SOCIAL IDENTITY REFLECTED THROUGH THE USE OF SLANGS IN REALITY TV-SHOW *KEEPING UP WITH THE KARDASHIANS*

THESIS

By:

Farah Salsabila

NIM 15320175

DEPARTMENT OF ENGLISH LITERATURE

FACULTY OF HUMANITIES

UNIVERSITAS ISLAM MAULANA MALIK IBRAHIM MALANG

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THESIS

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In Partial Fulfillment of the Requirements for the Degree of *Sarjana Sastra* (S.S.)

By:

Farah Salsabila

NIM 15320175

Advisor:

Dr. Meinarni Susilowati, M.Ed

NIP. 196705031999032000

DEPARTMENT OF ENGLISH LITERATURE

FACULTY OF HUMANITIES

UNIVERSITAS ISLAM MAULANA MALIK IBRAHIM MALANG

2021

STATEMENT OF AUTHORSHIP

I state that the thesis entitled "**Social Identity Reflected through the Use of Slangs in Reality TV-Show *Keeping Up with the Kardashians*"** is my original work. I do not include any materials previously written or published by another person, except those that are cited as references and written in the bibliography. Therefore, if there is an objection or claim, I am the only person who is responsible for that.

Pasuruan, 5 January 2021
The researcher

Farah Salsabila
NIM. 15320175

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APPROVAL SHEET

This thesis is to certify that Farah Salsabila's thesis entitled "**Social Identity Reflected through the Use of Slangs in Reality TV-Show** *Keeping Up with the Kardashians*" has been approved for thesis examination at the Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of *Sarjana Sastra* (S.S.).

Malang, 5 January 2021

Approved by

Advisor,

Head of English Literature Department,

Dr. Meinarni Susilowati, M.Ed
NIP. 196705031999032000

Rina Sari, M.Pd
NIP. 197506102006042002

Acknowledged by

Dean,

Dr. Hj. Syafiyah, M.A.
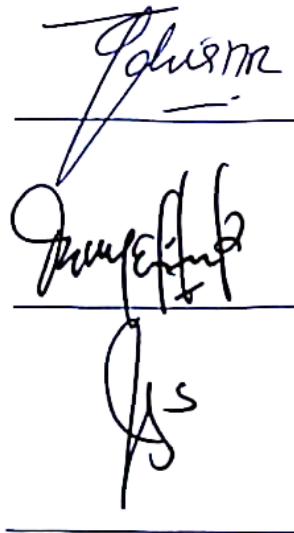NIP. 196609101991032002

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LEGITIMATION SHEET

This is to certify that Farah Salsabila thesis entitled "**Social Identity Reflected through the Use of Slangs in Reality TV-Show** *Keeping Up with the Kardashians*", has been approved by the Board of Examiners as the requirement for the degree of *Sarjana Sastra* (S.S.) in English Letter Department.

Malang, 5 January 2021

The Board of Examiners   Signatures

1. Dr. Hj. Galuh Nur Rohmah, M.Pd. M.Ed.
    NIP. 197402111998032002   (Main Examiner)

2. Deny Efita Nur Rakhmawati, M.Pd.   (Chair)
    NIP. 198505302009122006

3. Dr. Meinarni Susilowati, M.Ed   (Advisor)
    NIP. 196705031999032000

Approved by
Dean of Faculty of Humanities

Dr. Hj. Syafiah, MA
NIP. 196609101991032002

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MOTTO

"In the social jungle of human existence,

there is no feeling of being alive without a sense of identity."

—Erik Erikson

DEDICATION

I dedicate this thesis to my family and myself.

This hard work, sweat and tears, and long sleepless nights, is dedicated to Abi and

Ummi, Mr. Drs. Machfudz and Mrs. Firdausil Jannah, S.Ag.

Zufar Ghozi, my brother, who always got my back.

And Rif'at Qonitatullah, my little sister, who always cheer me on.

Not to forget, my late Budhe, Almh. Budhe Choiriyah, for always supporting me until

the very end.

You guys have been my pillars of strength, guiding me with your wisdom and

believing in my abilities even when I doubted myself. Your presence and unwavering

support have been a constant source of motivation and inspiration.

And last but not least, I dedicate this thesis to myself, thank you for not quitting.

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In the name of Allah SWT, the Almighty, and the all-merciful. All praises and gratitude only be upon Him. The researcher is very much grateful for all His blessing, mercy, health, and opportunity so that this undergraduate thesis entitled "Social Identity Reflected through the Use of Slangs in Reality TV-Show *Keeping Up with the Kardashians*" can be completed. Peace and salutation may be upon our prophet Muhammad SAW that had brought us from the darkness to the lightness and spread the Sharia of Islam to the world.

In arranging this thesis, a lot of people has provided me their endless love, non-stop support, great motivation, and mindful advices. Hereby, I give all of my respect, appreciation, and gratitude to any of them who I mentioned below.

First of all, I present my sincere gratitude and appreciation to my advisor, Dr. Meinarni Susilowati, M.Ed., for all her supervision, guidance, support, and patience. Without her, this thesis may not have been completed. And then, I would present my all time gratitude for all of the lecturers in the Department of English Literature for the knowledge that given to me through out my studies.

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Next, I present my biggest love to my two younger siblings, Zufar and Qoni. Thank you for always inspiring me, cheering me on, and supporting me endlessly.

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Last but not least, I wanted to take a moment to express my heartfelt gratitude and congratulations to myself for successfully completing this thesis. This journey has been filled with challenges, late nights, and countless hours of dedication, but I am immensely proud to have reached this significant milestone.

All in all, despite my best efforts, it is acknowledged that this thesis may have certain shortcomings, leaving room for improvement. Therefore, I am open for your valuable feedback, criticism, and suggestions for its further refinement. I believe that constructive criticism and insightful suggestions play a vital role in enhancing the quality of academic work.

The Researcher,

Farah Salsabila

ABSTRACT

Every individual is different due to the identity that manifests within themselves. One's social identity could be shown by people's use of language, one of which is by using slang to accommodate individuals' groups to represent their group identity. It is then interesting to study how someone's identity could reflect the identity of its speaker.

Therefore, this research aims to investigate the social identity reflected in the use of slang in the Reality TV-Show *Keeping Up with the Kardashians* to discover the character's identity through their slang choices. This research is a descriptive qualitative research that has 22 data to be researched. To analyze the data, Tajfel and Turner's (1986) social identity is used to discover how the characters conceptualized their 'self' by using processes that require social categorization, social identification, and social comparison, which take place in a particular order.

This finding showed that social identity is indeed reflected through the speaker's use of slang. The findings showed that the characters reflected their identities through 2 stages: social categorization and social identification. The social categorization that is found through their utterances is beauty enthusiasts, youngsters, oldsters, Christians, and yoga practitioners. Meanwhile, Social identification found in this reality show is shown by the characters' slang choices used in their speaking to people inside or outside their groups.

As this study analyzed social groups in a family setting, which is considered a small circle, I personally recommend the next researcher to have broader range of social groups so that the social comparison can be more apparent, for example using two different social classes groups to compare their use of slangs to encounter differences in their slang choices. It is then to prove that the theory of social identity is feasible for identity reflection in language use.

ABSTRAK

Salsabila, Farah. 2021. *Identitas Sosial Tercermin Melalui Penggunaan Bahasa Gaul dalam Acara TV Keeping Up with the Kardashians*. Skripsi, Jurusan Bahasa dan Sastra Inggris. Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Pembimbing: Dr. Meinarni Susilowati, M. Ed.

Kata kunci: *Identitas Sosial, Identitas dalam Bahasa Gaul, Acara TV Realitas*

Setiap individu berbeda karena identitas yang mereka miliki. Identitas seseorang dapat ditunjukkan dengan penggunaan bahasa, salah satunya dengan penggunaan bahasa gaul untuk mengakomodasi kelompok individu dalam mewakili identitas kelompoknya. Hal ini menarik untuk dikaji bagaimana identitas seseorang dapat mencerminkan identitas pembicaranya.

Oleh karena itu, penelitian ini bertujuan untuk menyelidiki identitas sosial yang tercermin dalam penggunaan bahasa gaul dalam acara TV *Keeping Up with the Kardashians* untuk menemukan identitas dari karakter-karakternya melalui pemilihan bahasa gaul mereka. Penelitian ini merupakan penelitian kualitatif deskriptif dengan 22 data. Teori identitas sosial milik Tajfel dan Turner (1986) digunakan untuk menganalisis datanya.

Temuan ini menunjukkan bahwa identitas sosial memang tercermin melalui penggunaan bahasa gaul dari pembicaranya. Hasil kajian ini menunjukkan bahwa karakter mencerminkan identitas mereka melalui 2 tahap: kategorisasi sosial dan identifikasi sosial. Kategorisasi sosial yang ditemukan melalui tuturan mereka adalah peminat kecantikan, remaja, orang tua, Kristen, dan praktisi yoga. Sementara itu, identifikasi sosial yang ditemukan dalam acara TV ini ditunjukkan oleh pemilihan bahasa gaul dari karakter yang digunakan dalam berbicara kepada orang-orang di dalam atau di luar kelompok mereka.

Karena penelitian ini menganalisis kelompok sosial dalam lingkungan keluarga, yang merupakan lingkup kecil, saya merekomendasikan peneliti berikutnya untuk memilih kelompok sosial yang lebih luas sehingga perbandingan sosial dapat terlihat jelas, misalnya menggunakan dua kelompok kelas sosial yang berbeda untuk membandingkan penggunaan bahasa gaul mereka untuk menemukan perbedaan dalam pilihan bahasa gaul. Hal ini untuk membuktikan bahwa teori identitas sosial layak digunakan untuk meneliti pencerminan identitas dalam penggunaan bahasa.

مستخلص البحث

سلسبيلة، فرح. ٢٠٢١. تنعكس الهوية الاجتماعية من خلال استخدام اللغة العامية في البرامج التلفزيونية مواكبة عائلة كارداشيان. أطروحة ، قسم اللغة الإنجليزية وآدابها. كلية الدراسات الثقافية، الجامعة الإسلامية الحكومية مولانا مالك إبراهيم مالانج.

المشرفة: الدكتور مينارني سوسيلوواتي

الكلمات المفتاحية: الهوية الاجتماعية ، الهوية في لغة الحياة اليومية ، برامج تلفزيون الواقع

يختلف كل فرد بسبب هويته. يمكن إظهار هوية الفرد من خلال استخدام اللغة ، أحدها هو استخدام اللغة العامية لاستيعاب المجموعات الفردية في تمثيل هوية المجموعة الخاصة بهم. من المثير للاهتمام دراسة كيف يمكن أن تعكس هوية الشخص هوية المتحدث.

