SLANG ANALYSIS ON TIKTOK ACCOUNT @LUKE FRANCHINA

THESIS

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SLANG ANALYSIS ON TIKTOK ACCOUNT @LUKE FRANCHINA

THESIS

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STATEMENT OF AUTHORSHIP

I state that the thesis entitled **"Slang Analysis on TikTok Account @Luke Franchina**" is my original work. I do not include any materials previously written or published by another person except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person responsible for that.

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MOTTO

Start now, start where you are, start with fear, start with pain, start with doubt, start with hand shaking, start with voice trembling, but start. Start and don't stop. Start with what you have. Just start!

Unknown

DEDICATION

I dedicate this thesis to:

My beloved parents, Mr. Sahuri Rudi and Mrs. Warsiyah, and my grandmother, Mrs. Wastiah, whose love and prayers are endlessly for me. Your sacrifice and love are my strong foundation in completing this thesis. Thank you very much for educating me so well. From the sweat of my father and mother, I was able to go to college here and finish it well. Thanks to you, I was able to become the first scholar in our family, as my father and mother dreamed of.

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All praise be to Allah SWT for his blessings and gifts that have given me the strength to be able to complete this thesis entitled "*Slang Analysis on TikTok Account @Luke Franchina*. As a requirement to achieve a Bachelor of Literature degree (S.S). I pray and give greetings to the great Prophet Muhammad SAW. May we all always get his intercession on the last day.

I am fully aware that this thesis would not have been completed without the help and support of those closest to me. To my beloved parents, Mr. Sahuri Rudi and Mrs. Warsiyah, as well as my beloved grandmother, Mrs. Wastiah, I would like to thank you very much for the inner and outer support, for the prayers and encouragement that have always been given to me unceasingly. To my supervisor, Mrs. Mazroatul Ishlahiyah, M.Pd. I thank you profusely for your guidance, constructive criticism, valuable suggestions, the support, encouragement, and prayers that are always given to me to be optimistic in completing this thesis.

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Although this research still has many shortcomings, I hope it can contribute to linguistics research and be a reference for future researchers.

Malang, 10 Mei 2024

Indah Ayu Maharani

ABSTRACT

Maharani, Indah Ayu (2024) Slang Analysis on TikTok Account *@Luke Franchina*. Thesis English Literature Department of Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor: Mazroatul Ishlahiyah.

Keywords: *Slang words, Function of slang, TikTok, Sociolinguistics.*

Slang is a non-formal language that is widely used today. It continues to evolve along with the development of language and the times. Slang has become very popular through social media, especially among young people. The use of slang is much in demand by young people today because it is considered an up-to-date language and not outdated, therefore slang continues to develop over time. In this study, the researcher examined the slang used by the TikTok account @Luke Franchina, a funny motivator who tries to provide life motivation for his followers. This research aims to find the types of slang and its functions by using the theory of Allan and Burridge (2006). This research uses qualitative research method because it is descriptive in nature. The data in this study were taken from @Luke Franchina's motivational videos in his TikTok account, and the data were in the form of texts, videos, and images. In this study, the researcher managed to find 47 slangs consisting of 5 types of slang based on Allan and Burridge's (2006) theory, namely Fresh and Creative, Flippant, Imitative, Clipping, and Acronym, and 6 types of functions based on Allan and Burridge's (2006) theory, namely to address, to humiliate, to initiate relax conversation, to form intimate atmosphere, to express impression, and to reveal anger. From 47 data, the most dominant type is Fresh and Creative, which is 27 slangs, and the most dominant function is to initiate relax conversation, which is 18 slangs. The least slang is clipping only found 1 slang, then Imitative 10, flippant 2 and acronym 7. Suggestions for future researchers are expected to continue slang research more deeply, because slang is an updated language that will experience development.

ABSTRAK

Maharani, Indah Ayu (2024) Slang Analysis on TikTok Account @Luke Franchina Tesis Jurusan Sastra Inggris Fakultas Humaniora Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing: Mazroatul Ishlahiyah.

Kata kunci: *Bahasa slang, fungsi slang, TikTok, Sociolinguistik.*

Bahasa gaul adalah bahasa non-formal yang banyak digunakan saat ini. Bahasa ini terus berkembang seiring perkembangan bahasa dan zaman. Bahasa gaul menjadi sangat populer melalui media sosial, terutama di kalangan anak muda. Penggunaan bahasa gaul banyak diminati oleh anak muda zaman sekarang karena dianggap sebagai bahasa yang up-to-date dan tidak ketinggalan zaman, oleh karena itu bahasa gaul terus berkembang seiring berjalannya waktu. Dalam penelitian ini, peneliti meneliti bahasa gaul yang digunakan oleh akun TikTok @Luke Franchina, seorang motivator lucu yang mencoba memberikan motivasi hidup bagi para pengikutnya. Penelitian ini bertujuan untuk menemukan jenis-jenis bahasa gaul dan fungsinya dengan menggunakan teori dari Allan dan Burridge (2006). Penelitian ini menggunakan metode penelitian kualitatif karena bersifat deskriptif. Data dalam penelitian ini diambil dari video motivasi @Luke Franchina dalam akun TikTok miliknya, dan data penelitian ini berupa teks, video, dan gambar. Dalam penelitian ini, peneliti berhasil menemukan 47 slang yang terdiri dari 5 jenis slang berdasarkan teori Allan dan Burridge (2006), yaitu Fresh and Creative, Flippant, Imitative, Clipping, dan Acronym, dan 6 jenis fungsi berdasarkan teori Allan dan Burridge (2006), yaitu to address, to humiliate, to initiate relax conversation, to form intimate atmosphere, to express impression, dan to reveal anger. Dari 47 data, jenis yang paling dominan adalah Fresh and Creative, yaitu sebanyak 27 slang, dan fungsi yang paling dominan adalah to initiate relax conversation, yaitu sebanyak 18 slang. Bahasa gaul yang paling sedikit adalah clipping hanya ditemukan 1 bahasa gaul, kemudian Imitative 10, flippant 2 dan acronym 7. Saran untuk peneliti selanjutnya diharapkan dapat melanjutkan penelitian slang lebih dalam lagi, karena bahasa gaul merupakan bahasa update yang akan mengalami perkembangan.

مستخلص البح ث

مهاراني، إنداه أيو (2024) تحليل الخطاب الرقمي: التباين العامي على حساب تيكتوك @لوك فرانشينا. أطروحة الأدب الإنجليزي قسم .الأدب الإنجليزي بكلية العلوم الإنسانية، جامعة إسلام نيجيري مولانا مالك إبراهيم مالانج. مستشار مازروتول إشلاحية

الكلمات المفتاحية: الكلمات العامية، وظيفة اللغة العامية، تيك توك الخطاب الرقمي

العامية هي لغة غير رسمية تُستخدم اليوم على نطاق واسع. وتستمر في التطور مع تطور اللغة والعصر. أصبحت العامية شائعة جداً من خلال وسائل التواصل الاجتماعي، خاصة بين الشباب. ويزداد الإقبال على استخدام اللغة العامية من قبل الشباب اليوم لأنها تعتبر لغة حديثة وليست قديمة، وبالتالي تستمر العامية في التطور مع مرور الوقت. في هذه الدراسة، قام الباحثون بفحص اللغة العامية التي يستخدمها حساب تيك توك وهو محفز مضحك يحاول توفير حافز الحياة لمتابعيه. يهدف هذا البحث إلى إيجاد أنواع اللغة العامية ووظائفها ،Luke Franchina@ باستخدام نظرية ألان وبوريدج (2006). ويستخدم هذا البحث منهج البحث الكيفي لأنه بحث وصفي. والبيانات في هذا البحث مأخوذة من فيديوهات @لوك فرانشينا التحفيزية في حسابه على تيك توك، والبيانات على شكل نصوص وفيديوهات وصور. وقد تمكن الباحث في ،"هذه الدراسة من العثور على 47 عامية تتكون من 5 أنواع من العامية استنادًا إلى نظرية ألان وبوريدج (2006)، وهي: "طازج ومبدع ،و"مقلد"، و"مقلد"، و"مقتطع"، و"مختصر"، و6 أنواع من الوظائف استنادًا إلى نظرية ألان وبوريدج (2006)، وهي: المخاطبة .والتحقير، والبدء في محادثة مريحة، وتشكيل جو حميمي، والتعبير عن الانطباع، والكشف عن الغضب

من بين 47 بيانات، النوع الأكثر غلبة هو الطازج والإبداعي وهو 27 عامية، والوظيفة الأكثر غلبة هي بدء محادثة مريحة وهي 18 عامية. وأقل العاميات . وجوداً هي العامية المقطوعة وهي 1 عامية فقط، ثم العامية المقلدة 10، والعامية المقلدة 2، والعامية المختصرة 7. ومن المتوقع أن تكون هناك اقتراحات للباحثين .في المستقبل لمواصلة البحث في العامية بشكل أعمق، لأن العامية لغة مستحدثة ستشهد تطوراً

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CHAPTER I

INTRODUCTION

This chapter focuses on the introduction, which includes background of the study, previous studies, the research questions, significances, the scope and limitations, and the definitions of key terms.

A. Background of The Study

The phenomenon of using language is increasingly widespread today, along with the times. This cannot be separated from the development of the dynamics of society and technology. Language and technology cannot be separated because it affects each other. The internet has encouraged language diversity and creativity in various platforms (Crystal, 2011). Slang is a phenomenon of using language types that arise due to language development and community dynamics (Budiasa et al., 2021). As is happening now, many viral languages have been widely used on social media, for example, the idiom Spil the tea, then slang abbreviations such as LOL, which means Laugh out loud or ILY, which means I Love You. All these words have been found on social media.

Slang is one of the language types that are still widely used by people, whether in daily conversation or on social media. The use of slang language on social media is proof that language continues to evolve. Social media language has developed quickly and is now new language netizens use (Liu et al., 2023). The users also vary, ranging from native speakers to local people. When viewed from an age, slang is also widely used by young people and adult

The use of slang on social media usually aims for entertainment content or is used to talk to people who are considered close. According to Jeresano (2022), Slang to show that slang is used to express expression among young people because slang is a very informal language and is not used in all conditions. Slang is a language that is used informally and is not considered standard in the dialect or language of the speaker (Green, 2015). According to Xabibiloyevna (2022), slang is casual or non-formal language. Based on Ghazali and Abdulla (2021), slang emerged as a new linguistic form to meet communicative demands in social media. Indeed, slang is a very informal language. It is not used on formal occasions. Slang is usually used by people talking to people close to them because slang is a relaxed language.

