually a plural form from the word buddy. It has been familiar in society because it is used to call a close friend and often used in plural form. According to Vocabulary.com, the word *buddy* first appeared in the 19 century in the US, either as slang for *brother* or from the British *butty*, or "companion". If people love to hang out with certain friend, that someone is a buddy. People also can call them as *pal* or *chum*. Sometimes in school, the teacher will ask another student to new student to be their buddy to help him/her comfortable and welcome.

This slang is categorized as society slang which is connected to society and used in daily speaking. Many people used this term in daily conversation. Besides, this word is also found in films and musics.

13) Holy Crap

06:30/16:32-->06:20/16:32

Lilly Singh: *Just going through all y'all's adobe submission. You guys are son talented **holy crap** I'm like mind blow so many cool illustrators and like photographers and filmmakers meet god damn art.*

In the middle of the vlog, Lilly checked her adobe submission of her subscribers. She cooperates with Adobe to select the talented creative for unique opportunity. Each creative will get paired up with a member of Lilly's team to Shadow, collaborate and learn on the production of a skit of Lilly's main youtube channel. When she looked at the submission, she was surprised and amazed by these. The arts were so good.

Holy crap basically includes as bad and rude language in society, because it has the same function and meaning as *holy shit*. *Crap* means "something useless" which is a replacement for the word *shit*, while *holy* is a famous word of Cristian religion in a few centuries ago. According to partridge (2015) in "The Concise New Dictionary of Slang and Unconventional English", *holy crap* is used for registering surprise. It is a variation of *holy shit* which is used in US since 2001. Besides, people also use this slang as general exclamation to show an amazement of something.

This slang is categorized as society slang which is connected to society and used in daily speaking based on Partridge (2004) that society slang is a slang which is connected to society and used in daily speaking. Even this slang is vulgar, people used it in daily speaking. As Devney (2016) stated that today our societies are more secular and less religious. Saying "damn" is today a mild cognomen that doesn't draw attention to itself. Today, what

is offensive is not misuse of religious terms, but vulgarity. So in constructions like "holy shit" some people kept the form (starting with "holy") but replaced the other religious term with a vulgar one.

2. Functions of slang words based on the theory of Yanchun and Yanhong (2013) which were found in the video vlog as follow:

- 1) **Epic:**

The function of using this slang is to show emotive feeling of the user. According to Yanchun and Yanhong (2013) the emotive function reveals the speaker's attitude towards his subject. The emotive feeling function is the most powerful uses of language because it is crucial and important in changing the emotional status of an audience for or against someone or something. It also helps people get rid nervous energy when under stress. Psychologically, slang helps people to express their strong feeling. In this case, Pewdiepie uttered the word epic when he saw the look of his fourth season hotel in Bali, means he amazed by the look and scenery.

- 2) **Damn**

The function of this is slang is to show an emotive feeling of slang users. As Yanchun and Yanhong (2013) stated the emotive function reveals the speaker's attitude towards his subject. The emotive feeling function is the most powerful uses of language because it is crucial and important in changing the emotional status of an audience for or against someone or something. It also helps people get rid nervous energy when under stress. Psychologically, slang helps people to express their strong feeling. Besides,

profanity is a subcategory of slang, and the more elemental phenomenon. Hence, in this case, Pewdiepie used *damn* which as profanity to express his strong feeling of surprise. He surprised of his fourth season hotel that look beautiful.

3) Bruh

The function of the slang word in this part is achieving politeness. As the previous explanation that “bruh” is used by people to other they are close to. Hence, the researcher analyzed that Pewdiepie is actually addressed this slang to people he is close to, which means his youtube viewers. He tried to build the intimacy among them. According to Yanchun and Yanhong (2013) one of the function of using slang in conversation is to achieve emotive feeling. Slang is often used in informal situation and is of importance in playing the phatic function. The use of slang can maintain the relation, intimacy and friendship.