لذلك ، تهدف هذه الدراسة إلى التحقق من الهوية الاجتماعية التي تنعكس في استخدام اللغة العامية في البرنامج التلفزيوني *Keeping Up with the Kardashians* للعثور على هوية الشخصيات من خلال اختيارهم للغة العامية. هذا البحث هو بحث وصفي نوعي يحتوي على٢٢ معطيات. تم استخدام نظرية الهوية الاجتماعية **(1986)** *Tajfel & Turner* لتحليل البيانات.

تُظهر هذه النتيجة أن الهوية الاجتماعية تنعكس بالفعل من خلال استخدام اللغة العامية من المتحدثين. تشير نتائج هذه الدراسة إلى أن الشخصيات تعكس هويتها من خلال مرحلتين: التصنيف الاجتماعي والتعرف الاجتماعي. التصنيفات الاجتماعية التي تم العثور عليها من خلال حديثهم هي عشاق الجمال والمراهقين والآباء والمسيحيين وممارسي اليوجا. وفي الوقت نفسه، يُشار إلى التعريف الاجتماعي الموجود في هذا البرنامج التلفزيوني من خلال اختيار الشخصية للغة العامية المستخدمة في مخاطبة الأشخاص داخل أو خارج مجموعتهم.

نظرًا لأن هذه الدراسة تحلل الفئات الاجتماعية داخل البيئة الأسرية ، وهو نطاق صغير ، فإنني أوصي الباحث التالي باختيار مجموعة اجتماعية أوسع بحيث يمكن رؤية المقارنات الاجتماعية بوضوح ، على سبيل المثال استخدام مجموعتين من الطبقات الاجتماعية المختلفة لمقارنة استخدامها العامية للعثور على الاختلافات في اختيار العامية. هذا لإثبات أن نظرية الهوية الاجتماعية من الممكن استخدامها لفحص انعكاس الهوية في استخدام اللغة.

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CHAPTER I

INTRODUCTION

This chapter presents the background of the study, the research question, objective of the study, the significance of the study, scope and limitation, research method, and the definition of key terms.

A.   Background of the Study

People need an identity to distinguish one from another. The identity that appears within oneself may vary, which makes every individual unique. One can be a teacher, a mother, and a Muslim; the other could be a scientist, a chief department, and a golf player. As social beings, we need to belong to some entities. Identity is a fundamental aspect of being human, and it encompasses the unique combination of characteristics and traits that make each person who they are. One powerful way in which individuals express and exhibit their identity is through language. Language serves as a multifaceted tool that reflects cultural background, social group affiliations, personal experiences, and much more. The way people use language, including their accent, vocabulary, grammar, and expressions, provides valuable insights into their identity and offers a window into their world. By examining how individuals communicate, we can gain a deeper understanding of their unique identity and the diverse of human existence.

To know what social identity is, here are the concepts of social identity by the experts. Hogg (2016), stated that social identity theory first appeared in the 1970s to describe a process that bonds individuals toward their group which makes individuals aware of their social self. In line with that, social identity is then associated with a sense of connectedness, caring, and pride that can come from one's knowledge of various categories of social membership with other members, even without the need to have close personal relationships. The social identity that functions as an individual membership towards a certain group could only emerge in social interaction. Meanwhile, Tajfel and Turner assert that social identity is a part of the self-concept that an individual has as a fellowship to a social group, which includes the significant value and emotion attached to themselves as a member of the group. Turner then starts an "us" versus "them" mentality, where he explains that someone who belongs in the same group is "us" (in-group), and other people who do not are "them" (out-group).

From those different viewpoints on social identity's concept, I decided to use Tajfel and Turner's concept in conducting this study. It is because I find this concept to be more inclined to the phenomena of this study, where the subject comes from different groups, and may possess different behavior. It will help me to analyze how the characters categorize themselves and identify the in-group, and how they compare their in-group with someone from outside the group by their use of slang.

One way to identify someone's social identity is through language which could be shown by the way the speaker chooses the language they use. For that matter,

people who share the same group were likely to speak in the same way, it is due to the same background of knowledge that they commonly shared. Hence, slang is a way to communicate with those who share the same group. Nowadays, slang is extensively used by society, it can be found both in informal spoken and written language. When slang is used in a conversation, it shows that both interlocutors may belong to the same group. It is because one of the functions of slang is as a 'code' language for a certain group to communicate. As quoted by Adams in Zotevska (2013), "Slang is deeply rooted in every human being's need for belonging to a group", people will use slang to exclude those who do not belong to the group the conversation. It is then heavily used by enormous groups to represent themselves as what they are.

Following that, slang is then related to social identity. It shows how a group is trying to exclude the out-group from the conversation by using slang. By using slang, people attempt to put boundaries over the in-group and out-group. Moreover, slang is widespread making it vary greatly as it is used by different groups across the globe. It is known that there is a large degree of slang used in America, e.g. slang used by crooks and criminals, oil drillers, soldiers, college, sports, and so forth; each group has its own slang. This means every American has slang of their own depending on which group they belong to. As for that, it, therefore, seems interesting to do a study that focuses on the use of slang that could represent one's social identity.

Slang words could be found in books, magazines, films, TV shows, or any other sources that include the informal use of language. However, this research will

identify the use of slang in Reality-show. American Reality-Show *Keeping Up with the Kardashian* Season 15 (2018) and Season 16 (2019) are selected to be the data source of this research. This is because this reality show makes a display of the everyday life of Americans that surely use slang in their informal speaking. *Keeping Up with the Kardashians* is an American reality television series that gives a peek into the exploits and privileged private lives of the Kardashian family. The dialogue in the show might contain slang that can be used to identify one's social identity. Therefore, the use of slang in Keeping Up with the Kardashian is used and will be considered as the representation of the use of slang in America. As slang always evolves, therefore the latest season of Keeping Up with the Kardashian is selected, since the slang might be relatable to today's situation.

Subsequently, this study provides several previous studies related to the topic and the object studied. I divided these previous studies that relate to the topic of slang and social identity, and studies that relate to *Keeping Up with the Kardashians* to give a better view of what kind of study has been conducted previously as well as finding the gap from these previous researches. The first study is conducted by Meinawati et al (2019) on the sociological functions of slang in a film. This study is a sociolinguistics study that aims to analyze the function of slang words uttered by movie characters. The result of this study revealed that the characters in the movie used slang in their speaking to enrich the language to induce friendliness, prove one's belonging to a certain community and to be secret. Another study regarding slang is done by Rezeki (2019) on semantic analysis of slang in millennials' social media.

This research studied what are the types of semantic analysis used in millennials' social media and how this analysis is used in their social media. The result showed that there are 33 types of slang used and millennials' reason for using slang in their social media is to initiate a relaxed conversation, to express impressions, and to show intimacy.

Meanwhile, on studies related to social identity, the previous studies are as follows, Azzahra (2021) on immigrants' identity representation in movies. This study showed that there are three different social identities acquired between the first and second generation of immigrants living abroad. The first generation immigrants could still maintain their origin identity, the second generation have both mixed identity, and the third generation has already lost their origin identity and become fully adapted to the new social identity. This study also showed that different exposure of knowledge and experience could differentiate each generation in acquiring their social identities while living abroad. Another study on social identity is done by Muradina (2019) on the construction of Black Panther characters' social identity. This study is done by investigating how the main characters construct their identity through social conditions. The result showed that there are three social aspects that become the key points in constructing one's identity: social activities, behavior, and character's interaction. This research suggests to unveil social identity in other social aspects such as social class, race, culture, and language.

The previous studies on the object being researched by Windawati (2020) on structural elements of gossip among females in *Keeping Up with the Kardashians*

showed that there are patterns on how female characters in this TV-Show spread gossip. The result of the study revealed that the female characters in *Keeping Up with the Kardashians* like to give opinions on others who are not involved in the conversation, on the other word talking behind someone's back, they also judge people who are defiant that have unusual behavior. Other research done using this object is by Arief, et al (2022) on gender influence in politeness strategy. The study revealed that in TV-Show *Keeping Up with the Kardashians*, gender does affect politeness strategy.

According to the above set of studies done to investigate slang, social identity, and the object *Keeping Up with the Kardashians*, therefore I am interested in conducting a study between the correlation of slang and the establishment of someone's social identity because it is proven there has not been a study relating to them using the object of *Keeping Up with the Kardashians*. The gap that I found in Muradina (2019) study is that she is basing off the characters' nationality and attributes to categorize each social identity. Therefore, this research would like to know how this phenomenon brought with it a different social aspect, which is language, to get other undiscovered results. Seeing that it seems interesting to know someone's social identity by the use of their slang. I chose slang as the social aspect because slang is regarded as "a code" language that can be understood by in-group members and supposedly not by the out-group. Therefore, in this study, I would like to investigate the social identity that is reflected through the use of slang in reality-

show Keeping Up with the Kardashian. Accordingly, this study provides the research question as mentioned below.

B.   Research Question

From the explanation above, I then arranged the problem of the study as follows: "How do the characters of *Keeping Up with the Kardashians* reflect their social identity in their use of slang?"

C.   The objective of the Study

From the research question above, the objective of the study is then being formulated. The objective of this study is to identify how the characters of *Keeping Up with the Kardashians* reflect their social identity in their use of slangs?

D.   Significance of the Study

This study provides theoretical and practical contributions in the sense that this study could be used to study slang to identify someone's social identity by identifying slang that is used by the speaker. Theoretically, this study is designed to give learners and researchers insight on how to examine the analysis of social identity and how to investigate a person's or group's identity represented in speaking by examining their component of language. This research could be beneficial for future researchers to research this topic area as the results of this study could serve as references for related research.

Practically, the finding results offer the idea of slang and its role in disclosing social identity, what kind of slang that could represent its speaker identity, what slang characteristics could serve as a cue in determining its role in someone's identity, and

how people position their 'self' in determining which slang to use in certain social interaction. Therefore, it could be useful for readers to become more aware of these two relations of slang and identity.

E.   Scope and Limitation

In conducting this study, I give scope and limitation to specify what should be researched. The scope of this study is on the use of slang in conversation. There will be numerous slang that appears in the TV-Show, but I only focus on the use of slang uttered by the main characters. I only focus on the slang that is included in the social category of age (young and old), gender, social class, and religion.