In addition to slang not being a language used in formal circumstances, according to Qizi and A'zamjonovna (2022), slang is not a literary language. So, literary works do not use slang because slang is not a literary language. The popular slang language used by social media users has been very easy to spread and imitated by many people. According to Nurhaida (2022), the slang language that is widely used by people on social media greatly affects language habits in everyday life. Everyday language that used to not recognize slang is now contaminated with slang, which is even used in everyday language.

In other hand, the use of slang also sometimes has a certain intention to convey the meaning and purpose that you want to convey. The function and purpose of using slang may be different for each person who uses it. Based slang research conducted by Ghazali et al. (2021) shows the different functions

of using slang on TikTok and Twitter and shows that slang is used to express something quickly and confidentially. Meanwhile, according to Timur et al. (2021), the emergence of slang has the aim of saving time, namely by reducing the amount of text typed and having plenty of time to type as much as possible. Slang has existed since 1850; since ancient times, slang has existed. (Partridge, 2004). Everyone must be familiar with slang, but few know what types of slang are and what the function of slang is.

This research is important because not everyone knows what slang is, how the form of slang is itself, and what the types of slang are. It is hoped that after reading this research, readers will know more deeply what slang is. This research provides insight into the function of the slang language so that slang language users not only know and use slang language but also understand the function of the language, as well as when and where slang language can be used and should not be used. Because slang is not a common language that can be used anywhere and anytime, it would be better if slang users knew the function of the language. Slang often has a different meaning than words commonly used in official language, making it difficult for people unfamiliar with slang to understand (EF.com, 2021).

The source of this research comes from an application that has recently appeared, namely the TikTok application, which is being used by many people around the world. Users of TikTok also come from various groups, including minors, teenagers, and adults. TikTok application users aged 11 to 25 years are included in the post-millennial (Mahardika et al., 2021). This research

will focus on examining the TikTok account of @Luke Franchina, a native speaker who has 4.2 million followers on TikTok. The content is entertaining and motivational for people who are heartbroken and feel insecure. The language used in its content is English, and English slang is often used. The researcher is interested in this account because it already has more than 4 million followers. Then, the account often creates heartbreaking content and motivation for insecure people, which is a problem that is very often experienced by generation Z now.

He is a motivator, but his delivery is interesting and uses the slang language of today's youth. Delivery using slang language makes the content's audience seem close to him and does not provide distance between the audience and the creator. The purpose of this research is to find out the various types of slang used by the TikTok @Luke Franchina account. The researcher will classify them based on their types. Then, the researcher will find out the purpose and function of the slang.

Some previous studies that examined English slang in movies by Sudiyanti et al. (2017), This study found 259 slang based on the theory of Allan and Burridge (2006), with the most slang Imitative totaling 141 slang, then fresh and creative 54 slang clipping 62 slang and flippant 2 slang. The next study also examined the slang used in the movie from Khoiriah (2017). This study found that the most dominant type of slang is clipping, which amounts to 10 slang, and the least is the borrowing type of only 1 slang. This study also found 5 slang functions based on Allan and Burridge (2006). The

most common function found is to initiate a relax conversation, and the least is to humiliate. The use of slang in films was also examined by Putri (2023); this study found the most dominant Fresh and Creative slang, which is 8 slang; the least slang is flippant slang, only found 2 slang.

In addition, some previous studies have also discussed slang on social media, such as Facebook, TikTok, Twitter, Instagram, and YouTube. Among them is Mulyantini (2023), who examined slang in the YouTube Neel and Jordan podcast. This study found 8 slang, the most dominant slang is fresh and creative, totalling 4 slang. The next slang research on TikTok and Twitter social media used by Malaysian youth, was examined by Ghazali et al. (2021). This study found 17 slang languages, namely 7 primary slang and 10 secondary slang, based on Chapman's theory (1988). The 17 slang are used to express something more quickly or in secret so that only a few listeners understand the meaning of the slang.

Slang research on Twitter was also conducted by Arnold et al. (2021); this study found 150 types of slang used on Twitter and focused on the character of the language model used on Twitter. Slang research on social media was also conducted by Timur et al. (2021); this research examines abbreviated slang, which aims to save time and reduce the amount of text that must be typed, not only to save time but also to encrypt meaning. Then, slang research on social media was also conducted by Ardianata et al. (2022); this research focuses on slang used in Valkyrae's YouTube live chat. This study found 10 types of slang with 5 different types using the theory of Allan

and Burridge (2006), in the live chat of Valkyrae's live stream on YouTube, and the last from Budiasa et al. (2021), used the theory from Allan and Burridge (2006), this research found 20 slang, namely 5 fresh and creative slang, 3 flippant slang, 4 imitative slang, 5 acronym slang and 3 clipping slang.

The 6 previous studies above examine slang on social media, including Facebook, Twitter, TikTok, Instagram and YouTube. Research from Budiasa et al. (2021) mentions the types of slang but does not accompany their functions. Other studies only mention finding some slang words used on social media but do not include the slang words found. From the blank, the researcher will fill in the gap by including why the slang is used or also the function and purpose of using the slang, then will include the slang words found in the account to be studied.

Furthermore, the slang research used by young people was conducted by Qizi et al. (2022); this study examined the slang used by youth in Russia, and this study found that slang is divided into 2, namely common and famous. Slang research on young people was also conducted by Nurhaida et al. (2022). This study examined the slang language used by young people in South Jakarta. This research showed that slang is very influential in the language used daily by young people in South Jakarta. From those studies above, researchers did not mention the slang found; they only mentioned the type and impact. Therefore, in this study, the researcher wants to fill in the gaps in writing down the slang found along with its function.

From some of the previous studies above and some gaps found, the researcher wants to fill the void or examine the novelty of slang research on social media, precisely in the TikTok application and analyze one TikTok account by including the types of slang words and explaining their functions. Then, the researcher also intends to examine the slang language used by the account, grouping it by type and then identifying its functions. The researcher examined the TikTok @Luke Franchina account, which examines the slang used in his content. Then this study uses the theory of Allan and Burridge (2006), to find out the types and functions of slang used by the TikTok @Luke Franchina account.

B. Research Questions

Based on the background of study and gaps obtained by the researcher above, the researcher formulates 2 research questions:

1. What are types of slang used by *@Luke Franchina* in his content?
2. What are functions of slang used by *@Luke Franchina* in his content?

C. Significance of The Study

Practically, this research is used to enrich the knowledge of readers, especially students majoring in English literature and future researchers who want to find out what kinds of slang or new language appear on TikTok. Knowing the phenomenon of new language that appears in social media. With

this research, readers will know what slang is deeper. It also helps us to know the function and purpose of the slang used, then provide additional knowledge for readers, both from students or further researchers, about the vocabulary of slang words that we do not know and are not left behind by language development. Then, it is expected that the reader not only knows and uses slang language but also understands the function of the language, when and where slang language can be used and should not be used.

D. Scope and Limitation

The scope of this research is sociolinguistics, because this research researches social problems, namely language that has developed and has been widely used by people. This research will analyze the language used @Luke Franchina in his motivational videos, as well as the caption in the video.

The limitation of this research is that it only focuses on one account for data collection. Data taken from @Luke Franchina's TikTok account, to provide limitations, is only taken from content in the form of motivational videos that use slang. The data taken in this study are video posts from approximately 1 year, from the beginning of 2023 until the end of 2023, which are motivational videos that use slang. Then, the data is analyzed and grouped based on the type of slang. Then, the context and intention when using the slang are examined.

E. Definition of Key Terms

This point will explain about what is slang, what is the TikTok application and who is Luke Franchina.

1. **Slang**

   Slang is informal language that used in everyday language and social media.

2. **TikTok**

   TikTok is an app for making and sharing photo and short videos (Herman, 2019).

3. **Luke Franchina**

   Luke Franchina is a TikToker who has 4.2 million followers he is a white American from St. Petersburg, Florida, United States. A funny and unique motivator, and the content contains motivational videos. Motivational videos are content that aims to inspire and encourage their audience. Motivators usually convey it in formal words, always saying don't give up, but @Luke Franchina conveys it in a different way, namely using slang words, informal words and in a funny and interesting way. So that the audience does not get bored of seeing it. https://www.TikTok.com/@lukefranchina?_t=8ioPfXT2iGI&_r=1

CHAPTER II

LITERATURE REVIEW

This chapter focuses to Literature review, which includes theoretical perspective which includes, Sociolinguistics, language types, definitions of slang, types of slang and function of slang.

A. Sociolinguistics

Sociolinguistics is the study of the relationship between language and social, sociolinguistics explains why we speak in different ways in different social contexts (Holmes & Wilson, 2022). According to Meyerhoff (2011), sociolinguistics is how each speaker uses his language, sociolinguistics is the way each person uses his language differently in different regions, sociolinguistics is how a country uses what language will be recognized in court or education. Every city, region, tribe, and ethnic culture has its own characteristics in language. Whether it's different languages, pronunciations, accents, dialects, language styles, speaking tones and others. Therefore, with these differences, each group must have its own language and have their own distinctive features. According to Georgieva (2014), explained that sociolinguistics is a science that explores language and its relationship with society, meaning that this science is related to language used to communicate between different social groups in different social situations.

That's why there are so many language types. Meanwhile, according to Wardhaugh and Fuller (2014), Sociolinguistics is the study of everyday life, how

language works in everyday conversation, what media we use, as well as the existence of policy norms and laws of the Society that handles language. Therefore, when you are in another area with different languages, sometimes the area has its own language rules. It may be a language that we consider polite and kind but when used in areas with different languages, polite language may mean impolite and should not be spoken anywhere and vice versa. Therefore, in sociolinguistic studies, it must pay attention to social aspects, how the language is interpreted and defined in the area. Sociolinguistics is not the study of facts, but the study of the idea of how social norms are related in the use of our language, (Wardhaugh & Fuller, 2014).

Sociolinguistics identifies why we speak in different ways in different social contexts, identifies the social function of language and the way language is used to convey social meaning (Holmes et al, 2022). When people speak, they sometimes also show their social identity, by the way they speak. The way we speak can give clues to others about who we are, where we come from, and sometimes indicate our social experiences. When we talk to people who are insightful and those who are not, it is easy to tell by the way they speak. Sometimes people change the way they speak or use types of language to suit the situation they are.