4) Dude

The researcher identified that the function of “*dude*” is categorized as achieving politeness. The use of slang in the conversation can be the reason to reach and maintain friendship. According to Yanchun and Yanhong (2013) that register refers to “manner” of speaking writing specific to a certain function. The choice of register is affected by three factors; occasions (formal and informal), addressee (age, gender, occupation, the degree of familiarity) and the content of the conversation. Therefore, the

use of slang facilitates setting up a certain atmosphere or maintaining social context.

Slang is often used in informal occasions and is of importance in playing phatic function. The use of slang can maintain the friendship and intimacy between our friends. Hence, Pewdiepie is trying to maintain the friendship with his viewers, especially men. As the previous discussion, *dude* is a slang used between guy and men. Behaving a good attitude to the viewers is the way that youtubers do to maintain their viewers. Because he is the most familiar gamer youtubers which the viewers are dominated by men, no wonder if he prioritize to address the slang “*dude*” to men.

5) Holy Shit

The researcher categorized that the function of *holy shit* in slang usage is emotive feeling of the user. It is based on the utterance and the context happened in the video vlog Pewdiepie showed his viewers that the internet in Iceland was really fast beyond of his expectation. Hence, he used the word “*holy shit*” as the expression of surprise.

6) Goddammit

The researcher identified that the function of the use of *goddammit* in this case is to show the emotive feeling of the user. As Yanchun and Yanhong (2013) stated the emotive function reveals the speaker’s attitude towards his subject. The emotive feeling function is the most powerful uses of language because it is crucial and important in changing the emotional status of an audience for or against someone or something. It also helps

people get rid nervous energy when under stress. Psychologically, slang helps people to express their strong feeling. Besides, profanity is a subcategory of slang, and the more elemental phenomenon. In this case, Pewdiepie uttered the word goddammit to show the expression of surprise of the weather in Iceland.

7) **Bizarre**

The function of this slang is to show emotive feeling of the slang user. As Yanchun and Yanhong (2013) stated that the emotive feeling function is the most powerful uses of language because it is crucial and important in changing the emotional status of an audience for or against someone or something. It also helps people get rid nervous energy when under stress. Psychologically, slang helps people to express their strong feeling. Hence, in this occasion, Pewdiepie showed his feeling of being unusual with his outfit.

8) **Fuck**

The function of this slang is to show emotive feeling of slang user. In the video vlog, Pewdiepie uttered *fuck* to show his annoyance of missing the biggest geyser.

9) **Jam**

The function of this slang is to show emotive feeling of the user. According to Yanchun and Yanhong (2013) psychologically, slang helps people to express their strong feeling. Lilly was very enjoying and having

fun with the music in the Movie Awards. To express this feeling he uttered *jam* slang.

10) F

The function of this slang is to show emotive feeling of the user. According to Yanchun and Yanhong (2013) psychologically, slang helps people to express their strong feeling. Furthermore, as the researcher explained that the F-word slang is not only used as rude or anger, but it is also used as verbal tics intensifier, mere indices of annoyance, or impatience or event pleasant surprise. In this case, Lilly uttered the F word to show her feeling of being numb.

11) Shut Up

The function of this slang is to show emotive feeling of the user, it is such as an exclamation. In this case, Lilly still nervous of what just happened to her. She shared her feeling to the viewers that the moment was so full of joy. It made her numb and nervous and could not talk too much. To distract the attention, she was pretending to talk with someone, and randomly talk *shut up*.

12) Buddies

The function of this slang is achieving politeness. Lilly tried to build a deep conversation and relation with her viewers through uttering the word *buddies*.

13) Holy Crap

The function of this slang is to show emotive feeling of user based on Yanchun and Yanhong (2013) psychologically, slang helps people to express their strong feeling. Lilly surprised and amazed by the submission art of her viewers. Hence, to show her feeling, she uttered slang *holy crap*.

3. Gender tendency of using slang words which the data below were taken from *I Vlogged My Honeymoon, We Finally Did It, The Time I Met the Rock* and *Letting the Person In front of Me Decide What I Eat*.