I limit the data source to not broaden the area of the research. As this show has 17 seasons in total, the data source would take the last two completed seasons; season 15 (2018) and season 16 (2019) of *Keeping Up with the Kardashians*. These two seasons consist of approximately 12 episodes each so it gives rich data to be researched.

F.   Definition of Key Terms

Social Identity

A concept that is used to represent how people perceive who they are by using certain group characteristics. It is a feature or attribute of someone belonging to a certain social group, which makes them have the identity. The social identity in this study refers to which social group the characters belong to.

Social Categorization

A process of acquiring identity by emphasizing the similarity between people in the same group and differences between people in separate groups. It is done by being aware of which group we are in and acknowledging our position in social settings when using slang to interlocutors.

Social Identification

A process of disclosing someone's identity by investigating how people behave according to the group they possess. This process leads individuals to behave in ways that they believe they must behave.

Social Comparison

A process of knowing someone's identity by comparing an in-group to an out-group. It is done by using other people as a source of comparison to assess our attitudes and abilities.

Slang

The slang that is meant in this study is an informal word that can only be used in informal settings. The slangs mentioned here are those within the social category area.

G.   Research Method

1) Research Design

This research is considered constructivism research that is typically used as an approach to conducting qualitative research. It is because in conducting the study, I seek meaning to understand the phenomena under study through my own experience (Adom, Yeboah, & Ankrah, 2016). As for this research, I am trying to seek the meaning of slang phenomena through my understanding.

This research is also classified as descriptive research due to its nature in describing and determining different characteristics of its subjects. The characteristics being described in this study is shown in how the characters in this TV-Show use slang in their speaking and the tendencies of a certain group to use specific slang choices. While the data of this research is in the form of text, which is the dialogue of the characters, this research is then considered to be qualitative research. Furthermore, qualitative research is a study that is conducted to understand phenomena. Inclined with this, I study the phenomena of language in the form of slang in its social settings and make sense or interpret and understand the phenomena in terms of slang meanings that the characters bring to light to reflect their identities.

As this study takes up the use of language in social settings to discover someone's identity, the approach being taken for this study is the sociolinguistics approach. Because in conducting this study, I heavily relate the characters' identity to

their slang usage. How the characters' language is used in social contexts and how it then varies across different social groups.

2) **Subject of the Study**

The subject of this study is the characters in *Keeping Up with the Kardashians* in Reality-Show; they are Kris Jenner, Kourtney Kardashian, Kim Kardashian, Khloe Kardashian, Kendall Jenner, and Kylie Jenner. They are chosen to be the subject of this study because they are the main characters and got the most screen time. Therefore, the dialogues that contain slang they produce remain significant to lead the show.

3) **Data & Data Source**

The data of this study are the slang words uttered by the Kardashian family taken from Reality-Show *Keeping Up with the Kardashians*. I got the data source from the film-uploader website, uploaded by LayarkacaXXI entitled 'Keeping Up with the Kardashian Season 15 and 16'. That goes under this link https://indoxxi.bz/film-seri/keeping-up-with-the-kardashians-s15-2018-subtitle-indonesia-bfis15 (retrieved on 8/3/2019).

4) **Research Instrument**

The instrument of this study is me as it is called a human instrument. I am the one who did watch the reality show Keeping Up with the Kardashian, transcribe the audio data into written data, and collect the slang words. The human instrument is used as there is no other possible instrument to be used.

5) Data Collection

To collect the data, a few stages are undergone as mentioned as follows. First, to get the videos of Keeping Up with the Kardashian, I visited LayarkacaXXI. Then, I downloaded the videos. After that, I transcribed the video myself. It is done by watching and paying a lot of attention to listening to the video since the video did not provide English subtitles. Then write the dialogue and also note down the time of the occurrence.

6) Data Analysis

After getting the data, I analyze the data by undergoing the steps as follows. First, after collecting the dialogue that contains slang, I categorized the slang words into four social categories; age, gender, social class, and religion. It is defined as follows: 1) Slang related to age which involves informal use of young people vocabulary, commonly includes abbreviation slang and creative slang. 2) Slang related to social class which generally includes the use of slang words by people from specific social status. 3) Slang related to gender which includes slang words usually used by either man or woman and it could be personal traits, gender-role behaviors, and physical characteristics, 4) Slang related to religion which includes slang that shows someone's membership toward a certain religion. Then, I analyzed the remaining data with social identity theory brought by Tajfel & Turner (1986) to know how the characters in Reality-Show *Keeping Up with the Kardashian* perceived themselves to be in a certain group by using the uttered slang words. This theory formulated how social identity is acquired by these three steps; First, social

categorization is used in categorizing each character's identity. In this part, I will find out how the character categorized themselves to be a part of a certain social category. Second, social identification is to find out the identification of the characters based on their behavior. In this research, the characters will show their social identification through the use of slang that they utter as a way that they identify themselves to be a part of the group. The last, social comparison is to compare the in-group and out-group of a social group. This step shows how the character will compare their group to the other social group as seen by their choice of words. Lastly, I drew a conclusion from the analyzed data.

CHAPTER II
REVIEW OF RELATED LITERATURE

This chapter represents theories that underlie this study. It contains theories related to this research, those are sociolinguistics, identity, social identity, slang, and previous study.

A.   Sociolinguistics

Sociolinguistics is the study of language in its social context. It is an interdisciplinary field that examines the relationship between language and society, with a focus on how language reflects and shapes social structures, attitudes, and behavior (Wardhaugh, 2006). Sociolinguistics examines how language is used in different social contexts, how it varies across regions, social groups, and time, and how it is related to issues of identity, power, and cultural diversity.

The study of sociolinguistics considers the impact of social factors, such as social class, ethnicity, gender, age, and religion, on language use and variation. It explores how language is used to construct social identity, and how language can be a means of social control and power (Wardhaugh & Fuller, 2015). Additionally, sociolinguistics is interested in the role of language in cultural diversity and globalization. This field has important implications for language education, language policy, and social justice.

One of the central concerns of sociolinguistics is the role of social factors in language use and variation. Sociolinguists are interested in understanding how social

class, ethnicity, gender, age, religion, and other social factors influence the way people speak and the kinds of language varieties they use. For example, sociolinguists have found that people from different social classes may use different grammatical structures, vocabulary, and pronunciation and that these differences can signal social identity and status. Overall, sociolinguistics seeks to deepen our understanding of the complex and dynamic relationship between language and society, and its impact on individuals and communities.

B. Identity

Identity has been an interesting case to be researched. As if, just by seeing someone's features we could easily identify someone's identity. Therefore, it can be used to acknowledge a person. Identity can bear meaning for a sense of self that one could represent. Identity determines how someone represents themselves to others. Someone could be identified if they belong to certain groups or occupy a specific role in society. It is because people are most likely to behave in the group they belong to. They define themselves with what is relevant to them; in this case, what they usually face. Constructing a self-identity could be a result of what someone normally encounters, and formulate it to be one's identity (Stets & Burke, 2000).

C. Social Identity

Social identity theory was first developed in the 1970s by Henri Tajfel. Social identity theory is the ways in which individuals and collectivities are distinguished in their relations with other individuals and collectivities (Allen, 2023). Tajfel and John C. Turner jointly created a social identity approach in explaining intergroup behavior

in which Tajfel defines social identity as a person's self-concept that comes from their knowledge of membership in a social group along with the value and emotional significance of that membership. This includes an individual's sense of self as belonging to certain groups. That way, individuals are aware of social groups to which they belong and which they do not. This comes to light by acknowledging how someone defines oneself to be in the group by seeing other groups they are not. In a sense that they understand that they are 'this' because they are not 'that' (Allen, 2023).

Additionally, Laffan (2020) asserts that social identity could bring a sense of happiness, pride, and connectedness from one's social membership with other members of the group, even without the need to have close personal relationships. Social identity theory states that identity is meant to be "tied" to be able to classify membership. In addition, this theory believes that what individuals do, think, and feel is a manifestation of collective values obtained in certain social groups and/or organizations in which individuals are part of themselves. Also, social identity theory looks at the efforts made by group members to improve their position and group position (Octawidyanata, 2016).

The relationship between self and group identity becomes two important things which Tajfel and Turner stated that a person's social identity is determined by the group in which someone belongs. Thus, people are motivated to join groups that are considered the most attractive and/or provide benefits to the groups they are members of (Charness & Chen, 2020). In addition, Tajfel and Turner see that

individuals will struggle to obtain and maintain a positive social identity. However, when social identity is deemed unsatisfactory, they will join groups where they feel more comfortable, more satisfying, or more pleasant. Thus, based on the statements from several figures regarding social identity above, it can be understood that social identity is part of an individual's self-concept that comes from knowledge of his membership in a social group, accompanied by values, emotions, participation, a sense of care, and pride in being a member of the group.

In obtaining a social identity, Tajfel & Turner proposed processes that create the 'us' vs. 'them' mentality, which are; Social Categorization, Social Identification, and Social Comparison. Those three processes will lead to the creation of social identity. Tajfel & Turner (1986) defined how one's social identity is acquired:

1. **Social Categorization**

    This is the process by which we organize individuals into social groups to understand our social world. This process allows us to define people, including ourselves, based on the group we are in. We tend to define people based on their social categories more often than their characteristics.

    Social categorization generally emphasizes the similarities of people in the same group and the differences between people in separate groups. A person can be part of various social categories. Thus, at this stage, we feel the need to place people, including ourselves, into various categories. To label someone as a Muslim, an Indonesian, or a teacher is a short way to say a few other things about that person. How then it is known that in social

categorization, individuals simplify their social world by classifying various things that are considered to have the same characteristics into a certain group. The most common social groupings are based on race, ethnicity, religion, and social status (Allen, 2023).

2. **Social Identification**

According to Tajfel, this is the process of identifying as a group member. Social identification in a group leads individuals to behave in ways that they believe members of the group must behave. It contains a sense of belonging to a group and involves emotions and significant values in the individual towards the group. In identifying, individuals are encouraged to achieve a positive identity towards their group. Thus, it will increase the self-esteem of individuals as group members. For example, if someone defines himself as a youth, he might try to appear different, become a rebel around other people, and feel that the adult is trying to disallow everything he did. Through this process, people are emotionally invested in their group membership. As a result, their self-esteem is influenced by their group status. Because people are most likely to behave as the group behaves.