This research will analyze a TikTok account @Luke Franchina. @Luke Franchina always uses informal words to create a comfortable and not too rigid atmosphere. @Luke Franchina's motivational video content is shown for people who are hurt and feel insecure about themselves, therefore he uses casual

language in the form of slang, so that his viewers feel comfortable with the content. To understand online interactions in sociolinguistics, their style and content correspond to their understanding of who they are talking to (Tagg et al., 2017). Therefore, to understand online interactions and the style of content that resonates with the audience or listeners, the use of language types to liven up conversations is needed in online interactions.

B. Language Types

Language types are the interaction between language types, social meaning and language evolution as well as the development of the language system itself (Georgieva, 2014). Because social differences affect the language used, therefore many types of language are used, whether it's from language differences, dialects in speech or different language styles. Types is an inherent characteristic of all languages (Wardhaugh & Fuller, 2014). Each speaker must have their own characteristics that are a reflection of the various ways people speak in different regions or social groups. That difference is the variety of language that each person has, to signify their identity and origin. There are types in the way a speaker speaks, no one speaks the same way in the whole world (Wardhaugh & Fuller, 2014). But even though everyone has their own characteristics in language, each individual cannot arbitrarily change the language, or make his own language to be understood by each person.

According to Heydari and Barzan (2019), The term language types refers to regional, social or contextual differences in the way a particular language is

used. All aspects of language including phonemes, morphemes, syntactic structures and meanings are part of language types. Each language characterizes a person's identity, but we cannot immediately establish identity only through the language, because there are so many types of languages that people bring from each region, and also many learn the style of language from other speakers. Therefore, identity recognition is not only seen in the way people speak. Identity is not a fixed attribute of an individual or a group, but a dynamically constructed thing that emerges through social discourse and behaviour (Wardhaugh & Fuller, 2014)

C. Factors Using Language Types

Holmes and Wilson (2022), explain that there are 4 factors that influence the use of language types, namely.

1. Conversation Participants

Who is talking, and to whom they are talking. When using language types, or switching to another language because of our interlocutors, the use of language types affects when we talk to someone. For example, when who is talking to whom, such as talking to bosses, teachers, parents, will be different when we talk to friends, work partners.

2. The Setting or Social Context of The Interaction

Where we are speaking. Place also affects the way we speak, using language types, place differences will be different as well as the way we speak and use language types. When speaking in formal places, places of

worship will be different from how speakers speak in entertainment venues or other non-formal places. For this reason, it is necessary to pay attention to where we speak, because it will affect the way of speaking.

3. **Topic of Conversation**

What is being discussed? The use of different language types must also pay attention to the topic of conversation that is happening. What is being discussed, and how should we respond to those conversations. Of course, not all conversations can be responded to in the same way, this involves our attitude in responding and responding to something appropriately. For example, it is impossible when we talk about sad news or unpleasant news that we respond with pleasure.

4. **Function**

Why they are talking. In this context, the speaker should pay attention to what they are talking about, and what they are contributing to the conversation. Not just to talk, but also to know the purpose of the talk.

D. Types of Language

From several factors of the use of language types above, it shows that every time we speak, we use language types. Language types that are used in

certain contexts and not all contexts can use them, namely language types at the lexicon level, including slang, argot, jargon, register and idioms.

1. Jargon

According to Allan & Burridge (2006), jargon is the distinctive language of a trade, profession or group. This language is used in a collection of spoken or written texts. Its speakers share the same specialized vocabulary, the same pronunciation of words and the same expressions. Meanwhile, according to Haris (2017), jargon is language used in certain contexts that may not be well understood outside of that context. Jargon is usually used in the context of trade, certain professions, and academic fields.

Examples:

- *Damaged,* Damage used to express something cool and extraordinary. *Your performance damage bro*.
- *Check.* Check used to name a list or list that is fulfilled. *Go to vacation check.*

2. Argot

Argot is a language that is still assumed to be included in jargon. Quoted from Haris (2017), argot is a secret language used by some groups. This language is used so that people outside their group do not understand what they are saying.

Examples:

- *Murce*, which means cheap. (*Murce banget bajunya)*. *Very cheap clothes.*
- *Endes*, which means it's delicious. (*Endes banget baso mak igun). Really good meatballs Mak Igun.*

3. Idiom

Idioms are language that sometimes has a figurative meaning, but not all, sometimes there are also idioms that mean literally. According to the Cambridge International Dictionary (1998) quoted from Putri et al (2023), idioms are various interesting aspects of English that are commonly used both in formal and informal. Idioms are confusing language because their literal translations and meanings are sometimes different.

Examples:

- *I feel blue*, it literally means I feel blue, but it means *I feel sad*.
- *I'm learning many things, like I'm a pet and ugly.*

4. Slang

Slang is slang that is used in very informal contexts and is also sometimes used in everyday language.

Examples:

- *YOLO* refers to *You Only Live Once.*
- *Dunno* refers to *Don't know.*

YOLO is a type of acronym slang, which is an abbreviation slang that only mentions the first letter of the word. Then *Dunno* is a type

of clipping slang, which is slang in the form of abbreviations as well, but not by using the first letter in the word.

E. Slang

Based on Allan & Burridge (2006), slang is a colloquial and contemporary language. Slang is considered inferior in style compared to standard and formal languages, even slang is considered inferior to informal languages. The use of slang is used in a special sense and denotation, otherwise the vocabulary and grammar are poorly understood. Allan & Burridge explain that the beginning of the emergence of slang began in the 18th century, the use of the word slang originally referred to the criminal words.

Slang is a subset of language consisting of new words or phrases or extensions of existing terms (Zhou & Fan, 2013). Slang is usually used by people who already know each other, to make the conversation more intimate. Slang can also be used to express feelings. Thus, slang exists because there is a language, if the language is developing, slang will be developing too and the opposite (Xabibiloyevna, 2022). According to The Vulgar Tongue Green's History of Slang by Green (2015), Slang is a language that is used informally and is not considered standard in the dialect or language of the speakers. Slang is often found and refers to taboo things. Slang is the language of the counterculture, the language born on the streets, the language that is unsure of rules and ideologies (Green, 2015).

Chapman's slang theory (1988) said that slang is an idiom of choice and not an obligation to use. Most of the slang users are teenagers and gangs on urban roadsides. Slang can be divided into two, namely primary and secondary. Primary slang is the natural slang of its speakers, primary slang is a general slang expression that people use in daily communication. Slang that is already known and used by many people. Secondary slang is slang that is used to express one's attitude and mind in conveying a message. Secondary slang is also created by a group that is only understood by the group. The slang is deliberately made to communicate with group members, to make the language different from others, or to talk about confidential matters.

According to Hotten (2016), slang is not only ancient but pre-historic. This means that the use of slang has existed from time immemorial. The term slang was first introduced by lexicographer Francis Grose in 1785. Grose defined slang as unusual language or vulgar language (Fasola, 2012). According to Partridge (2004), in his book Slang Today and Yesterday, Slang has been around since 1850, Slang has become an accepted language and is used in informal everyday language. Slang is more of a spoken language than a literary language in writing. Slang is almost always derived from spoken speech.

F. Types of Slang

According to Allan and Burridge (2006), slang has 5 different types, including: fresh dan creative, flippant, imitative, clipping dan acronym.

1. Fresh and Creative

Fresh and creative slang is new words that have emerged that did not exist before and were formed as a result of imagination, creativity, and informal forms.

Example:

- *Hangry* comes from the words hungry and angry combined.

  Hangry is a word that came about because of creativity, a combination of hungry and angry.

2. Flippant

Flippant slang is used to refer to the use of words that are casual or slang made up of two or more words, that have nothing to do with the meaning.

Example:

- *John is a sugar daddy now*.

  Slang *Sugar daddy* consists of two words namely *sugar* and *daddy,* When the word is translated it has nothing to do with its true meaning.

3. Imitative

Imitative type slang is slang formed from imitating sounds.

Example:

- *Beerrrrr,* refers to the effect of being cold or feeling refreshed.

  beerrrr, the water is very cold.

  The word beerrrr is an imitation of the sound, the word beerrr describes that the speaker feels cold.

4. Clipping

This type of slang uses shortened or abbreviated words to save on writing or speaking. Abbreviate words but do not just mention the first letter.

Example:

- *Wanna*, (*I wanna go home)*.

  The word *wanna* comes from want to which is abbreviated to *wanna*, included in the type of clipping slang.

- Deadpool: "***Kinda*** lonesome back here. Yeah, little help"

  Taxi driver: "Okay, um, just, I have to keep my heands on the wheel.

  The word kinda comes from kind and of which is abbreviated to kinda, included in the type of clipping slang.

5. Acronym

A type of slang that is abbreviations that begin with the first letter of the word, its pronounced by naming each individual letter. The pronunciation of the word uses the first letter of the word.

Example:

- *LOL*, which refers to *Laugh out loud.*

The word *LOL* which means Laugh out loud is acronym slang that abbreviates a word and reads it based on its first letter.

- Wade: *"*Oops! Snagged the dry-cleaning tag off your lab coat. ***FYI****, I* could probably get you the superhero discount".

  Francis: "You are so relentlessly annoying".

  The word FYI which means For Your Information is acronym slang that abbreviates a word and reads it based on its first letter.

6. The Possibility of a New Type of Slang

The possibility of new types of slang that are not included in the 5 types of slang above will be included by researcher if she finds new types of slang.

G. Function of Slang Language Types

Based on Allan and Burridge (2006), cited from Heriansyah et al (2020), the function of slang is divided into 6 kinds including to address, to humiliate, to initiate relax conversation, to form intimate atmosphere, to express impressions, and to reveal anger.

1. To Address

The function of slang to address is to signify or address the interlocutor to keep their relationship closer, for that slang is used not for everyone, but is used by people who have a close relationship, and to maintain that closeness.

Example:

- Cameron: I'm sorry, that you and *mom* flew all the …

  Mr. Winkleloves: No, don't you ever apologize to me for losing a race like that.

  The slang word *mom* is used to address that Cameron and Tyler's mother. The use of slang mom serves to maintain a person's close relationship (Khoiriah, 2021).

2. To Humiliate

In addition to maintaining a relationship with someone, slang is also used to express feelings of dislike for others or aims to embarrass others with the words of the speaker.

Example:

- Mark: I'm under some pressure fight now with my OS class…

  Erica: You're a nerd, and I want you to know, from the bottom of my heart, that won't be true. It'll because you're an *asshole*.

  The slang word *asshole* is used to mock and humiliate Mark in conversation (Khoiriah, 2021).

3. To Initiate Relaxed Conversation

Slang is used to start a conversation to make it more relaxed, because slang is an informal word, so the use of slang is used to start or create a conversation that is relaxed, enjoyable and not formal.