Table 3.1

No.	Slang Words	Pewdiepie	Lilly Singh
1.	Epic	4	0
2.	Damn	9	2
3.	Bruh	1	0
4.	Dude	1	0
5.	Holy shit	3	0
6.	Goddammit	2	5
7.	Bizarre	1	0
8.	Fuck	2	0
9.	Jam	0	1
10.	F	0	12
11.	Shut up	1	2
12.	Buddies	0	1

13.	Holy crap	0	1
Total		24	24

Relating to the frequency of using slang words above, the table refers that the number of slang words used frequently by Lilly Singh is the same as Pewdiepie, there is 24 words. Nevertheless, the table also showed that Lilly Singh uttered slang that has bad or rude language higher than Pewdiepie. The data is formed in the table below:

No.	Rude Slang words	Pewdiepie	Lilly Singh
1.	Damn	9	2
2.	Holy shit	3	0
3.	Goddammit	2	5
4.	Fuck	2	0
5.	F	0	12
6.	Shut up	1	2
7.	Holy crap	0	1
Total		17	22

Table 3.2

In the table above, the table refers that the number of rude slang words used frequently by Lilly Singh is 22 words, while the number of rude slang words by Pewdiepie is 17 words. The data also reveal that mostly rude slang that is uttered by Lilly is *fuck* and the variations of it, such as *f* and mother *effin*, the number is 12 words.

Those data were taken from her vlog: *The Time I Met The Rock* and *Letting The Person in front of Me Decide What I Did*. While the most frequency in using rude slang words that is uttered by Pewdiepie is 9 words, it is the word of *damn*. Those data were taken from his video vlog: *I Vlogged My Honeymoon* and *We Finally Did It*.

It can be seen that in this case, Lilly Singh has started to behave the same as man. Besides, she has the most frequency in using rude slang than Pewdiepie in the video vlog that mostly shows happiness, amazement and surprise. The result shows that it is different with the theory of Diekmann and Eagle (2000). They argued that males have typical characteristic of authoritarian and socialistic behave while female are pious, submissive and domesticity. While data reveals that women has the most frequency in using rude slang in society, it refers to Lilly Singh as the case of this study. Even rude slang is acceptable in society, but it has still bad and rude language which sometimes describe impolite. This case also means that women have started to have the same characteristic as men, especially in using language.

In the other hand, women appear in society to show that women have the same right as men. Give such as view, many of them have started to get the same position as men not only in many aspect, such as political and economic but also in using language. Moreover, Youtube is one of the social media that every people can use it to connect with other people, no wonder women also take this opportunity. In the past, according to Watburg (1925) female are more conservative in the respect of language. It is due to female almost never come out from the place where they lives. Moreover, female often stay home and have a talk with members of her family. But, recently women's language has become a foundation the attitude that women are marginal to

the serious concerns of life, no wonder if many of them are recently voicing for the gender equality in social and behaving as men. Additionally, it is also supported by UDHR which stated that everyone is entitled to all the freedoms and rights set forth in this declaration, without distinction of any kind, such as race, color, sex, religion, language, political or other opinion, national or social origin, property, birth or other status (UDHR, article 2).



B. DISCUSSION

I Vlogged My Honeymoon and *We Finally Did It* are the videos of Pewdiepie which show about his trip to some interesting places with her wife, there are Bali and Iceland. Therefore, he naturally mostly utters the slang words in happy situation. The same as Pewdiepie, *The Time I Met the Rock* and *Letting the Person In front of Me Decide What I Eat*, are the video vlog of Lilly Singh which mostly show the happy situation of meeting The Rock of her big fans and find the favorite food same as the person on front of her. So, Lilly utters the slang words in happy situation as well.

The researcher conducted this study using some theories, there are Partridge (2004) the type of slang words, Yanchung and Yanhong (2013) the function of slang words and Diekman and Eagle (2000) the differences between men and women. The slang words which uttered by the user in those video vlog mostly classified into society slang based on Partridge's theory, such *epic*, *damn*, *bruh*, *dude*, *holy shit*, *goddammit*, *bizarre*, *fuck*, *jam*, *f*, *shut up*, *buddies*, and *holy crap*. The researcher categorized those slangs into society slang, because those are used in informal situation which commonly used in daily speaking and connected to society. Partridge (2004) stated that society slang is slang which connected to society and commonly used in daily speaking. Besides, most of the words are not only popularized by film and music, but also by video vlog that recently people use it in social media. No wonder, those words are familiar in society, even they include as bad and rude language, but they are still accepted and common in society.