3. **Social Comparison**

According to Tajfel and Turner, social comparison is a process where we need to form a social identity by using other people as a source of comparison, to assess our attitudes and abilities. Through social comparison, social identity is formed through emphasizing differences in things that feel

different in the in-group and out-group (Tajfel and Turner in Allen, 2023). This is the process by which people compare their groups with other groups in terms of prestige and social status. To maintain self-esteem, individuals must assume their group has a higher social position than the outside group. For example, a movie star might judge himself better than a reality TV star. However, he might see himself in a lower social position compared to the classically trained Shakespearean actor. It is important to remember that members in the group will not compare themselves to any outside groups - the comparison must be appropriate for the situation. This term is described when someone has already categorized and identifies himself within a group, he tends to compare his group (in-group) with other groups (out-group).

D.   Slang

Slang is now heavily used by people in different aspects of life. It usually appears in an informal situation, whether it is spoken by teenagers to their peers, the older to their kids, celebrities on TV shows, or even politicians on their social media. Slang has a variety of meanings, researchers are trying to define what slang is in different fields. Slang is "a social means of identification and cohesiveness within a group." (Mattiello, 2008). It means slang expression is recognized only by a particular group of people as a way of referring to certain referents known by their membership of the group. Slang also covers the attitudes and values of the group. Therefore, slang words can show a group's identity and the speaker's background

(Fasola, 2012). Anderson and Trudgill in Maurer (2019), also argue that slang is used always with the urge to create a particular identity. In that case, the identity of someone is heavily related to the slang they use, as it can show the speaker's background and to which group the speaker belongs.

As a colloquial language, slang has characteristics that differ from formal language. Slang expressions could be "highly colloquial" in the sense that the word is quite far from standardized English (Coleman, 2012). Maurer in his article stated that "slang is created by individuals to freshen the language, to vitalize it, to make the language more pungent and picturesque, to increase the store of terse and striking words, or to provide a vocab for new shades of meaning."

As for the type of slang, Allan and Burridge (2006) stated that there are five of them. 1) Fresh and Creative; a slang word that contains totally new words, informal variety, cleverness, and imagination, and it can be up-to-date words. 2) Flippant; slang which contains two words or more that does not correlate with the denotative meaning i.e. "spill the tea" means to share gossip. 3) Blending; slang which is formed by combining two words to generate new words i.e. "chillax" generated from chill and relax. 4) Acronym; slang that constructed by the first letters of some words i.e. M.I.A stands for Missing in Action. 5) Clipping; slang that formed by deleting some part of a longer word to become shorter i.e. "gorg" from the word gorgeous.

E.   Reality TV-Show: *Keeping Up with the Kardashians*

      Keeping Up with the Kardashians is an American based reality TV-Show that airs on E! Channel on cable network. The show focuses on the personal and professional lives of the Kardashian–Jenner blended family. The show is all about following the Kardashian family's activity on a daily basis, starting from having family dinners, going on vacation to another country, following the family member to work, up to taking a peek at one family member's giving birth in hospital. The word "Keeping Up" on the title pretty much explains what the TV-Show is all about. The essence of the show is to show the family daily activities to the public.

      This reality show mainly focuses on sisters Kim, Khloe, and Kourtney Kardashian with their step sister Kendall and Kylie Jenner. But every now and then their mother, Kris Jenner, makes an appearance on the screen as well. This reality show has been getting criticized since the day it aired for appearing to fabricate some aspects of the storyline. However, despite the critique, this reality TV-Show has attracted high view ratings, becoming one of the most successful reality shows and winning several audience awards.

F.   Previous Studies

This study provides several previous studies related to the topic and the object studied. I divided these previous studies that relate to the topic in slang and social identity, and studies that relate to *Keeping Up with the Kardashians* to give better view of what kind of study has been conducted previously as well as finding the gap from these previous researches. The first study is conducted by Meinawati, et al (2019) on sociological functions of slang in a film. This study is a sociolinguistics study that aims to analyze the function of slang words uttered by a movie characters. The result of this study revealed that the characters in the movie used slang in their speaking to enrich the language, to induce friendliness, to prove one's belonging to a certain community and to be secret. Other study regarding slang is done by Rezeki (2019) on semantic analysis of slangs in millennial's social media. This research studied about what are the type of semantic analysis used in millennial's social media and how this analysis is used in their social media. The result showed that there are 33 type of slangs used and millennial's reason on using slangs in their social media is to initiate a relax conversation, to express impression, and to show intimacy.

Meanwhile, on studies related to social identity, the previous studies are as follows, Azzahra (2021) on immigrants' identity representation in movies. This study showed that there are three different social identities acquired between the first and second generation of immigrants living abroad. The first generation immigrants could still maintain their origin identity, the second generation have both mixed identity, and the third generation has already lost their origin identity and become fully

adapted to the new social identity. This study also showed that different exposure of knowledge and experience could differentiate each generation in acquiring their social identities while living abroad. Another study on social identity is done by Muradina (2019) on the construction of Black Panther characters' social identity. This study is done by investigating how the main characters construct their identity through social conditions. The result showed that there are three social aspects that become the key points in constructing one's identity: social activities, behavior, and character's interaction. This research suggests to unveil social identity in other social aspects such as social class, race, culture, and language.

The previous studies on the object *Keeping Up with the Kardashians* is done by Windawati (2020) on structural elements of gossip among females in *Keeping Up with the Kardashians* showed that there are patterns on how female characters in this TV-Show spread gossip. The result of the study revealed that the female characters in *Keeping Up with the Kardashians* like to give opinions on others who are not involved in the conversation, on the other word talking behind someone's back, they also judge people who are defiant that have unusual behavior. Other research done using this object is by Arief, et al (2022) on gender influence in politeness strategy. The study revealed that in TV-Show *Keeping Up with the Kardashians*, gender does affect politeness strategy.

According to the above set of studies done to investigate slang, social identity, and the object *Keeping Up with the Kardashians*, therefore I am interested in conducting a study between the correlation of slang and the establishment of

someone's social identity because it is proven there has not been a study relating to them using the object of *Keeping Up with the Kardashians*. The gap that I found in Muradina (2019) study is that she is basing off the characters' nationality and attributes to categorize each social identity. Therefore, this research would like to know how this phenomena brought with different social aspects, which is language to get other undiscovered results. Since, it sounds interesting to know someone's social identity by the use of their slang. I chose slang as the social aspect because slang is regarded as a "code" language that can be understood by in-group members and supposedly not by the out-group. Therefore, in this study, I would like to investigate the social identity that is reflected through the use of slang in reality-show *Keeping Up with the Kardashian*.

CHAPTER III
FINDING AND DISCUSSION

This chapter presents data findings and discussion of the research. The finding consists of data presentation and data analysis which later answer the research question. The result of the analysis is further discussed in the discussion part of this chapter.

A.   Findings

This research aimed to identify the social identity that is being reflected through the use of slangs during speaking in Reality TV-Show Keeping Up with the Kardashian. In order to know how the characters conceptualized their 'self', the data below are analyzed based on the Social Identity of Tajfel & Turner (1986). In this research, 22 data contains social group aspects; age, gender, social class, religion are portrayed in the characters, and later will be used to classify in which social group the speaker belongs. To make analyzing convenient, I provide codes that are used to help categorize in which social group the characters belong in the discussion, they are, Age (A), Gender (G), Social Class (C), and Religion (R). There is the data information at the end of each data regarding to which season and episode the data is at; season shortened to 'S' and episode shortened to 'E'. Each of them is shown inside   a   bracket.

- **Datum 1**

This data was shown when Kim was talking to Kourtney about how Khloe behaved badly lately. She addressed Khloe's behavior as being a bitch.

> Kim: Khloe's hormones are insane… you think she's like, being a **bitch**? (G)
> Kourtney: No, she's not being a bitch. She is just being sensitive. (S15E01)

The dialogue appears when the Kardashians gather to have a family dinner in a restaurant after having their individual activities. They are all seated at the dining table with Kim and Kourtney sitting next to each other. Kim starts off their conversation by addressing her concern toward her pregnant sister, Khloe, who behaves irritatingly the whole day, which does not get approval from Kourtney because for her, the way Khloe behaved was merely stemming from her sensitivity of pregnancy.

In this data, Kim addressed Khloe as "being a bitch" to show disbelief. In slang, 'bitch' is described as an unpleasant or irritating female. In this context, Kim shows her annoyance by spitting a harsh choice of word which is 'bitch' to her sister. People tend to lash out and spit harsh words for defense because it is in their nature to protect their feelings.

Hence, Kim identifies herself as someone who normally uses that word, in this case women, since 'bitch' is usually used by and addressed to women. The way

Kim uses this slang is called Social Identification, where Kim chooses to use words usually used by women. However, since Khloe is Kim's sister it is not meant to address that she has a terrible attitude. It is used to only portray how Kim is very irritated by how Khloe acts. From this datum, Kim reflects her identity as a woman through her use of slang.

- **Datum 2**

This data appeared when the family was discussing the family's Christmas photo shoot, they talked about the stylists they wanted to collaborate with, the dress they wanted to wear, and so forth. Then, Kim asked Khloe of which glam she wanted to work with.

> Kim: So for the Christmas's card shoot, um, what **glam** do you want?
> Khloe: Probably Bruce and Andrew. I look a lil' crappy now, so hopefully we can make that work. (S15E01)

This dialogue emerged when Kim and Khloe are getting ready for their family Christmas photo session. They both discuss their preparation for the shoot. Then, Kim casually asks "what glam do you want?" to Khloe. The word 'glam' stands for glamorous, it is widely used in the beauty community. While getting glam means to dress yourself attractively and to put makeup on. In the context Kim addressed, "glam" means someone who puts your makeup on and who dresses you up glamorously.

In this data, Kim has already considered herself to be in the same group with Khloe. In which they are, because Khloe responds back by saying the name of the

makeup artists she wanted to work with when she was getting the question asked. It has now become apparent that the 'glam' Kim refers to is the makeup artist they want to work with. As it is said, that means they understand each other and could proceed the conversation well.

In social identity theory, the way Kim categorizes herself and Khloe to be in the same community is called Social Categorization. They categorize themselves as someone who is enthusiastic in beauty and fashion. And the way Kim exerts such slang in her speaking to talk with Khloe is called Social Identification, in which she uses the slang word to talk with someone who is in the same group as her using the appropriate slang from their community. Hence, that is how they reflect their identity through their slang. From there, it can be shown the identity that Khloe and Kim possessed through this slang is beauty enthusiasts.