Example:

- Peter: *What's up*, Mr. Delmar?

  Mr. Delmar: Hey, Mr. Parker.

The word *what's up* is a slang word in the form of a greeting to someone close which means what is happening with you or how are you. The use of this slang serves to make the conversation more relaxed and relaxed (Khoiriah, 2021).

4. To Form Intimate Atmosphere

Besides functioning to make conversations more relaxed. Slang is also used to make conversations between speakers and listeners closer, meaning that slang is used to create no social distance that limits between speakers and listeners.

Example:

- Deadpool: “Oh, Sh*t! I forgot my *ammo* bag”.

  Dopinder: “Shall we turn back?”

  Deadpool: “No, no time.

They are strangers who are in a situation that should feel close, therefore The use of the word *ammo* (Ammunition) aims to form a familiar atmosphere. The use of hose is one way to reduce social distancing and be more comfortable (Latifah, 2017).

5. To Express Impression

Slang also functions to express an impression or feeling. That is, slang is used to make the speaker more expressive in expressing his feelings, so that the expression or feeling that the speaker wants to express is conveyed to the listener.

- Example:

- *Sheesh,* Word slang used to express hard to believe something. *Sheesh, we did it.*

Sheesh said showing a feeling of unexpectation and a feeling of excitement. The use of the word *sheesh* shows the expression of the speaker is happy with the napa that the recipient of the message gets (Mistika et al., 2021).

6. To Reveal Anger

In addition to expressing impressions, slang also functions to express anger, so that the speaker's angry feelings are more powerful, more pronounced, so slang is used to help express his anger.

Example:

- Mark: Do you see any of your code on Facebook? Did I use any of your code?

  Divya: You stole our whole *goddamn* idea.

  The slang word *goddamn* means oh my god, expressing anger and not expecting that Mark had stolen his idea (Khoiriah, 2021).

7. The Possibility of a New Function of Slang

The possibility of new function of slang that are not included in the 6 functions of slang above will be included by researcher if she finds new function of slang.

CHAPTER III

RESEARCH METHOD

In this chapter focuses on the research method, which includes a research design, research instrument, data and data sources, data collection and data analysis.

A. Research Design

In this study, the researcher used a qualitative approach, because this study aims to examine slang more deeply to better understand it. This is in line with Creswell (2018), that qualitative research is research that focuses on understanding and exploring social problems. Qualitative research tries to develop a picture of the problem or issue under study (Creswell, 2018).

This research used the content analysis design model, which is a research model used for textual research. The content analysis approach model serves to examine patterns, themes, and meanings in the content to be studied. The content analysis research model can be used on data in the form of written text, documents, images, audio or video. Based on Krippendorff (2018), content analysis views data not as a representation of fictional events, but as text, images and expressions that are created to be seen, read, interpreted, and acted upon to obtain meaning. The content analysis research model is very suitable for this study because this research analyzed slang text, namely dividing it by type, and then analyzing it until it finds the meaning of the slang.

B. Research Instrument

In this study the research instrument used human instruments. Human instruments have the unique ability of being able to summarize data on the spot, then provide it to the informant and clarify or correct it (Peredaryenko & Krauus, 2013). The main researcher in this research is the researcher herself. Researcher collected the data by watching motivational videos on Luke Franchina's TikTok account.

C. Data and Data Source

The source of data from this study comes from motivational videos, captions and images containing slang language. The data comes from TikTok content @Luke Franchina, he is a motivator whose delivery is different from other motivational content, the content is wrapped in something funny and not boring, so researcher feel interested. Data taken for one year namely the beginning of 2023 to the end of 2023.

D. Data Collection

The first step is because the researcher has become a follower of the TikTok account @Luke Franchina and often watches its content. The researcher deciding to choose the account, the researcher chose videos to be researched. The researcher chose motivational videos, captions on video and images containing slang words. The Researcher watches motivational videos to get data, after obtaining the relevant data, then the researcher records the data by taking pictures, notes and screenshots of captions from the @Luke Franchina

account. The researcher double-checked by watching the video repeatedly to make sure no data is missed. From the data that has been documented and collected, the researcher categorized based on the types and analyzed functions of slang.

E. Data Analysis

To answer the research question, the researcher needed several processes. After the data is collected, the researcher classified it based on the theory of the types of slang Allan and Burridge (2006) based on five types of slang, namely fresh and creative, flippant, imitative, clipping and acronym. After classifying the five types of slang, the researcher analyzed the functions of the various slang based on six types of functions according to Allan and Burridge (2006), namely, to address, to humiliate, to initiate relaxed conversation, to form intimate atmosphere, to express impression and to reveal the anger. After obtaining the types of slang and then explaining their functions, the researcher makes conclusions from the findings.

CHAPTER IV

FINDINGS AND DISCUSSION

In this chapter, contained findings and discussion of the research. First researcher focuses in findings on the analyzed the data. Then, the discussion focuses the result of the data analysis.

A. Findings

After watching all of @Luke Franchina's motivational videos from the beginning of 2023 to the end of 2023, the researcher found 47 slang words used in his motivational videos. After all the data were collected, the researcher categorized them based on the 5 types and 6 functions of slang according to Allan and Burridge (2006).

In analyzing the data, the researcher presented the data by displaying it in the form of slang words and then providing the context of the sentence, and the analysis. The data will be displayed and explained below.

1. Types of Slang Language Used by @Luke Franchina

The researcher found all types of slang based on Allan and Burridge's theory (2006), from all the types found, there are 5 words that have repetition in different sentences. Of the 47 data found, the most dominant type is Fresh and Creative with 27 slang, then the least is clipping with only 1 slang, and

the other is imitative 10 slang, flippant 2 slang, and acronym 7 slang these types are explained and analyzed below.

a. Fresh and Creative

Fresh and creative is one type of slang proposed by Allan and Burridge (2006), this slang is called fresh and creative because the words are fresh or come from something new. This type of slang comes from vocabulary that has not existed before or is formed from imagination, creativity and informal forms (Budiasa et al., 2021).

In this study, the researcher found 4 fresh and creative slang, but 2 of the 4 slang were repeated several times in different sentences, the 2 slang *bestie* has 23 repetitions and *Oh, my gawd* has 2 repetitions and explained and analyzed below.

Table 4.1 Types of Slang Fresh and Creative

No	Slang	Description
1	Bestie	Best friend
2	Ick	"Ilfeel"
3	Oh, My Gawd	Oh My God
4	Heck	Hell

1) Bestie

*"**Hi Bestie**, I hope you're doing wonderful things today".*

In the context of the video, @Luke Franchina greets his followers as Hi *bestie* hoping that his best friend or followers are doing good today, @Luke Franchina always starts his video with a Hi *bestie* greeting, to indicate or assume that his followers are his

best friends. In some other contexts, the word *bestie* is used to greet and address his followers as close to him.

The word *bestie* comes from the word best friend which is changed, *besti* is a word that has recently been widely used on social media and in everyday life. The word is something new and creative. Hi *besti* is included in the slang Fresh and Creative, according to Allan and Burridge (2006), because *bestie* is the word fresh or comes from something new.

@Luke Franchina uses the word *bestie* because it is more familiar and more modern than the word best friend, *bestie* is more widely used by all from various circles now. The use of the word is to attract the audience to be closer and less formal.

The word *bestie* is a word that is often used by @Luke Franchina in starting his videos, this word is used to greet and also signify his followers as his friends. The word *bestie* is used to make the relationship between @Luke Franchina and his followers closer because they are strangers @Luke Franchina uses the word bestie to indicate that he is his follower's best friend. This word is repeated @Luke Franchina 23 times in different sentences and will be provided in appendix.

2) Ick

*"Don't trust your ex, they dated other people after you, ew **ick**".*

In the context of the video, @Luke Franchina told his followers or best friends that don't keep thinking about her ex-boyfriend, because he is definitely dating someone else. @Luke Franchina uses the word *ick* to indicate that @Luke Franchina feels dislike or disgust for his best friend's ex-boyfriend, to support his best friend to move on from her ex-boyfriend.

The word *ick* is a new word, not many people use it, or in other words, *ick* is a fresh word. *Ick* means dislike or embarrassment, @Luke Franchina uses the word *ick* coupled with his insulting expression, so that it supports the message he wants to convey so that the audience is more affected by his message.

The word *ick* categorized as slang fresh and creative, according to Allan and Burridge (2006), because *ick* comes from something creative and the word that is recently used today. In the video, the word *ick* is used to further support @Luke Franchina's expressions so that his message is more powerful and resonates more with his audience.

3) Oh, My Gawd

- *"Everything about you, gorgeous, amazing, perfect **oh, my gawd** heeehh".*

The context of the sentence is @Luke Franchina is praising his best friend or followers to motivate his followers not to feel insecure. Then complimenting with the words gorgeous and amazing and adding the word *Oh, My Gawd* to boost their confidence.

@Luke Franchina uses the word *Oh, My Gawd* to express how incredible his followers are. *Oh, My Gawd* is a word derived from *Oh, My God*. The word *God* is changed into *Gawd* to add a sense of excitement to the message he wants to convey. The word *Oh, My Gawd* is included in the fresh and creative, according to Allan and Burridge (2006), because the word *Gawd* is something new, it is a made-up word by @Luke Franchina that came from his creative mind.

@Luke Franchina changed the word *God* to *Gawd* to make the impression that he was amazed at how gorgeos his friends were, so that they would not feel insecure anymore. The word change is also used to attract more listeners to listen to his motivation because it uses a relaxed and unique word.

The sentences above have the purpose which is to make followers not feel insecure anymore. @Luke Franchina wants to express how gogeous and perfect his friend. This word is

repeated @Luke Franchina 2 times in different sentences and will be provided in appendix.

4) Heck

"***What the heck**, why you mad at yourself for making a mistake honey*?".

Next is the word *heck*. In the context of the above sentence is @Luke Franchina is angry at his followers or best friends who are angry at themself for making mistakes. @Luke Franchina conveyed that it's okay to make mistakes and it's natural, so never get angry with yourself and punish yourself.

@Luke Franchina replaced the word *hell* with the word *heck*, thus becoming "*What the heck*" to convey that he is angry with his followers if they are angry with themself. Slang *what the heck* belongs to the fresh and creative type because *heck* comes from the word *hell*. According to Allan and Burridge (2006), Fresh and creative is slang for fresh or comes from something new because it is a word formed from the word creativity and something fresh.