Besides, the researcher found the functions of slang words in those vlogs. There are two categories of slang function based on theory of Yanchun and Yanhong (2013):

emotive feeling and achieving politeness. *Bruh*, *dude*, and *buddies* is categorized into achieving politeness function because these words are commonly used to people or someone that the user of slang close to. When people call someone else with those words, it is mostly meant that the person is special and intimate. As Yanchun and Yanhong (2013) stated that if slang used properly, it facilitates setting up a certain atmosphere of maintaining social contacts. The use of slang can maintain the intimacy and friendship between our friends.

While, for emotive feeling of the user function, there are: *epic*, *damn*, *holy shit*, *goddammit*, *bizarre*, *fuck*, *jam*, *f*, *shut up*, and *holy crap*. They are categorized into emotive feeling of the user function because even most of those words are rude, but people sometimes use them to express an amazement, angry, shock, surprised and et cetera expressions. Besides, the rude slang is used as the emphasizing in reacting to something. According to Yanchun and Yanhong (2013) slang for them not only for stressing identity or group membership, but also for the psychological need for expressing emotion, which it is one of the basic functions of language as well.

While, the differences of men and women in using slang also found in the video vlog. The data were taken from *I Vlogged My Honeymoon*, *We Finally Did It*, *The Time I Met the Rock* and *Letting the Person In front of Me Decide What I Eat*. The result revealed that woman and man have the same frequency in using slang words in their video vlog, the number is 24 words. Besides, the researcher also found rude slang used by Pewdiepie and Lilly Singh which showed the tendency of rude slang usage.

Relating to the frequency of rude slang words in the table of gender tendency refers that the number of rude slang words used frequently by Lilly Singh is 22 words, while the number of rude slang words by Pewdiepie is 17 words. The data also reveal that mostly rude slang that is uttered by Lilly is *fuck* and the variations of it, such as *f* and mother *effin*, the number is 12 words. Those data were taken from her vlog: *The Time I Met The Rock* and *Letting The Person in front of Me Decide What I Did*. While the most frequency in using rude slang words that uttered by Pewdiepie is 9 words, it is the word of *damn*. Those data were taken from his video vlog: *I Vlogged My Honeymoon* and *We Finally Did It*.

It can be seen that in this case, women has the most frequency in using rude slang than men. The researcher investigated the video vlogs that mostly shows happiness, amazement and surprise. The result shows that it is different with the theory of Diekman and Eagle (2000). They argued that males have typical characteristic of authoritarian and socialistic behave while female are pious, submissive and domesticity Diekman and Eagle (2000). While data reveals that women has the most frequency in using rude slang in society, it refers to Lilly Singh as the case of this study. Even rude slang is acceptable in society, but it has still bad and rude language which sometimes describe impolite. This case also means that women have started to have the same characteristic as men, especially in using language.

In the other hand, they appears in society to show that women have the same right as men. Give such as view, many of them started to get the same position as men in many aspect, such as political and economic. Moreover, *Youtube* is one of the social

media that every people can use it to connect with other people, no wonder women also take this opportunity. In the past, according to Watburg (1925) female are more conservative in the respect of language. It is due to female almost never come out from the place where they lives. Moreover, female often stay home and have a talk with members of her family. But, recently women's language has become a foundation the attitude that women are marginal to the serious concerns of life, no wonder if many of them recently behave as men, especially in using language. It is also supported by UDHR which stated that everyone is entitled to all the freedoms and rights set forth in this declaration, without distinction of any kind, such as race, color, sex, religion, language, political or other opinion, national or social origin, property, birth or other status (UDHR, article 2).