● **Datum 3**

This data appeared when Khloe was getting shamed by her mother because Khloe did not know who Jeff Koons[1] is. As Khloe wanted to give her mother revenge, she then created a non-existent artist who she named "Art Vandelay". In that way, Khloe could shame her mother back by not knowing who this "fake" artist is. Khloe then declared this revenging idea to Kim and Scott.

> Khloe: Remember how mom **art-shamed** me? Scott and I were like "We would like to **art-shame** an **art-shamer**' (A)
> Scott: So Khloe made 'Art Vandelay'.

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[1] Jeff Koons is an American artist recognized for his work dealing with popular culture and his sculptures depicting everyday objects. https://en.wikipedia.org/wiki/Jeff_Koons

> Kim: Wait, is Art Vandelay a real person?
> Scott: No. (S15E02)

This data mentions the word 'art-shame', which literally means to shame others for not knowing art. In this dialogue, Khloe creates this word and uses this made-up word to describe how her mother shames her for not knowing a certain type of art. The way Khloe spontaneously made-up words to describe something is a way youngsters create slang words.

In this data, though art-shame is not a real word, yet Scott and Kim still understand what it means. They understand right away as they go along well throughout the conversations. Khloe made up a non-existing word spontaneously because she already presupposes that her interlocutors certainly understand what she says. The way Khloe mentally categorized herself to be in the same understanding as Kim and Scott is what is called Social Categorization. Because this act of creating new words emphasizes how youth act, so as fellow youth, Scott and Kim share the same understanding as Khloe even though Khloe did not explain what the word meant. And the way Khloe uses this slang word to converse with her fellow youth, and the way how Scott and Kim understand her just fine during the conversation is what is called Social Identification. Khloe identifies herself and the interlocutors to belong in the youth group, therefore she proceeds to use the slang of the group. Thus, the identity that is being reflected by Kim, Scott, and Khloe is youngster.

● **Datum 4**

This data appears when Scott was trying to help Kris cook something but ended up almost burning the kitchen. Then Kris swore.

Kris: Oh, Scott! **Geez**! (S15E03) (R)

The data above emerges during Kris and Scott's interaction. Kris blurts out the word 'Geez' to Scott to show that she gets annoyed by his wrongdoings. In slang, 'Geez' is the shortened form for Jesus, usually used to express anger or annoyance. In this context, Kris uses it to swear out of frustration because Scott nearly burned the kitchen down with his pan.

On this data, when Kris says, "Geez!" It is shown that she identifies herself as Christian. She mentally categorizes herself as a Christian, therefore she talks using Christian catchphrases in the dialogue. The way Kris says geez in her expression is what is called Social Identification. She uses the slang to showcase her affiliation toward a certain religion. Here, Kris' identity as a Christian is being shown.

● **Datum 5**

The data below appeared when Kris Jenner and Scott were planning to have business together. Scott seems to have interest in the art industry while Kris generally loves doing business. Therefore they arrange a business together in the art sector in

which to open an art gallery. As for that Kris asked Scott to attend an Art Basel[2] in Miami to haunt some nice looking art to put in their gallery. On the day Scott was sent to Miami to go to Art Bassel, he turned out to be missing during the whole event. Resulting in Scott not getting the art objects that Kris wanted. Upon hearing that, Kris feels betrayed.

> Kris: But I don't want to be excited to be doing this, while my partner is **M.I.A** in Miami somewhere. Get it? (S15E03) (A)

From the dialogue above Kris builds up her identity through the slang she used. In slang, M.I.A stands for missing in action. When Kris said '... my partner who is M.I.A...' she shortens *missing in action* to M.I.A instead of using other forms of word. As a matter of fact, the social group who uses abbreviations in their daily speech is youth. This phenomena however shows that she's belonging to some youth who tend to use abbreviation slang on a daily basis.

What makes this interesting is the fact that Kris Jenner is no longer a youngster but a woman in her 60's. She talks the way youths talk. Kris mentally positions herself as youth as she talks to Scott, who his age is way younger than her. The way she identifies herself to be in the age of Scott shows that she wants to be perceived young. Her internalization to be young is what is called Social Categorization. She shortens her words to make her way of speaking appear young.

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[2] Art Basel is a for-profit, privately owned and managed, international art fair staged annually in Basel, Switzerland; Miami Beach, Florida; and Hong Kong. (retrieved at 01/12/2020 13:50)

This instance is shown as what is called Social Identification. The identity that is being reflected here is that Kris is a cool grandma who is skillful in using youth slang.

- **Datum 6**

This data appears when Khloe greeted Kris, then Kris greeted back by saying 'hi, boo!'

Khloe: Hey, mom!
Kris: Hi, **boo**! (S15E04) (G)

The data above emerges during greetings between Khloe and her mom, Kris. Khloe who just arrived at Kris' house, greeted her. To which Kris responded with a friendly calling 'boo'. In slang, boo is a loving nickname to address our loved ones. On the data above, boo is used by Kris to call her daughter as a way of showing love. It is used to give people they love a loving calling. The social group who love to use friendly calling is women. The way Kris uses this endearing calling is showing how loving mother Kris is to her daughter. It then reflects that Kris identified herself as a woman. Since women tend to use loving calling in her speaking. It is called Social Identification. From here, it is shown that the identity that Kris gets from the way she chooses her word is a loving mother.

- **Datum 7**

This data appears when Kendall is in the car with Scott when suddenly she recalled how Mason (Scott's son) wants to be like his dad so badly.

Kendall: Mase's **vibe** is so funny! He wants to be like you so bad. (S15E12) (A)

The above data emerges during a car ride of Scott and Kendall. Along the way, they both reminisced about how cute Scott's children are. Then, Kendall remembers a funny story about how Mason wanted to be like his dad badly.

In slang, vibe means an energy that radiates from someone. In this context, Kendall being the youthful she is, likes to abbreviate the word she utters. Additionally, in this utterance, Kendall wants to tell a funny story, so to make it short she uses 'vibe' instead of 'energy' that has more syllables to pronounce. The way Kendall speaks by exerting abbreviation slang in her speaking is what is called Social Identification. The identity that is reflected through this is that Kendall is a youngster.

- **Datum 8**

This data appeared when Kylie was asked whether she wanted to announce her pregnancy to the public or not. Then she responded by saying she just wanted to keep her pregnancy low-key.

Kylie: I just don't wanna be in the spotlight. I'm just gonna be **low-key**. (A)
Khloe: Oh, okay.

The context of the datum above is Kylie being secretly pregnant without people knowing. Being a famous TV personality makes it difficult for her to make a move in public, let alone announcing her pregnancy in her young age, because she might get backlash if ever she makes the wrong move. As for that, when she knew she was expecting a baby, she did not tell anyone in the industry except her family. When her sister, Khloe, asked why she would hide her pregnancy, her response was that she does not want to be in the spotlight and to keep it out to not attract attention until the time is right.

In slang, low-key means simple, not attracting attention, being kept secret. Kylie as a youngster likes to use a fresh, creative slang that gives a word a new shade of meaning. In this data, Kylie told her sister that she didn't want to publish her pregnancy to the public and that she wanted to keep it low-key. In which, her sister responded positively and agreed by saying 'okay'. The way Kylie and Khloe share the same understanding is showing that they mentally identify themselves to be on the same page, this is what is called Social Categorization. Youngsters tend to use fresh and creative slang in their speaking because they favor putting new meaning to the already existing word. In social identity, this phenomenon is called Social Identification, where Kylie chooses to use low-key as a way to show her youth

identity. In this case, the identity that is being shown is that both Kylie and Khloe are youngsters who love to use fresh slang to make their utterances catchy.

- **Datum 9**

This data appears when Kourtney went to dance class wearing heels, when clearly it is a dance class where people would be wearing sneakers not some high pump that would hurt the ankles while dancing. So her friend labeled her as 'too cute' for a dance class. Then Kourtney defends herself by saying she is coming not to just play around and she takes the dance class seriously, hence the high heels. Then she addressed her friend as a hoe to shut her down.

> A friend: you're too cute for a class.
> Kourtney: I didn't come to play, **hoes**. (S15E06) (G)

From the conversation above, Kourtney labeled her friend as a 'hoe'. In slang, 'hoe' used to address women who slept with more than one guy. It is a negative expression to begin with. However, it is a way how Kourtney constructs the idea that she is better than her friend by giving her friend a mockery call. This phenomena is what is called as comparing the in-group and out-group. The in-group, which is herself, perceived as the positive one, the better dressed one. And the out-group perceived as the negative one, the basic one. This is what called as Social Comparison

However, Kourtney addressed her friend as a 'hoe' in a playful manner. Using mockery to address someone who is in our closest circle is going to elicit laughter.

Therefore, through this comparison Kourtney wants to be perceived as funny. Which reflects through her identity as the funny friend because it indeed ignites laughter among them.

- **Datum 10**

This data emerges when Kourtney asked Kim to join her dance class because it is a fun activity to do together. But the dance instructor went hard on them by dancing with difficult movements and giving everyone in the room a hard time. So that everyone in the dance room started to whine, and so did Kim. Kim then chooses to just sit at the back of the room and watch people dance since she could not keep up with the instructor. Upon witnessing Kim sitting at the back of the room, Kourtney then asked her to just follow the moves as the dance is not much of a difficulty. Hearing that, then Kim retorted back by saying "I just don't dance, I make money moves".

> Kourtney: C'mon Kim, it's not that hard!
> Kim: I don't care about hard, **I just don't dance, I make money moves**.

From the conversation above, it can be found that there is a social identity. The catchphrase of "I don't dance I make money moves" is derived from a song reference which means hard work that has been paid off. In this data, Kim wanted to say that she danced enough, it's time for her to have a little rest. However, instead of saying that she was tired, she uses a song reference "I don't dance, I make money moves" to show that she is done with her dancing. The way Kim uses song reference

to speak out her mind is a reflection that she categorizes herself as someone who is up-to-date to current situations. Therefore, she uses the term "I don't dance, I make money moves" in her speech as she identifies herself to be someone who is trendy. Means that she uses up-to-date terms to prove that she belongs to trendy people by quoting song lyrics reference. In social identity theory, the way Kim chooses to use this term is called Social Identification. In which, her behavior explains her identity, that Kim is the trendy girl.

- **Datum 11**

This data appears when Kris visited Khloe, and Khloe greeted her by addressing her mom with 'gorg'.