@ Luke Franchina changed the word *hell* to *heck* to make his words less harsh on his followers. He changes the word but still conveys it with a supportive expression, so that the harsh word

is covered but the meaning and emotion can still be conveyed to his followers.

b. Flippant

Flippant is a slang word consisting of 2 or more words. Slang words whose literal meaning has not connected with the actual meaning (Allan & Burridge, 2006). In this study, the researcher found 2 flippant slangs.

Table 4.2 Types of Slang Flippant

No	Slang	Description
1	Check out	Buy
2	Bare minimum	Minimum standard

1) Check Out

*"I decide to **check out** this one".*

The above sentence has context, @Luke Franchina shared that he had just bought an item that he wanted to give to his best friend. He told me about choosing the item to give which he bought at the online store.

The word *check out* means buy, this word is a popular word used especially for online purchases. The word *check out* is part of flippant slang types based on Allan and Burridge (2006), which is slang that is more than one word. The word *check out* here consists of 2 words, namely *check* and *out*, but in the context of the sentence above, *check out* has the meaning of buying.

@Luke Franchina uses the word because *check out* is the current trend language that many people already use. The use of the *word check* out is usually used when making online purchases, which is replacing the word buy with the word check out.

2) Bare minimum

*"Aww, you wanna settle **bare minimum**? No, you don't!".*

In the context of the above sentence@Luke Franchina forbids his friends or followers to have a partner who is *bare minimum.* The meaning of *bare minimum* here is low standards, or wanting to accept someone as they are, @Luke Franchina prohibits this because we need love and need gifts.

The word *bare minimum* consists of 2 words, namely *bare* and *minimum* which in this context has a minimum standard meaning, but if interpreted one by one, in the English dictionary the word *bare* means empty, and the word *minimum* means minimal. The actual meaning does not connect with the meaning to be conveyed.

Bare minimum is included in the flippant type slang based on the theory of Allan and Burridge (2006), which is slang that is more than 2 words whose literal meaning has nothing to do with the intended meaning of the word. @Luke Franchina uses the word *bare minimum* to make his message less serious. The word

bare minimum is also now being widely used on social media, the word is more familiar and often used by people.

c. Imitative

Imitative type slang is slang formed from imitating sounds (Allan & Burridge, 2006). Imitative slang is slang formed from imitation of sounds that have no meaning, meaning that this slang is a supporting word to support the meaning to be conveyed to be more powerful.

In this study, the researcher found 6 types of imitative slang, but 2 of them has repetition of words in different sentences. That word are *heeeh!* 4 times, and the word *hihihi* 2 times, and explained and analyzed below.

Table 4.3 types of slang Imitative

No	Slang	Description
1	Hmm…	Hmm…
2	Aww…	Aww…
3	Eww…	Eww…
4	Heeeh!	Heeeh!
5	Sheesh!	Sheesh!
6	Hihihi	Hihihi

1). Hmm…

"***Hmm,*** *my bestie, I wonder if they're okay".*

In the context of the above sentence@Luke Franchina can't sleep and think about his best friend or followers, hope that they

are okay, and motivate his friends that they are amazing. The motivation aims to reduce insecurity in his friends.

The word *hmm* in the sentence indicates that @Luke Franchina pondered for a moment to think about his best friend, and gave a sign, that they are not alone. The word *hmm* is included in imitative slang based on Allan and Burridge (2006), which is an imitation of a sound that has no meaning or only as a supporting word.

@ Luke Franchina uses the word *hmm* to further support his feelings, showing his followers that he really thinks about them. The word *hmm* is used to support the meaning that @Luke Franchina wants to convey.

2). Aww…

***"Aww**, you wanna settle bare minimum?*

The context of the sentence above is Franchina's @Luke that forbids his friends or followers to choose a partner as they are. He forbade his best friend to accept a partner whose standards were below theirs, because @Luke Franchina said that his best friend needed appreciation and gifts.

The word *aww* is a supporting word to express that he is not willing, or disliked, with the word *aww*, he expresses his meaning more. The word *aww* is included in imitative slang,

which is an imitation of sounds that have no meaning (Allan & Burridge, 2006).

The use of the word *aww* is used to support the message that @Luke Franchina conveyed to his friends, with additional supportive expressions when saying *aww.*

3) Eww…

"*You're sad about a man right now?* ***Eww****, that's disgusting hahahha*".

The context of the sentence above is @Luke Franchina mocking his followers or best friends who are still sad because they are still thinking about her ex-boyfriend. The purpose of his saying that is to motivate his followers not to think about her ex-boyfriend anymore so that they move on.

The use of the word *eww* to show that @Luke Franchina feels disgusted if there is still someone sad and has not moved on to her ex-boyfriend which aims to motivate his best friend to move on from her ex-boyfriend. The word *eww* belongs to the type of Imitative slang based on theory Allan and Burridge (2006), slang derived from imitations of sounds that have no meaning. The word *eww* is an imitation of sounds that have no meaning, or only as a support for expressions.

@Luke Franchina uses the word *eww* to add power to his sentences, so that the meaning conveyed is more felt by his

followers. The pronunciation of the word *eww* is also added with @Luke Franchina's supportive expression, so the message behind the word *eww* is conveyed to his followers.

4) Heeeh!

*"Stop being sad **heeeh**!"*

The context of the sentence above is @Luke Franchina is angry at his followers who always feel sad, he asks his followers or best friends to stop feeling sad. He gets angry or doesn't like it when his followers or friends feel sad, because he feels that his job is to entertain his followers as a funny motivator.

The use of the word *heeeh* aims to add to the expression of anger @Luke Franchina. The word *heeeh* categorized into Imitative slang based on Allan and Burridge's (2006) theory, which is slang derived from sound imitations that have no meaning. The word *heeeh* is an imitation of a sound that has no meaning

The use of the word *heeeh!* aims to make his followers understand that @Luke Franchina is really angry and upset if his followers feel sad. The word *heeeh!* Used to further bring out the emotions of @Luke Franchina so that they stop feeling sad.

The word *Heeeh!* also experiencing repetition below. All the contexts of this sentence are the same, that is, @Luke Franchina feels angry at his followers who always feel sad because they are insecure, according to @Luke Franchina, his followers are very gorgeous and perfect. The use of the word *heeeh!* To support his expression that revealed that he felt angry and furious. This word has repetition 4 times and provided in appendix.

5) Sheesh!

Hi bestie, i'm just thinking of you, how gorgeous and perfect you are ***sheesh!***

The context of the sentence above is @Luke Franchina feels resonant with his followers. He compliments his followers that they are gorgeous and perfect.

The word *sheesh!* give an expression of resonance from @Luke Franchina. The word *sheesh* categorized into Imitative slang based on Allan and Burridge's (2006) theory, which is slang derived from sound imitations that have no meaning. The word *sheesh* is an imitation of a sound that has no meaning.

The use of the word s*heesh!* aims to make his followers understand that @Luke Franchina feels anxious and can't stand how gorgeous and perfect his followers are.

6) Hihihi

Hi bestie, happy valentine's day ***hihihi.***

The context of the sentence above is @Luke Franchina wishing his followers a happy Valentine's Day. He said it with a happy tone and feeling so that his happy energy would spread to his followers.

The word *hihihi* is a word to give an expression of pleasure and happiness from @Luke Franchina. The word *hihihi* categorized into Imitative slang based on Allan and Burridge's (2006) theory, which is slang derived from sound imitations that have no meaning.

@Luke Franchina adds the laughing expression *hihihi* to show his followers that he is happy and pleased. He shows that happiness by using the word *hihihi*, so that his followers also feel happy and happy. This word has repetition 2 times and the sentences provided in appendix.

d. Clipping

This type of slang uses shortened or abbreviated words to save on writing or speaking (Allan & Burridge, 2006). Slang clipping is a word that is changed by removing some letters to make them shorter.

In this study the researcher found 1 clipping slang, which is least slang, explained and analized below.

Table 4.4 Types of Slang Clipping

No	Slang	Description
1	B’day	Birthday

1) B’day

“*Give ur bestie some **b’day** luv”.*

The context of the sentence above is that @Luke Franchina wants his friends or followers to always celebrate happy days with their friends too, to share affection. He said that celebrating special days is important.

The word *b'day* means birthday. *B'day* is a familiar abbreviation, because the word has been widely used on social media and in everyday life. *B’day* included in slang clipping according to Allan and Burridge (2006), which abbreviates the word *birthday* to *b'day***,** That is to shorten the word what spelling is to be shorter.

B'day is slang used by young people. The abbreviation of the word makes the sentence more informal. @Luke Franchina uses slang words that are in vogue among young people, so that the message he conveys is heard.

e. Acronym

A type of slang that is abbreviations that begin with the first letter of the word, its pronounced by naming each individual letter (Allan &

Burridge, 2006). Acronym slang is different from clipping, because acronym slang abbreviates words by using the first letter of the word.

In this study, the researcher found 6 acronym slangs, but one of them has 2 times repetitions, so there were 7 acronym slang in total. The word that has repetition is the word *OMG*, explained and analyzed below.

Table 4.5 types of slang Acronym

No	Slang	Description
1	ILY	I Love You
2	IDK	I Don't Know
3	OMG	Oh My God
4	TY	Thank You
5	LMK	Let Me Know
6	TBH	To Be Honest

1) ILY

*"You're amazing and **ILY**".*

The context of the sentence above @Luke Franchina gives praise to build enthusiasm for his followers or friends because they have survived the problems they have gone through so far. @Luke Franchina wants to show his followers or friends that he cares and loves them, to build their spirits and so they don't feel alone.

The word *ILY* stands for *I Love You,* the word is a type of slang acronym according to Allan and Burridge's theory (2006), which abbreviates a short sentence into one word by taking the first letter, namely *I Love You* into *ILY*. This abbreviation does not affect from the true meaning.

ILY is a popular abbreviation that many people use, especially teenagers. This abbreviation is widely used on social media, sending messages or daily conversations. @Luke Franchina uses the word *ILY* which is a slang word that is popular with young people, so that the message he conveys is heard.

2) IDK

"*IDK*, *but I tried to find her after she was gone by the time".*

The context of the sentence above is @Luke Franchina telling his followers or friends that he is looking for his ex-girlfriend. He tried to find his ex-girlfriend who disappeared somewhere, but he couldn't find her.

The word *IDK* means *I don't know* which is abbreviated, the word is a type of acronym slang according to Allan and Burridge (2006), namely abbreviated by taking the first letter of the word, which originally was *I don't know* to *IDK.*

IDK is a popular abbreviation that many people use, especially teenagers. This abbreviation is widely used on social media, sending messages or daily conversations. @Luke Franchina uses the word *IDK* is a slang word that is being favored by young people, so that the message he conveys is heard.