CHAPTER IV

CONCLUSION

The researcher concluded this study based on the data findings and discussion which is presented in previous chapter.

A. Conclusion

Based on finding and discussion in the previous chapter, the researcher analyzed and tabulated the data collection into four categories: the slang word use, the type of slang, the function of slang, the meaning of slang and the differences between men and women in using slang.

There are thirteen slang words collected based on the theory of slang and gender which have been mentioned in the previous chapter. There are type of slang by Partridge (2004), the function of slang by Yanchun and Yanhong (2013) and the theory of gender based on Diekmann and Eagle (2000). From the data collection, the researcher has analyzed the type and the function of each slang, and related it to the study of gender in order to find the whether there is still the differences between men and women, especially in using language.

The researcher found thirteen of the slang words are categorized into type of society slang according to the theory of Partridge (2004). Besides, there are two categorization of function of slang words based on the theory of Yanchun and Yanhong (2013), there are achieving politeness and emotive feeling of the user. There are three slang words have achieving politeness function and ten slang words have emotive

feeling or the user function. Besides, the researcher also found in the table which shows that woman has the most frequency in using rude slang in the video vlog. It opposes with the theory of Diekmann and Eagle (2000) which argued that males have typical characteristic of authoritarian and socialistic behavior while females are pious, submissive and domesticity. The researcher assumed that in this era, women have started to behave the same as men, they take over the same position as men in some aspects in society, such as politics, economic, business and language.

By understanding the type and the function of slang words, the researcher assumed that slang words are really common in society and the emotive feeling is the biggest factor of the reason people use slang words. Besides, nowadays, women behave the same characteristic as men in using language. It is also supported by UDHR which stated that men and women have the same right in life.

B. Suggestion

Based on the conclusion above, the researcher determined the suggestion as follows:

1. To English Department Student

Through this study, the researcher suggests that slang can be one of the topics for research study in the future, especially for English department students. In analyzing the study of slang, the student will know that slang is not always meant to be rude and bad, people use it in many reasons in society. Studying about slang is entertaining, amusing and enjoyable which can be explored through its meaning, type and function.

2. To Other Researcher

The researcher suggest to the next researcher to improve the study of slang in different field, such identity. Here, this study used video vlog as an object, for the future, the next researcher can use other recent social media, such as Instagram live, Podcast. Twitter, Quora and et cetera. Besides, to rich and strengthen the judgment of this study, the next researcher can also continuous this study by investigating different native speaker.

Finally, the writer hopes this study is useful references for people who are interested in investigating slang words and the study of gender. Additionally, this study can give contribution to the development of slang, especially slang.

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Curriculum Vitae

Sheni Diah Safitri was born in Bogor on Februari 03, 1998. She graduated from MAN 2 Bogor in 2016. While studying in high school, she actively participated in extracurricular music and won several music competitions. She also joined flag raisers extracurricular and also mandated in student council as security section. Besides, she also talented in drama, acting, playing music, beatbox and dubbing. She started higher education since 2016 at Department of English Literature, Universitas Maulana Malik Ibrahim Malang and graduated in 2020.

APPENDIX

Note:

TYPE OF SLANG

CS : Cockney Slang	SP : Slang in Publicity
PHS : Public-House Slang	SS : Society Slang
MS : Medicine slang	SA : Slang in Art
WS : Workmen's Slang	JS : Journalism Slang
TS : Tradesmen's Slang	SC : The Slang of Commerce
PSUS : Public School and university	

FUNCTION OF SLANG

P : Pursuit of Self-Identity
E : Emotive Feeling of the User
A : Achieving Politeness

Dialog	Types											Function		
	CS	PHS	WS	TS	SC	SA	SP	M S	PSUS	JS	SS	P	E	A
<i>Hey gamers, Bali is Epic!</i>											√		√	
<i>You ready for some epic view footage it's much like if you are</i>											√			
<i>Okay, another epic day of surfing. Anytime I ride the wave I'm like this is the coolest and I look at the footage I'm like, cool</i>											√		√	
<i>Damn, look at that, there's the river</i>											√		√	