Khloe: Mom. Hey, **gorg**! (S15E08) (G)

From the data above, when Khloe says, "Hey, gorg!" she is giving the loved one a sweet call. It is done by numerous women to share intimacy. In slang, gorg is a shortened form of gorgeous used to address women. At this point, as a woman herself, Khloe behaves as any woman does, which is giving out sweet callings to their loved ones. She tends to talk in a delightful tone by using lovely greetings to others. The way Khloe gives out sweet calls to her mom is showing how apparent the womanliness of her. This behavior of Khloe saying sweet calling is what is called Social Identification. Khloe uses gorg to greet people to build up a friendly

atmosphere before proceeding to the conversation. It gives off a positive energy by calling people with beautiful names, such as 'gorg'. It simply sweetens the way she greets people. This behavior of Khloe giving people sweet calling simply reflects her identity, which is a loving lady.

- **Datum 12**

This data appears when Khloe painted an abstract painting on her own. Then, she put her painting into a frame that made it look like it was made by a real artist.

Khloe: "When you frame it they look more **legit**." (S15E10) (A)

In the data above, it can be shown there is a social identity present. In slang, legit is the shortened form of legitimate, which means being genuinely real. When Khloe says "they look more legit", it can be seen that she rather says the abbreviation version of legitimate than uttering the word legitimate itself. This act of shortening words in her daily speech is what youngsters tend to do. The way she chooses to shorten her word in uttering legit is what is called Social Identification. She behaves in ways how youth act, in this case shortening words to make communication faster and easier. However, the motive shown here is used to show her identity by the word choice that she has chosen.

- **Datum 13**

This data appears when the family was having a baseball exercise at the baseball field. There are both men and women surrounding the field to participate in

the exercise. Then, Kourtney came wearing really tight leggings that her 'lady part' down there looked to be imprinted in her legging. Khloe accidentally took a glimpse of Kourtney's lady part and commented on it as being lovely.

> Khloe: I think your **camel toe** looks really lovely.
> Kourtney: Don't talk about my **camel toe** just coz you're mad. (S15E10) (G)

The above data have social identity being present. In slang, the word 'camel toe' is described as an effect created by pants that fit tightly around a woman's groin that looks like the toe of a camel. The shape of the woman's genitals which are imprinted in the pants looks similar to a camel's toe. Therefore, camel toe is used to describe that specific effect on a woman's genitals that appear when they wear tight leggings.

In the data above, when Khloe says, "...your camel toe looks lovely." She mentally categorizes Kourtney and herself to be in the same social group, which is woman because it refers to woman body parts, this is what is called as Social Categorization. Women tend to give their private parts of the body with fun naming, it is because they do not want to bluntly say the name of the private part, especially in a public setting where there are a bunch of people around. Hence, Khloe uses 'camel toe' to address the imprint part of the groin. The way Khloe chooses to use the word 'camel toe' instead of saying the real name of the part is what women opt doing, this is what is called as Social Identification. The identity that is reflected through Khloe's

use of this slang is that Khloe is a respectful lady who speaks nothing but with courtesy.

- **Datum 14**

This data appears when Kendall and her mom, Kris, have delightful afternoon talk telling about each other's daily updates. Then Kendall told her mom her story when she landed in Vegas some days before for her to try a famous restaurant. However, Kris could not believe her daughter's story. Then here, Kendall addressed 'dude' to her mom out of frustration because her mom thought it was nonsense.

Kendall: "**Dude**, I am not kidding I landed in Vegas for that thing." (S16E06) (G)

This data has a social identity present. In slang, dude refers to a masculine calling addressed to a guy. When Kendall addresses her mom as "dude", it doesn't mean Kendall addresses her mother as a guy. What Kendall does here is "destroying the essentialized masculinity" that the word "dude" carries.

In the data above, the way Kendall breaks the standard practice of dude application in her speaking speaks a lot about her youth identity. Youngsters tend to violate the standardized language rules. More often than not, it is to show that they are unstoppable by rules, or simply to annoy the adults. What Kendall has done in the dialogue is that she internalizes the fact that she is a youngster (Social Categorization), therefore she can just use any type of name calling to call her mother, even with

calling her by dude. The way she chooses to not follow the language rules and address her mom with masculine calling is what is called Social Identification.

However, she addresses her mom with 'dude' to engage her mom's feelings into her story. This is used for Kendall to get the attention of her mom and is not some type of disrespectful toward parents. Kendall uses this misgendered name calling to induce her mom to listen. As a result, her mom listened to her story because she feels she is being involved in the conversation because her mom thinks it is cool to have her daughter being blunt to her. The identity that is reflected in this data is that Kendall is a youngster who opt to use cool name calling.

- **Datum 15**

The context of this conversation is when Kylie was having a sleepover at Khloe's house with her mother, but instead of using the guest room, she picks the main room (Khloe's room) to stay. Upon knowing that, her mom was in awe at how bold of her daughter was for choosing the big main room instead of the small guest room.

Kris: "That is a **badass** move, I like your style." (S15E12) (G)

There is a social identity being shown in this data. In slang, badass refers to something that is impressive. On the data above, Kris addresses "badass" to refer to how impressive Kris is by what Kylie had done. Badass in its nature is a coined word from the word bad and ass, which means impressive. This slang word is usually used

by youngsters to express how fascinated they are on some matter. Youth slang in general uses coined words to come up with dashing remarks.

In this data, the way Kris, a sixty year old mother, uses a youth slang in her speech though she is no longer a youngster herself is what is called as Social Categorization. She positions herself to be in the same age group as her daughter to appear young and up-to-date, therefore she uses youth slang in her speaking, and this is what is called as Social Identification. Which might be intriguing and might appear forced but as long as the communication went well, nothing really matters. From this data, the identity that is being reflected here is that Kris is a cool mom who wants to be perceived young.

- **Datum 16**

This data emerges when Kim is having a discussion with her grandma about Khloe who got cheated on by the boyfriend. Her grandma then gives her opinion on how Khloe should act. Kim could not agree more upon hearing the opinion of her grandma and says 'preach' as a way to agree, which her grandma mistaken it as a 'preacher'. Kim proceeds to laugh at the end because her grandma clearly did not get what Kim said.

> Grandma: Find a different type, you know, an accountant or something.
> Kim: Yeah, **preach** grandma! (A)
> Grandma: A preacher.
> Kim: *laughing*
> (S15E12)

This datum contains a social identity. In slang, "preach" is a word used by youth as a way to give agreement. It is shown in the dialogue, when Kim is agreeing with what Grandma says, she uses the word 'preach' to show agreement. She uses slang 'preach' as a way for her to appear different to enhance the fact that she belongs to a youth group. This is what youngsters tend to do when faced with communicating with people from outside their group. They opt to use their group slang to exclude people from outside their group out of the conversation. Kim internalizes the fact that she is young, and recognizes that her grandma is not. This acknowledgement of selves is what is called Social Categorization. Kim is categorized as a youngster, while her grandma is an oldster.

Despite knowing the fact that she and her grandma have a big age gap, Kim still proceeds the conversation using youth slang. The way Kim chooses 'preach' instead of 'I agree' is apparently showing that she belongs to the youth. According to social identity theory, this stage is called Social Identification. In which Kim uses the slang word of her group (youngster) to communicate with her grandma.

Due to the age gap, therefore, Grandma could not catch what Kim said. So Grandma assumed Kim was talking about *a preacher; someone who delivers sermons in Churches*, since the context they are talking about is to find someone who will be a good match for Khloe. Meanwhile, 'preacher' holds a different meaning to 'preach' that Kim's talked about. Upon hearing the answer of grandma, Kim laughed.

At this point, Kim is trying to compare two groups with a totally different age group by laughing at it, in this case, she and her grandma. She laughs at the fact that her grandma did not understand her language, which might be purposeful, because Kim just wanted to laugh at her grandma's confusion. This miscommunication between the two is a way to show there is Social Comparison in this context.

Kim appears to be laughing at her grandma's (out-group) responses, and it brings self-esteem to her as she thinks her in-group is better by knowing such terms more than the out-group. In this case, the age gap brings a disadvantage to the sustainability of the two groups to communicate using slang. And it should not have been used in the first place since they both came from different age groups. It is then proved by her grandma not understanding her saying, which explains why someone should not use in-group slang to out-group. The one who is favored in this context is Kim.

- **Datum 17**

This data emerges when Kim told Khloe that Kim's husband wanted to live in his childhood city in Chicago. Kim's husband, Kanye West, is a black rapper who originally comes from Chicago. Kim then describes how the neighborhood around there looks like to Khloe. Upon knowing that, Khloe then asked whether the neighborhood apparently looked really 'boujee'.

Khloe: Is this like a really **boujee** neighborhood? (S16E01) (C)

There is a social identity that appears in this data. In slang, boujee originated from African-American word, it derived from the word bourgeois, luxurious. In the data above, when Khloe says, "Is this really a boujee neighborhood?" She is aware that she is not included in the category of 'bougie' group. So she gives off a boundary between her group and the 'bougie' group by addressing "bougie" as a sign that she is not one of them. The way she acknowledges that she is not one to be categorized as boujee is what is called as Social Categorization. The motive of her choice of word is to reveal her identity, in this case, she chose the word boujee to show that she does not belong to the boujee group.

- **Datum 18**

This data appeared when Kris was confiding her heart out to Kourtney. She told Kourtney about how she felt about being in a terrible fomo since she could not attend the family trip to Bali. She had to stay in L.A with Kourtney's sick grandmother. Kris fears of missing out the trip, yet she could not do anything since she had to stay in for her mom. That is what made Kris think that she is having a terrible fomo.

Kris: I feel, like, terribly **FOMO.** (S16E02) (A)

In the above data, the word 'fomo' comes from the phrase 'Fearing of Missing Out'. In slang, it stands for a state of fear that they will be missing something important out. This feeling is often triggered by not attending an event or opportunity.

Fomo is generally used by youngsters in social media because it is short and simple to say or type in. In this datum, Kris who identified as a 60 year-old grandmother uses this slang word in her speech. She positions herself to be in the same age group as Kourtney (Social Categorization). Hence, she uses abbreviations in her speaking. The way Kris chooses to use abbreviation fomo instead of describing her feelings by other words is what is called as Social Identification.

It is becoming interesting as someone in her late adulthood understands such a term to communicate with her children. It could be said that Kris tries to identify herself to be 'youth' or wants to be perceived as a 'youth'. In which, Kris identifies herself belonging to a certain group by stating the group's slang, in this case, using youth slang despite being old. The identity that is reflected through this phenomena is that Kris is a certified cool mother to her daughter.