3) OMG

"*How gorgeous and perfect you are,* ***OMG****".*

Furthermore, the context of the sentence above tells that @Luke Franchina is praising his followers or friends to build confidence in his friends. He intends to build their confidence so that they don't feel insecure anymore.

The word *OMG* means *Oh, My God*, the word shows that @Luke Franchina can't believe that he has such an amazing friend. *OMG* categorized as the acronym slang based on theory Allan and Burridge (2006), namely abbreviated by taking the first letter of the word.

OMG is a popular abbreviation that many people use, especially teenagers. This abbreviation is often used on social media, sending messages or in daily conversations. *OMG* is used to express that the speaker cannot believe or is surprised by something. @Luke Franchina uses the word *OMG* to show how unbelievable he is to have such an amazing friend. *OMG* is a slang word that is currently favored by young people, @Luke Franchina uses the word so that the message he conveys is heard. The word *OMG* has repetition 2 times and provided in appendix.

4) TY

"***TY**, for staying and I'm glad ur here".*

The context of the sentence above is @Luke Franchina thanking his followers or friends who have survived for their life. He also revealed that he is proud of his followers or friends.

The word *TY* is a slang acronym which means *Thank You*. *TY* gets into acronym slang based on Allan and Burridge's theory (2006), which abbreviates a sentence with the first letter.

TY is a familiar and widely used abbreviation. This abbreviation is often used on social media, or in thank you messages. @Luke Franchina uses these abbreviations because they are modern words that are widely used. The use of modern abbreviations is to balance the audience, which is mostly young people who like to use slang.

5) LMK

"*Try it urself and **LMK**".*

The context of the sentence above is @Luke Franchina telling his followers or friends to try new things to add activities and avoid heartache. @ Luke Franchina shares his experience of trying new things after heartbreak. He wants his followers to follow his advice, to try new things and then let him know.

The word *LMK* stands for *Let Me Know. LMK* enter the acronym type slang which abbreviates the sentence with its first letter, based on the theory of Allan and Burridge (2006).

LMK is an invitation for followers to tell @Luke Franchina, so that his followers will be motivated to do the same, namely trying new things and telling them. *LMK* is a familiar abbreviation. *LMK* is

a slang word that many young people already know, @Luke Franchina uses the word so that the message he conveys is heard.

6) TBH

*"8pm seems more reasonable **tbh"**.*

The above sentence means that @Luke Franchina does not want to stay up late on New Year's Eve, to influence his best friends or followers to do the same with him, because staying up late is useless. His words were also meant to comfort his followers who were sad that they didn't have any events on New Year's Eve.

The word *TBH* stands for *To be honest* which is included in clipping slang, which is slang that abbreviates using the first letter based on the theory of Allan and Burridge (2006).

TBH is an abbreviation that is familiar and widely used. TBH is a slang word that many young people already know, @Luke Franchina uses the word so that the message he conveys is heard.

2. Function of Slang Language Used by @Luke Franchina

The researcher found all functions based on Allan and Burridge's (2006) slang theory, of all the functions found, the most commonly found function is to initiate relax conversation which amounts to 18 slangs. Then the least used function @Luke Franchina, namely to humiliate, is only found 1 slang.

a. To Address

The function of slang to address is to signify or address the interlocutor to keep their relationship closer (Allan & Burridge, 2006). Therefore, slang is used not for everyone but is used by people who have a close relationship, and to maintain that closeness.

In this study, the researcher only found 1 word function to address, namely the word *bestie*, but this word was used repeatedly 5 times. From the 5 repetitions, the function and purpose of @Luke Franchina's are the same, which is to address his followers as his *bestie*. It aims to build a close relationship between @Luke Franchina and his followers.

1) Bestie

*"Merry christmas **bestie**".*

In the context of the sentence above, @Luke Franchina wishes his followers a Merry Christmas, he wants them to be happy on christmas day and no one is sad. *Bestie* is a greeting used by @Luke Franchina to indicate that his followers are his best friends, he uses the word *bestie* to address his followers.

As in the theory of Allan and Burridge (2006), the function of this slang is used for people who have close relationships. For this reason, the word *bestie* is used to make @Luke Franchina closer to his followers. From the 5 words repetition, the word *bestie* has the same purpose, namely to signify that he is a friend of his followers or viewers of his content, because @ Luke Franchina and his

followers are strangers, so he uses the word *bestie* to his followers to think of them as his friends.

b. To Humiliate

In addition to maintaining a relationship with someone, slang is also used to express feelings of dislike for others or aims to embarrass others with the words of the speaker (Allan & Burridge, 2006). In this study, the researcher found only one function of to humiliate, namely the word ick, and will be explained and analyzed below.

1) Ick

"*Don't trust your ex, they dated other people after you, ew* ***ick"***.

Ick is a word that @Luke Franchina uses in his content to express his dislike for someone. The use of the slang ick to give the effect that he really doesn't like it if his followers still remember about their ex, and to motivate them to move on from their ex.

The word *ick* enters into the function of humiliate acroding to Allan and Burridge's theory (2006), seen from the intention and purpose of @Luke Franchina, which is to embarrass his followers who are still thinking about her ex-boyfriend and to show dislike.

According to @Luke Franchina, someone who still thinks about her ex-boyfriend is embarrassing, therefore he uses the word ick to emphasize to his best friend that it is a shameful thing.

c. To Initiate Relax Conversation

Slang is used to start a conversation to make it more relaxed, because slang is an informal word. The use of slang is used to start or create conversation that is relaxed, enjoyable and not formal (Allan & Burridge, 2006).

In this study, the researcher found 1 slang and has 18 repetition in different sentences so the total is 18 slang. That function is to initiate relax conversation explained and analyzed below.

Table 4.6 Function to Initiate Relax Conversation

No	Slang	Description
1	Hi Bestie	Hallo best friend

1) Hi Bestie

- ***Hi bestie****, I don't know where you are right now, but all I wanna say I'm* gonna *give you all of the love in the world.*

The contexts of the sentence above are @Luke Franchina giving encouragement and support to his friend. @Luke Franchina said that they will definitely have a good day, and he will always be there and always give love.

In this sentence, @Luke Franchina begins with the word *hi bestie*, the word aims to initiate a relaxed conversation between @Luke Franchina and his followers, making the atmosphere more relaxed.

Hi besti initiate conversation more informal. The use of informal words is used to make the conversation more relaxed and less serious. Allan and Burridge (2006), argue that the use of slang with this function aims to make the chat more enjoyable.

@Luke Franchina uses slang so that his conversation with his followers is not too serious to create a pleasant conversation, because @Luke Franchina is strangers to his followers, he wants to build closeness by talking informally and building relaxed conversations.

d. To Form Intimate atmosphere

Besides functioning to make conversations more relaxed. Slang is also used to make conversations between speakers and listeners closer, meaning that slang is used to create no social distance that limits between speakers and listeners (Allan & Burridge, 2006).

In this study, the researcher found 9 slangs that function to form intimate atmosphere, explained and analyzed below.

1) Oh, My Gawd

- "*Everything about you, gorgeous, amazing, perfect* ***oh my gawd*** *heeehh*".

The contexts of the above sentence is @Luke Franchina praising his best friend or followers to motivate his followers not to feel insecure. Then complimenting with the words gorgeous and amazing and adding the word *Oh, My Gawd* to increase their confidence.

The word *oh, my gawd* categorized into the function of slang to intimate atmosphere according to Allan and Burridge (2006), seen from the purpose of @Luke Franchina, which is to make the atmosphere more intimate. The slang *Oh, My Gawd* is used by @Luke Franchina in his videos to provide a more intimate atmosphere with his audience.

Based on Allan and Burridge (2006), this function is also used to make the atmosphere more intimate and closer between him and his best friends. The slang also serves to make him and his followers good friends, because they don't speak formally like strangers.

2) B'day

"*Give ur bestie some **b'day** luv".*

The context of the sentence above is that @Luke Franchina wants his friends or followers to always celebrate happy days with their friends too, to share affection. He said that celebrating special days is important.

The above sentence is an informal sentence because it uses several abbreviations such as *ur, b'day* and *luv.* In the context of the sentence above*, ur* means your and *luv* has the meaning of love.

These words are part of the clipping slang and function to make sentences informal, the goal is to create a formal

atmosphere so as not to be awkward. Like the function of slang to initiate relax conversation according to Allan and Burridge (2006), namely to create a relaxed and comfortable atmosphere.

3) IDK

"*IDK, but I tried to find her after she was gone by the time".*

The context of the sentence above is @Luke Franchina telling his followers or friends that he is looking for his ex-girlfriend. He tried to find his ex-girlfriend who disappeared somewhere, but he couldn't find her.

IDK stands for *I Don't Know,* which is acronym type slang. The use of abbreviations aims to make the sentence less formal and make the conversation more relaxed based on function to initiate relax conversation acoording to Allan and Burridge (2006).

@ Luke Franchina uses the abbreviation *IDK* to make the sentence more formal and the atmosphere more relaxed, so that the listener listens in a relaxed and casual manner.

4) LMK

"*Try it urself and **LMK**".*

The context of the sentence above is @Luke Franchina telling his followers or friends to try new things to add activities and avoid heartache. @Luke Franchina shares his experience of

trying new things after heartbreak. He wants his followers to follow his advice, to try new things and then tell him.

In the context above, *LMK* slang functions to initiate relax conversation based on Allan and Burridge's (2006) theory. The use of this slang aims to make sentences more informal, because in that context @Luke Franchina commands his followers to try new things.

The word *LMK* stands for Let me know, included in the acronym type slang. @Luke Franchina and his followers are strangers, for that he tries to make his sentences more relaxed when commanding his followers.

5) TBH

*"8pm seems more reasonable **tbh"**.*

The above sentence means that @Luke Franchina does not want to stay up late on New Year's Eve, to influence his best friends or followers to do the same with him, because staying up late is useless. His words were also meant to comfort his followers who were sad that they didn't have any events on New Year's Eve.

The word *TBH* stands for To be honest, the abbreviation is included in acronym type slang that aims to make conversations more relaxed according to Allan and Burridge's theory (2006).

@Luke Franchina wants to influence his followers who don't have any activities to do the same thing as him, which is sleep. He wants his followers not to feel sad because he is the same. @ Luke Franchina makes the atmosphere more relaxed because they are stangers, this aims to make what @Luke Franchina says be heard by his followers.