<i>This is so bizarre, because I really feel like I'm Sweden right now but something went horribly wrong. I'm joking, it's very nice, I really like it. I feel like home</i>											√		√
<i>Yeah, damn I'm already 10 bruh, just go back from surfing and I felt so epic while surfing and then I look at the footage I'm like wow, cool</i>											√		√
<i>It's less windy here. It's so nice and sunny, but it's really cold. Just like Sweden. I'm home. Goddammit!</i>											√		√
<i>We're here in the rice fields. It's really epic!</i>											√		√
<i>Probably the best thing about the Iceland so far is the internet. It's really fast. OHHHHHHH. Holy shit, this internet is amazing</i>											√		√
<i>Whoa! I got the sicket, damn!</i>											√		√
<i>Look at this dude!</i>											√		√
<i>Damn, I never see one that big before. That's amazing</i>											√		√
<i>So this is our fourth season villa in the jungle. Oh, damn, incredible</i>											√		√
<i>Damn, so pretty</i>											√		√
<i>Shut up!</i>											√		√
<i>Cool, it's a narwhal, damn!</i>											√		√
<i>That's so cool. So that</i>											√		√

<i>the big one... the big geyser, heheh. Fuck we just missed it!</i>														
<i>Can't really see it on camera, but it's there. I see them. Ooooooh shit!</i>											√		√	
<i>For fuck's sake</i>											√		√	
<i>Oh shit! Did I not do that?</i>											√		√	
<i>So I'm thinking we just like jam the F out</i>											√		√	
<i>I'm freaking the F out</i>											√		√	
<i>Honestly, if the day ever mother F ing comes, where you approach me on the streets and I don't act like the most grateful person in the world, I give full permission to punch me, cause I owe you so much of my life.</i>											√		√	
<i>If the day win this game, in Toronto on Saturday, they will go to the final. It will be the first time in history the city will be mother F ing on 1 and right now the series is 3-1 which means that they are ahead of the buck</i>											√		√	
<i>But the boys a goddamn day although a lot of people know this the rappers are the only team in the NBA from Canada</i>											√		√	
<i>So all of Canada roots for them it's home mother it's whole it's Eilis I'm mother F ing, I can't!</i>											√		√	
<i>We found a friend on the</i>											√			√

road nice walk. Damn, he's strutting. Look at this dude .													
I was trying to make earlier today which I was excited in losing my mind but the Raptors was really spoiled because I wanna take a moment to recognize that that's really privileged goddamn favorite											√		√
Oh I like the Raptors so I'm gonna get courtside ticket not like that's like super goddamn privileged											√		√
If you can switch up his flight like I'm so jealous you're going to the game but I wasn't y'all got another ticket dog flying back to mother for Toronto's we go live our best life but shut up NAB											√		√
Holy crap! Is it this is weekend? It's about to be lit											√		√
So you can see people farming over there the water comes from the mountain goes down in all the layers. Rice be made epic											√		√
What really means is we should get them when were drunk as F after a night of clubbing											√		√
Nuggets is like if I ever like I'm lucky I'm gonna eat meat and I'm gonna cheat before I die mean											√		√

<i>it's gonna be those nuggets, they're too goddamn</i>														
<i>F me and I'm Donald rising so long</i>											√		√	
<i>First of all I want to make it clear I've never had a cold root in my life so I don't even know what the F this is!</i>											√		√	
<i>Just going through all y'all's adobe submission. You guys are so talented, holy crap! I'm like mind blow</i>											√		√	
<i>So many cool illustrations and like photographers and filmmakers meet goddamn art</i>											√		√	
<i>If you girl doesn't get drunk as F my name is not Lilly Singh so honey to get it all prepped</i>											√		√	
<i>And I only let one group of ladies do all of that to my, cuz I literally have like trust issues and there's almost one group of ladies I can do it and it's blend studios. Let's do the damn thing!</i>											√		√	
<i>Damn! they are really did it for you girl</i>											√		√	
<i>All this rain not the one. Don't F up my hair!</i>											√		√	
<i>F me!</i>											√		√	