- **Datum 19**

This data emerged when Kim and the rest of the family was about to take a family trip to Bali. They are excited about being on a trip to Bali to relax and escape from their hectic activities in the U.S. All Kim wanted to do is just eat, pray, love, as she stated in the dialogue.

> Kim: Life is so crazy and hectic. I am so looking forward to having tea ceremonies daily. And just like **eat, pray, love**.

From the utterance above, the social identity is shown by how Kim uses movie reference in her speaking to show her identity. The phrase 'eat, pray, love' is derived from a movie titled 'eat, pray, love' which means principally enjoying life, finding peace, and looking for balance in love. To "eat, pray, love" is what I assume as a way to relax and enjoy life fully without worry. Kim internalizes the fact that she is a creative, trendy girl who loves movies, hence she came up with the idea of quoting references to put in her speech. This stage of Kim acknowledging that aspect within her is what is called Social Categorization. The identity that reflects that is that Kim is creative and trendy.

In line with that, as someone who is categorized as young and creative, hence Kim thinks up of quoting movie references to her speaking. The way Kim quotes a movie title to put in her speech is what is called Social Identification. She identifies as someone who is creative, therefore she uses creative phrases through her speaking. In this case, the use of slang that Kim exerts plays a role to pursue her identity. By exerting such slang words while speaking, the identity of the speaker can be discovered.

- **Datum 20**

This data appears when Kris, Kendall and Kylie were having lunch together in a restaurant. The three of them are having a nice talk together. Then, suddenly Kylie teases her mother by starting a conversation with Kendall by saying awko taco and ignoring the presence of her mother, Kris, who sat in between both of them.

Kylie: The long hair, it looks so **awko taco**! (A)
Kendall: I know. **Awko taco**.
Kris: Guess I have to talk to myself.
Kendall and Kylie: (laughing at her mom response) (S16E03)

In this data, the social identity is shown in Kylie and Kendall interaction and how they use awko taco in the utterances. In slang, Awko Taco is another way of saying awkward. This slang used by youth to replace the usual 'awkward' word to be more interesting to say. It can also be because awkward is already known by most people, so they use a new way of saying awkward just to exclude anyone who is not familiar with it. Inventing words in order for the word to sound more interesting is what youngsters opt doing. Being the playful youngsters they are, Kylie and Kendall use a new kind of slang word that her mother is not familiar with, which is awko taco. Resulting in Kris being left out and annoyed by her daughters' behavior.

On the data above, Kylie and Kendall categorize themselves as youth, and the mom as older. The way they acknowledge who they are is what is called Social Categorization. Then, by speaking the language that in this case is only understood by them, which is using 'awko taco' while talking, it is called Social Identification. Despite knowing that her mother did not understand what they talk about, Kylie and Kendall still proceed with the dialogue. It is because they purposely behaved that way to annoy their mother and make this situation humorous.

- **Datum 21**

This data emerges when Khloe had a car ride together with Kourtney. On their way, they both talked about Kendall and Kourtney ski trip with Kendall's friends not long before. Kourtney then complained to Khloe that Kendall was being too serious and annoying during the vacation. She even mentioned during their groceries shopping Kendall would not allow her friend to buy potato as it is not on the list Kendall's making. Hearing that from Kourtney, Khloe then confronted Kendall to talk about what was really going on. Upon knowing Khloe's confession, Kendall was furious, ranting about how Kourtney gossip about her and not tell Khloe the real story. Khloe was shocked knowing that she actually listened to a made-up story from Kourtney. She could not believe what Kendall said, then to defend herself, Kendall said 'bible' to reassure Khloe that what she was saying was correct.

> Kendall: **Bible**! I didn't say one thing about steering off the fucking list. (S16E11) (R)

The datum above contains social identity in the use of 'bible' in the utterance. Bible originated from how people (Christian), who are witnesses in law court, usually vow in the name of 'bible' to prove that the testimony is true and is testified of not lying. Bible when it is used in daily speech could mean "I swear".

On the data above, the way Kendall says "Bible", she internalizes the fact that she is a Christian. This acknowledgement of self-identity is what is called Social

Categorization. Therefore, she uses bible to swear to represent that she is a Christian. The way Kendall uses bible to swear is what is called Social Identification. In which, the way she talks represents her identity. The motive of her using bible to swear is can be functioned to show her identity as the representation of her religion. Hence, the identity being reflected here is that Kendall is a Christian.

- **Datum 22**

This data emerged when Khloe and the whole family went to Bali to have a family trip. Everything is going as planned, but as soon as they landed in Bali, Khloe's nephews and nieces started to bicker and scream at each other. Hearing all of the ruckus, Khloe feels annoyed because she is there to have a peaceful stay. And then she said she just wanted to be 'zen'. Then says, 'namaste' as she bids goodbye to go to her hotel room.

Khloe: Because we're in Bali and I'm supposed to be **zen** and shit. So, **namaste**. (S16E03)

In this data, there is a social identity that can be spotted. It is when Khloe says the words 'zen' and 'namaste'. In slang, Zen is a state of free body and mind, to have peace in mind. Meanwhile, namaste is a greeting, an equivalent to 'hello' or 'bye'. These terms are highly used in the Yoga community. In yoga practice, Zen is used to describe a state of being at peace, while Namaste is used to end a yoga session.

From the data above, when Khloe says "….I'm supposed to be zen….So, Namaste", she is acknowledging herself as a yogi; the one who does yoga. Therefore, she uses those two terms that circulate around the Yoga community. The way she internalizes the fact that she is a yogi is called Social Categorization. Then, when she decided to use the words "zen" and "namaste" in her speech it was called Social Identification. She is aware that she belongs to the Yoga community, she therefore makes use of the term in her speaking. In the show, she rarely used this word in her daily speech. She could have said "We're in Bali, I'm supposed to be at peace. So, goodbye" but since the setting in this datum is in Bali, the land of Yoga, she uses Yoga terms instead. The motive behind that is that Khloe wants to show her identity that she belongs to the yoga community. The social identity that is reflected in this datum is that Khloe is a yogi that belongs to the yoga community.

B.   Discussion

After analyzing the data with social identity theory by Tajfel and Turner, I summarized the result in the discussion below. In this discussion, I will explain how the characters conceptualized their identity through their slangs using the social identity theory that was found in the data. Then, I will elaborate the slangs that are related to social categories to know which slangs of a certain group are mostly used in the next part of the discussion. The explanation will be discussed below:

Social identity theory is principally a theory that functions to perceive a person as appertain to a particular group. It is done by categorizing, identifying and comparing the in-group and out-group to be able to obtain a social identity. In this TV-show, the whole process of categorizing, identifying, and comparing is done by considering how people use slang and how they respond to the said slang.

Social Categorizations

From the analysis of the findings, Social Categorization is seen to be used often to reflect the identity of the characters in this TV show. The characters in this show are noticed to be self-aware of who they are and acknowledge their positions when they use the slangs to their interlocutors. They categorize themselves and the interlocutors into categorizations whether they come from the same or different group. These categorizations emerged when the characters found similarity and/or difference between them and the interlocutors; whether it is similarity/difference in age, social class, or other social aspects. This acknowledgement of similarity/difference later led them to decide the slangs that they deliver. There are 5 identities that can be found through categorizations in the findings, they are; Kim and Khloe as beauty enthusiasts, Kim, Khloe, Kendall, Kourtney as the youngsters, Kris and Grandma as the oldsters, Kendall and Kris as Christians, and Khloe as a yoga practitioner.

This process is done by categorizing yourself/your group to other groups. It can be apparent by the way the speaker mentions a certain group, which means that they acknowledge themselves and know where they belong. For instance, in datum 18

where Khloe mentions 'bougie'. The way she mentions 'bougie' is the social categorization process. It means that Khloe is aware that she is not from that group, therefore she mentions the group name "the bougie neighborhood" to show that she is not one of them. On the other hand, here is how the characters categorize themselves by the similarity that they have. For instance, in datum 20, when Kylie ganged up on Kendall to annoy their mother by using youth slang that her mother was not familiar with to communicate. The way Kendall and Kylie use their group slang in their speaking because they come from the same age group is how similarity could form a category that is useful for categorization. This is in line with what Charness and Chen (2020) proposed that group membership indeed creates in-group enhancement in ways that it strengthen the similarities of people in the same group and differences between people in separate groups.

Social Identification

Based on the findings, Social Identification is proven to disclose identity by showing certain behavior or act of individuals to belong to certain groups. The process of identification leads individuals to behave in ways that they believe must behave. That can be seen by how the main characters of this TV show use slang that is appropriate to the group they are in. The slangs that they express are a way to unveil to which category they belong. This use of slang explains the identity that they carry. This identification is the repercussion of the category the individuals appertain. It is to decide whether the individuals behave in accordance with the category or not.

The social identification processes found in the data findings is derived from a how the characters perceived to be part of a certain group, therefore they use such slang words in their speech. For instance, in datum 5, the way Kris swears using "Geez" is a way how she identifies herself as Christian because geez stands for Jesus. The slang shows Kris's membership toward the religion she is in. Another example, in datum 9, the way Kylie uses the slang word 'low-key' to talk with her sister is a way how she identified as a youth. As youths love using fresh and creative slang, Kylie chose to use creative slang 'low-key' which is widely used by youth groups in her speaking to show her identity.

I also found something worth mentioning, that is someone who is out of the group using certain group slang to communicate. It can be shown in datum 19, where Kris, a 60-year-old grandma used a very young slang word, namely "fomo". Kris uses youth slang as a way how she wants to be perceived as someone who is up-to-date and to appear young and cool. This is in accordance with what Charness and Chen (2020) assert saying that when there are multiple salient social norms, people might choose the norm that give them more beneficial for them in some sense. It is clearly shown in Kris's matter where Kris, as an oldies, tries to appear young by using youngster slangs in her daily speaking to gain positive identity as being youthful and up-to-date, contrasting with her age which is seen as negative, old and out of date.

Social Comparison

In this TV show, based on the findings above, Social Comparison is not well represented to be used to disclose identity. While the process is done by comparing

an in-group to out-group, the scale of comparison in the data seems to be the least. Through social comparison, social identity is formed through emphasizing differences in things that feel different in the in-group and out-group (Scheepers & Ellemers, 2019). Yet, the comparison only appears twice throughout the whole data found.