6) Check out

*"I decide to **check out** this one".*

The above sentence has context, @Luke Franchina shared that he had just bought an item that he wanted to give to his best friend. He told me about choosing the item to give which he bought at the online store.

In the oxford dictionary check out means to check, or out, in the context of the above sentence, *check out* means to *buy*.

The word *check out* is a flippant type slang that serves to form initiate relax conversation, based on a theory from Allan and Burridge (2006), which is to make @Luke Franchina closer to his followers.

The use of the word *check out* aims to make the conversation more casual and informal. In the context of the sentence above, @Luke Franchina wants to buy gifts for his best friend and tell his followers, @Luke Franchina positions himself as a listener and speaker for his followers, he is not awkward and always tells

his audience informally to ask them to do the same to @Luke Franchina.

7) Bare minimum

*"Aww, you wanna settle **bare minimum**? No, you don't!".*

In the context of the above sentence@Luke Franchina forbids his friends or followers to have a partner who is *bare minimum.* The *bare minimum* here means low standards, or wants to accept someone as they are, @Luke Franchina forbids this because we need love and need gifts.

The word *bare minimum* is a flippant type slang that serves to form initiate relax conversation, based on a theory from Allan and Burridge (2006), which is to make @Luke Franchina closer to his followers.

As explained above, @Luke Franchina uses informal words to make himself close to his followers, as in the context in the sentence above, that @Luke Franchina forbids his followers to settle *bare minimum* or *minimum standard*, even though the case @Luke Franchina is a stranger to his followers. The use of the word informal *bare minimum* to make the atmosphere more relax, so that @Luke Franchina's motivation and intentions are accepted by his followers.

8) ILY

*"You're amazing and **ILY**".*

The context of the sentence above @Luke Franchina gives praise to build enthusiasm for his followers or friends because they have survived the problems they have gone through so far. @Luke Franchina wants to show his followers or friends that he cares and loves them, to build their spirits and so they don't feel alone.

@Luke Franchina uses the word *ILY* which stands for *I Love You*, which is slang that falls into the type of acronym slang. In the context of the sentence above, the slang is included in the function of to form intimate atmosphere based on Allan and Burridge (2006), because judging from the purpose of @Luke Franchina's. In that context he wants to express his feelings, for that he makes an intimate atmosphere so that the message he wants to convey is received by his followers.

9) TY

"***TY**, for staying and I'm glad ur here".*

The context of the sentence above is @Luke Franchina thanking his followers or friends who have survived for their life. She also revealed that she is proud of her followers or friends.

TY stands for *Thank You*, this word is abbreviated to make the sentence more informal. The use of the word *TY* is used to make sentences more informal and more intimate, as the theory

put forward by Allan and Burridge (2006), which aims to eliminate the distance between speaker and listener.

In the context of the sentence above, @Luke Franchina tries to make the atmosphere of his conversation more intimate, so that the feelings between his followers become more intimate.

e. To Express Impression

Slang also functions to express an impression or feeling. That is, slang is used to make the speaker more expressive in expressing his feelings, so that the expression or feeling that the speaker wants to express is conveyed to the listener (Allan & Burridge, 2006).

In this study, the researcher found 7 slangs that function to express impression, explained and analyzed below.

1) Hmmm

"***Hmm,*** *my bestie, I wonder if they're okay".*

In the context of the above sentence @Luke Franchina can't sleep and think about his best friend or followers, hope that they are okay, and motivate his friends that they are amazing. This motivation aims to reduce the sense of insecurity in his friends.

The use of the slang *hmm* is used to indicate that @Luke Franchina is thinking, and in this context he thinks about his followers, the word *hmm* is a supporting word to show his expression when thinking or serves to express his impression.

Allan and Burridge (2006), argue that the use of slang that serves to express impressions aims to make conversations more expressive and lively.

@Luke Franchina uses the word *hmm* at the beginning of his sentence to indicate that he is thinking, then states that he is thinking about his followers, hmmm helps to show more expression and feelings @Luke Franchina.

2) Aww

***"Aww**, you wanna settle bare minimum?*

The context of the sentence above is Franchina's @Luke that forbids his friends or followers to choose a partner as they are. He forbade his best friend to accept a partner whose standards were below theirs, because @Luke Franchina said that his best friend needed appreciation and gifts.

The word *aww* is slang that serves to express feelings, based on Allan and Burridge (2006), to make the conversation more expressive. In the context of the sentence above, the word *aww* is used to express his feelings that he feels disliked, or disagrees if his best friend settles bare minimum for his partner later.

@ Luke Franchina uses the word *aww* to support the meaning of the sentence becomes more powerful and his feelings are conveyed to his followers.

3) Eww

"*You're sad about a man right now?* ***Eww****, that's disgusting hahahha".*

The context of the sentence above is @Luke Franchina mocking his followers or best friends who are still sad because they are still thinking about their ex. The purpose of his saying that was to motivate his followers not to think about their ex-boyfriends anymore so they can move on.

@Luke Franchina uses the slang *eww* to show that he doesn't like something and feels it's inappropriate. The use of the slang *eww* is to show his feelings of disgust and express that it is disgraceful and inappropriate, based on Allan and Burridge (2006), to make the conversation more expressive.

Eww is a auxiliary word used to show his feelings to be more expressive and look completely disliked. The word *eww* serves to make the sentence more powerful and the message and feelings conveyed to his followers.

4) OMG

"*How gorgeous and perfect you are,* ***OMG****".*

The context of the sentence above is @Luke Franchina praises his followers so that his followers do not feel insecure about themselves anymore. He intends to build their confidence so that they don't feel insecure anymore.

The word *OMG* is a complement to express @Luke Franchina's feelings, based on function to express impression from Allan and Burridge (2006), to make the conversation more expressive.

@Luke Franchina feelings of pride and not expecting that his followers are so gorgeous and perfect. The word *OMG* stands for *Oh My God*, the use of the word so that the message conveyed by @Luke Franchina can be felt by his followers.

5) Hihihi

- *Hi bestie, happy valentine's day* ***hihihi.***

The context of the sentence above is @Luke Franchina wishes happy Valentine's Day to his followers with pleasure.

The word *hihihi* is a supporting word to express the joy and happiness of @Luke Franchina to his followers. The word *hihihi* is included in the slang function to express impression based on Allan and Burrdige (2006), which is to make sentences more expressive.

@Luke Franchina uses the word *hihihi* to indicate that he is happy on Valentine's Day, he wants the happy energy he feels to rub off on his followers.

f. To Reveal Angel

In addition to expressing impressions, slang also functions to express anger. The speaker's angry feelings are more powerful, more

pronounced, so slang is used to help express his anger (Allan & Burridge, 2006).

In this study, the researcher found 6 slangs that function to reveal anger. The word heeeh! Has 4 times repetition, explained and analyzed below.

1) Heeeh!

- "*Stop being sad* ***heeeh!".***

The context of the sentence above is @Luke Franchina is angry at his followers who always feel sad, and did not realize how gorgous and perfect they were. Therefore, @Luke Franchina is angry because her followers still feel insecure and sad.

The slang *heeeh!* here is used to show feelings of anger or emotion to his followers who always feel sad, showing that he is angry if his best friends who feels sad. According to Allan and Burridge (2006), this function is used to make conversations more powerful.

The use of the word heeeh! To support @Luke Franchina to express his feeling, the expression of angry feelings to followers or friends to be more expressive and emotional. The use of slang *heeeh*! serves to let his followers know that @Luke Franchina is

angry with his sad followers. This word has 4 repetition and provided in appendix.

2) Heck

"***What the heck****, why are you mad at yourself for making a mistake honey?*".

In the context of the above sentence is @Luke Franchina is angry at his followers or best friends who are angry at themself for making mistakes. @Luke Franchina conveyed that it's okay to make mistakes and it's natural, so never get angry with yourself and punish yourself.

The use of the word *heck* is used to support in expressing his feelings to be more powerful and emotional such as Allan and Burridge's slang theory (2006). @Luke Franchina wants to show his followers if he is angry when his followers are angry with himself.

3) Sheesh!

Hi bestie, i'm just thinking of you, how gorgeous and perfect you are ***sheesh!***

The context of the sentence above @Luke Franchina thinks about how gorgoeus his followers are, but his followers still feel insecure, for that at the end of the sentence @Luke Franchina reveals that he is angry with his followers.

The word *Sheesh*! it is a supporting word used to support @Luke Franchina's feelings of anger his followers. Based on Allan and Burridge (2006), this function is used to show more powerful emotions.

@Luke Franchina wants to show that he is really angry with his followers who feel insecure, even though they are already gorgous and perfect.

B. Discussion

The researcher found all types of slang words used in motivational videos from several studies. There are 5 slang types: fresh and creative, flippant, imitative, clipping, and acronym.

Table 4.7 types of slang language

No	Types of slang language	Frequency
1	Fresh and Creative	27
2	Flippant	2
3	Imitative	10
4	Clipping	1
5	Acronym	7
Total		47

From the 5 types of slang found, the researcher found the most dominant type, which is Fresh and Creative, with 27 slang and 23 of them are repeated *bestie* words, and the other 2 times, the repeated word is *Oh, my gawd.*

This aligns with research from Putri (2023), which found 22 slang, and fresh and creative slang is the most dominant type, amounting to 8 slang. Fresh and creative were also found to be the most dominant in research conducted by Mulyantini (2023), namely researching conversations in a podcast and using many new and up-to-date slang words such as *buddies, missus*, etc. Fresh and creative is trending slang or trending words, by using it making videos more interesting for young people (Mulyantini, 2023).

Fresh and Creative *bestie* is widely used @Luke Franchina in his motivational videos to bring @Luke Franchina and his followers closer. Based on Mulyantini (2023), fresh and creative slang is updated in every generation and time. Therefore, because fresh and creative is an up-to-date language, many young people use it to avoid being left behind in language development.

Sudiyanti (2017), also found different results from this study, which found the most dominant imitative amounting to 141 slang. The difference in the results of this study with some of the previous studies above is due to differences in objects that influence.

Research from Ardianata et al. (2022) is also contrary to this study, which only found 2 fresh and creative in Valkyrae's live chat on YouTube. This is because the difference in the research object also determines the research results. This research was conducted on a TikTok platform, while research from Ardianata et al (2022) was taken from a live YouTube, the

two platforms are both social media, but the 2 types of platforms have different audience characteristics. TikTok has application rules in the form of video violations if they contain harsh words, violence, and are too vulgar. In contrast, Instagram, YouTube, and Twitter do not have application rules so that everyone can comment and upload posts without any restrictions, so this distinguishes the audience between TikTok and other applications.

Then in this study, the least slang found is the clipping type, only 1 slang, namely the word *b'day*, contradict the results from Khoiriah (2021), which found the most dominant clipping results. The study found 10 clippings. Crystal (2011) argues that shortening shortens time, improves communication efficiency, and reduces long text. Ardianata et al (2022), found the least slang namely flippant type, only found 2 slang namely, *Built different* and *Sugar mommy*. The least flippant was also found to be only 1 slang in Mulyantini's (2023) research. Then research from Sudiyanti (2017), only found 2 flippants from 259 data.

After analyzing the types of slang used in @Luke Franchina's motivational videos, the researcher also analyzed the functions of the slang found to find out the intention and purpose of @Luke Franchina using slang. In this study, the researcher found all types of slang functions based on Allan and Burridge (2006), namely To address, to humiliate, to initiate relax conversation, to form intimate atmosphere, to express impression and to reveal anger.

Table 4.8 functions of slang

No	Function of Slang	Frequency
1	To address	5
2	To humiliate	1
3	To initiate relax conversation	18
4	To form intimate atmosphere	9
5	To express impressions	7
6	To reveal anger	6

The most common function found was to initiate relax conversation, that is, 18 functions are found. From 18 functions to initiate relax conversation the word *hi bestie* that undergoes repetition. In the repetition of the word, the word *hi bestie* is used to initiate the conversation more relax with his followers. @Luke Franchina uses the word *hi bestie* to make his relationship with his followers closer so that the motivations by @Luke Franchina can be listened to.

@Luke Franchina uses this function the most because he is a funny motivator who tries to provide motivation and advice to strangers he doesn't know. For this reason, he wants to create a close relationship first with his followers and then convey the message he wants to convey.

@Luke Franchina always starts his videos with the word *Hi bestie*, to signify that he thinks his followers are his best friends. As we already know, motivational videos are videos made to provide encouragement and advice to build an audience. In a motivational video from @Luke Franchina, he tries to get closer to his followers first before conveying his motivation and advice to his followers. He wants to build a close relationship first, namely by giving a call word to his followers like a bestie, with the

nickname, his followers will assume that he is close to @Luke Franchina and uses up-to-date language so that his followers easily accept the message conveyed by @Luke Franchina.

Contradict with this research, Ghazali et al. (2017) showed different results, namely that slang is used to express something more quickly and secret. In addition, research from Jeresano (2022) found that slang makes users more confident, which in the study, the users are learners, different in this study whose context is not a learner. The difference in the purpose of use and the interlocutor when using slang is indeed influential. The research above shows that the purpose of using slang varies, including how it is used and for whom.

In this modern era, the use of language in the digital context is very varied because, in the digital world, we are connected with many people from various places, known and unknown. This research explores how slang is used in social media, especially by the account @Luke Franchina, to find out how slang is used, the meaning of the use of slang, and the types of slang and their functions. Therefore, today's digital world, modern writings or new slang words are often used because the dominant users of these words and language are teenagers. The use of these words was adopted into everyday life so that slang words became familiar and widely used by people. Slang is starting to be used more widely to communicate in everyday life in person as well as through social media (Arsyad, 2023).

CHAPTER V

CONCLUSION AND SUGGESTION

In this chapter the researcher presents the results and conclusions of the research that has been done, including answers to all research questions in the first chapter. Then provide suggestions, namely innovation and for future researchers.

A. Conclusion

In this study, the researcher explained the slang used by the TikTok account @Luke Franchina based on theories from Allan and Burridge (2006). In the previous chapter, the researcher found 47 slang, namely 5 types of slang based on the theory of Allan and Burridge (2006), namely fresh and creative, flippant, imitative, clipping, and acronym. From the five types of slang, the researcher found fresh and creative slang was the most dominant type, which found 27 slang, the least slang is clipping with only 1 slang, then imitative 10 slang, flippant 2 slang, and acronym 7 slang. From the 47 slang found, several slangs have repetition, namely *bestie, oh, my gawd, heeeh!, hihihi,* and *OMG*.

In this study, the researcher also examined the function of slang based on the theory of Allan and Burridge (2006) there are 6 slang functions, namely to address, to humiliate, to initiate relax conversation, to form intimate atmosphere, to express impression and to reveal angel. Of the 6 functions, the researcher found to initiate relax conversation function was the most dominant, namely 18 slang.

From the most dominant type and function slang, the researcher concluded that @Luke Franchina's most often used word is *bestie*. From these words, the

researcher concluded that @Luke Franchina tried to make himself and his followers close, before he delivers his motivational sentences, he tries to initiate relax conversation and create an intimate atmosphere first by giving his followers a nickname, namely bestie, and initiate the relax conversation with greeting *hi bestie*.

In this research, @Luke Franchina uses slang to try to build his identity as a funny motivator and build a close relationship with his followers using slang words, informal words so that his audience is interested in watching his posts and listening to his motivation.

B. Suggestion

After completing this study, the researcher mentioned suggestions for future researchers. Suggestions for readers are expected to be more selective of slang words that they want to use, especially on social media and at certain events, because slang is an informal word that is not used in all circumstances. Slang can mean a lot of people interpret it. Then, suggestions for future researchers are expected to continue slang research even deeper because slang is an up-to-date language that will experience development again.

For further researchers can examine the slang used in everyday conversation so that we slang is widely used around us, and find out what people's responses are about slang. The next researcher to be wiser in using slang.

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CURRICULUM VITAE

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APPENDIX

No	Slang	Sentence	Types					Function						
			F&C	FL	IM	CL	AC	AD	HM	RX	IN	PR	AG	
1	Bestie	***Hi bestie***, I hope you're doing wonderful things today.	√							√				
2	-	Mary chirsmast ***bestie.***	√					√						
3	-	***Hi bestie***, I'am on cruise ship right now on my cristmas eve.	√							√				
4	-	***Hi bestie***, I hope you know how important you are.	√							√				
5	-	***Hi bestie***, ***heeeh! oh my gawd*** what is happening? How did you became gorgeous?!	√							√				
6	-	***Hi bestie***, I know the holiday can be hard for you.	√							√				
7	-	***Hi bestie***, I don't know where you are right now, but all I wanna say I'm gonna give you all of the love in the world.	√							√				
8	-	***Hi bestie***, i'm just thinking of	√							√				

		you, how gorgeous and perfect you are sheeeh!												
9	-	***Hi bestie***, I'm rooting for you, you're incredible and loved and gorgeous hahah.	√							√				
10	-	***Hi bestie***, its time to stop thinking about him.	√							√				
11	-	Tough love affirmation for u ***bestie***.	√					√						
12	-	***Hi bestie***, omg, someone looking extra gorgeous today, and thats someone its you hihi.	√							√				
13	-	That's kind of embarrasing ***bestie,*** stop it right now!	√					√						
14	-	***Hi bestie***, I just love looking at your gorgeous face.	√							√				
15	-	***Hi bestie***, um I just wanna let you know that I feel so incredibly privileged to exist at the same time as you.	√							√				

16	-	***Hi bestie***, just letting you know that your doing fabolous and I Love You.	√							√				
17	-	***Hi bestie***, wow! You are an absolute treasure to this planet.	√							√				
18	-	***Hi bestie***, just reminder that you are doing wonderful thing every single day by just existing heeh! Okay!	√							√				
19	-	***Hi bestie***, um I was thinking about you, my bestie so incredibly.	√							√				
20	-	I'am your ***bestie***, you listen to me, stop cryin bout that man bby.	√					√						
21	-	***Hi bestie***, happy valentine's day hihihi.	√							√				
22	-	***Hi bestie***, for this past year you have made my life better than I could ever imagine.	√							√				
23	-	Hmm, ***my bestie***, I wonder if they're okay.	√					√						

24	Ick	Don't trust your ex, they dated other people after you, ew ***ick***.	√						√					
25	Oh, my gawd	Everything about you, gorgeous, amazing, perfect ***oh, my gawd*** heeehh!	√								√			
26	-	Hi bestie, heeeh! ***oh, my gawd*** what is happening? How did you became gorgeous?!	√								√			
27	What the heck	***What the heck***, why you mad at yourself for making a mistake honey.	√										√	
28	Check out	I decide to ***check out*** this one.		√						√				
29	Bare minimum	Aww, you wanna settle ***bare minimum***? No, you don't!		√						√				
30	Hmm...	**Hmm**, my bestie, I wonder if they're okay.			√							√		
31	Aww	***Aww,*** you wanna settle bare minimum.			√							√		
32	Eww	You're sad about a man right now? ***Eww***, that's disgusting hahahha.			√							√		

33	Heeeh!	Stop being sad ***heeeh!.***			√								√	
34	-	Everything about you, gorgeous, amazing, perfect oh, my gawd ***heeehh!***			√								√	
35	-	Hi bestie, just reminder that you are doing wonderful thing every single day by just existing ***heeh!*** Okay!			√								√	
36	-	Hi bestie, ***heeeh!*** oh my gawd what is happening? How did you became gorgeous?!			√								√	
37	Sheesh!	Hi bestie, i'm just thinking of you, how gorgeous and perfect you are ***sheesh!***			√							√		
38	Hihihi	Hi bestie, omg, someone looking extra gorgeous today, and thats someone its you ***hihihi.***			√							√		
39	-	Hi bestie, happy valentine's day ***hihihi.***			√							√		
40	B'day	Give ur bestie some ***b'day*** luv.				√				√				

41	ILY	You're amazing and ***ILY.***					√				√			
42	IDK	***IDK***, but I tried to find her after she was gone by the time.					√			√				
43	OMG	How gorgeous and perfect you are, ***OMG.***					√				√			
44	-	Hi bestie, ***omg***, someone looking extra gorgeous today, and thats someone its you hihi.					√				√			
45	TY	***TY***, for staying and I'm glad ur here.					√				√			
46	LMK	Try it urself and ***LMK***.					√			√				
47	TBH	8pm seems more reasonable ***tbh.***					√			√				

Repeat slang

No	Slang	Repeat
1	Bestie	5
2	Hi Bestie	18
3	Heeeh!	4
4	Hihihi	2
5	Oh, my gawd	2
6	OMG	2

Ket :

F&C : Fresh & Creative

FL : Flippant

IM : Imitative

CL : Clipping

AC : Acronym

AD : To Address

HM : To Humiliate

RX : To Initiate Relax Conversation

IN : To Form Intimate Atmosphere

PR : To Express Impression

AG : To Reveal Anger