The comparison can, for example, be shown in datum 16. The data said that Kim used youngster slang "preach" to talk to her 90-year-old grandmother. She used 'preach' to show agreement to her grandma. But because her grandma didn't understand what the word is, grandma then presumes by saying "a preacher!" which meant totally different than what Kim addressed. Upon knowing her grandma's answer, Kim laughed out loud at how silly that is. In this example, Kim is trying to fool around with her grandma by choosing to use youth slang to talk. What Kim is doing here is she wanted to ridicule her grandma for not knowing the word, and that's what makes her grandma look silly. The way Kim laughed at her grandma is shown that she (youngster/in-group) is the better one and gives her grandma (older/out-group) a mockery. That concludes the idea of how the youngster is better than the oldster.

Based on the results of the findings, I also find that the slang words found in the data are mostly expressed by Khloe. Out of 22 slangs mentioned in the data, 7 of which are uttered by Khloe, it shows that Khloe is an active speaker of slangs. As the youth in the family, Khloe found to be using these slang words like *legit, gorg, art-shame, zen, Namaste, boujee, and camel toe*. She abbreviates her words, makes up

new words, and uses specific group terminology in slang to show her identity as a member of youth, a yoga practitioner, and a woman. There are several reasons as to why Khloe has the most slangs expressed. The first reason is because Khloe is the friendliest family member, she uses slangs to engage anyone she is talking to. The second reason is, for the record she is the least popular among other family members, she uses slang to induce people to like her personality that appear 'likable' because of the slang she uses. And last, Khloe uses slang most to appear witty or clever because slang usage acquire word-play and some extent of knowledge to understand. Hence, she uses slang in her speaking to get this acknowledgement.

From the results of the analysis, I find how youth groups appear to be using slang the most. The reasons are rooted in the idea that slang is the language of the youth, it serves as an identity for youngsters to use slang. It is their code language to hide conversations for parents. They want to talk as efficiently as they can because their slangs are an arbitration of words. They use slang to have fun in creating playfulness in their speech.

Based on the findings above, there is a big amount of data on slang related to age. It is because most of the Kardashian's family members are in the age of youth. Therefore, the youth slangs are obtained to be the most spoken slang in this tv-show. However, this youth slang is apparently also used by the 60 years old mom. It is because she is surrounded with the youngsters so that her word choices are influenced by them. The slang words that are expressed by the youth in this tv-show are among

others; *Art-shame, Lowkey, Legit, Vibe, Preach, FOMO, and Awko Taco*. In which, they use fresh and creative words which consists of word that is made up yet is understood by their peers, clipping their words to make it shortened so that their speaking appear more efficient, as well as using acronyms in their use of slangs to, again, shorten their way of speaking to make the speaking come out straightforward. Then, slang related to gender is the second most used slang, specifically slang related to women. It is because the characters of the tv-show are mostly women. Therefore, the woman-specific slangs are often found in the tv-show. The woman slangs that appear in the show are *Bitch, Boo, Hoe, Gorg, and Camel Toe*. Which includes women's physical characteristics, naming and giving loving callings to each other.

Furthermore, this research finding has filled the gap to what Muradina (2019) has suggested in her research, where she recommends future study to reveal social identity in other social aspects, such as language. This has proven that the topic of language, in this case slang usage, can also be compatible to use for investigating someone's identity using social identity theory.

CHAPTER IV
CONCLUSION AND SUGGESTION

This chapter presents the conclusion and suggestion of this research. It consists of the data finding that has been discussed in Chapter III, and also suggestions for the future researcher who is interested in investigating social identity in slang.

A.   Conclusion

This study investigates the use of slang to represent social identity in tv-show Keeping Up with the Kardashian that makes use of Tajfel & Turner (1986) theory. According to the finding and discussion above, I conclude this research as follow:

From the findings, it can be concluded there are two ways to show how their character's social identity is being represented by their use of slang. It is shown by how they categorize themselves into certain social groups and how they choose to use the slang's group in their speech. It also can be seen that each character holds their own identity. For example: The youth group, which contains Kylie, Kendall, Kim, Khloe and Kourtney often found using the youth slangs in their speech. But in some cases, their mother, Kris, used youth slang as well. It is because Kris wanted to appear youthful and up-to-date to gain a positive identity, as a cool grandma. Then, there is the woman group, which includes all of the characters, shown by how they use sweet-callings, frequently mentions of woman physical traits, and how they use woman-

specific slang, i.e. bitch and hoe. As for how the characters conceptualized their 'self', it is done by social categorization. Where the characters are found to internalize themselves on which group they're belonging to. To act upon that, they use social identification, in which they choose the slang words where they identify themselves in to show their belongings to the group. On a final note, those are how the characters reflect their identity in their use of slangs.

Reflecting from the study, surely people use certain words to speak to show in which social group they are in. Because people live up to the idea of belonging to a certain group. Therefore, one's social identity can be manifested through their way of speaking, as language serves as a powerful tool for self-expression and communication. Through language, people express their affiliations, social group memberships, age, and cultural connections. Slang, with its ever-evolving nature and dynamic usage, acts as a linguistic expression that captures the essence of a person's identity. By utilizing slang, individuals can signal their belongingness to a specific group, express shared values, and establish a sense of identity. Slang reflects not only one's social background but also their age, interests, and affiliations. It can be influenced by various factors such as music, fashion, and social media trends. Embracing slang allows individuals to demonstrate their connection to these social elements and to assert their uniqueness and individuality within a larger society.

In summary, this research has broken down people's conceptualization of their 'self' based on the social groups through the use of slang, using the theory of

Tajfel & Turner (1986). It completes the prior research which discusses how social identity is constructed through individuals' nationality and groups attribute using the same theory. Through this research finding, it has filled the gap and answer the foregoing research on how social identity could also been proven to be reflected through individual's use of language. Therefore, the theory of Social Identity by Tajfel & Turner has proven feasible to study identity in language use.

B.   Suggestion

Finally, I hope the findings of this study contribute to the general discussion of slang related to social identity. I believe that there are still many uncover aspects dealing with social identity and slang. Coming from the result of the findings, the characters of *Keeping Up with the Kardashians* used two stages of Social Identity formation, they are Social Categorization and Social Identification, to emphasize their group similarities through their use of slang. There has been little data analyzed using the Social Comparison stage as there was little to no differences to be compared. I therefore personally suggest other researchers to explore further about social identity and slang on the differences using Social Comparison in different social groups with bigger social settings. As this study analyzed social groups in a family setting, which is quite a small circle, hence it is recommended to choose a wider and bigger range of social settings so that the social comparison can be more apparent. For example, using two different social class groups to compare their use of slangs to encounter

differences in their slang choices. It can then be used to prove that the theory of social

identity is feasible for identity reflection in language use.

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CURRICULUM VITAE

Farah Salsabila was born in Pasuruan, East Java, in 1996. She graduated high school from SMAN 1 Bangil in 2015. Then she continued her higher education at UIN Maulana Malik Ibrahim Malang in the same year. Throughout her journey in university, she participated in some campus events. Among others are being a peer mentor in her 3rd and 5th semesters where she was assigned to teach junior year student Basic English for 2 consecutive years. Besides that, she was also a part of English Fiesta (2016) and Festival Budaya (2018) Documentation and Publication division. She also joined DEMA of Humaniora as part of the Technology and Research team. In her 7th semester, she had the opportunity to experience an internship at Balai Bahasa Surabaya (Language Development and Fostering Agency) where she was taught how to conduct research in the language field. In between completing her thesis, she strived to expand her experience by taking freelance jobs in Translation and Transcription field.

APPENDIX

Minute/ Season/ Eps	Dialogue	Social Category	Social Identity Concept Types
02:54/15/01	Kim: Khloe's hormone is insane… you think she's like, being a bitch?	Gender (woman)	Identification
13:05/15/01	Kim: So for the Christmas card shoot, em, what glam do you want? Khloe: probably Bruce and Andrew. I look a lil' crappy now, so hopefully we can make that work	Profession (Beauty community)	Categorization Identification
25:01/15/02	Khloe: Remember how mom art-shamed me? Scott and I were like `we would like to art-shame an art-shamer' Scott: So Kourtney made 'Art Vandeley'. Kim: Wait, is Art Vandaley a real person?	Age (Youth)	Categorization Identification
11:24/15/03	Kris: Oh, Scott! Geez!	Religion (Christian)	Identification
36:35/15/03	Kris: but I don't wanna be excited to be doing this, my partner who is MIA in MIAMI somewhere. Get it?	Age (Youth)	Identification
00:48/15/04	Khloe: Hey, mom!	Gender (woman)	Identification

	Kris: hi, boo!		
33:51 /15/04	Kylie: never. I just don't wanna be in the spotlight. I'm just gonna be lowkey	Age (Youth)	Identification
33/15/06	A friend: you're too cute for a class. Kourtney: I didn't come to play, hoes.	Gender (Woman)	Comparison
18:39/15/06	Kourney: C'mon, Kim. It's not that hard! Kim: I don't care about hard, I just don't dance, I make money moves.	Pop culture (song lyrics)	Categorization Identification
32:25/15/08	Khloe: Mom. Hey, gorg!	Gender (Woman)	Identification
07:21/15/10	Khloe: When you frame it they look more legit.	Age (Youth)	Identification
14:50/15/10	Khloe: I think your camel toe looks really lovely	Gender (Woman)	Categorization Identification
12:17/15/12	Kendall: Mase's vibe is so funny he wants to be like you so bad	Age (Youth)	Identification
17:58/15/12	Kris: Stop! You took over Khloe's master? Kendall: she told me I could Kris: that is a badass move, I like your style	Gender	Identification
33:17/1	Grandma: find a different type, you	Age	Identification

5/12	know, an accountant or something Kim: yeah, Preach grandma! Grandma: a preacher	(Youth)	Comparison
10:55/16/01	Khloe: Is this like really boujee neighborhood?	Social Class	Categorization
55:30/16/02	Kris: i feel like terrible fomo	Age (Youth)	Identification
13:28/16/03	Kim: life is so crazy and hectic. I am so looking forward to having tea ceremonies on daily. And just like eat, pray, love.	Pop Culture (movie reference)	Identification
20:13/16/03	Kylie: the long hair, it looks so awko taco Kendall: I know. Awko taco. Kris: Guess I have to talk to myself. Hey, myself, what are you doing?	Age (Youth)	Identification, Comparison
21:09/16/10	Kendall: shut the fuck up she said that? I didn't say anything about grocery list Khloe: Shut up! Kendall: Bible! I didn't say one thing about steering of the fucking list	Religion	Identification
13:00/16/03	Khloe: Because we're in Bali and I'm supposed to be **zen** and shit. So, **namaste**. (S16E03)	Profession (Yoga community)	Categorization Identification