AN ANALYSIS OF WEBTOON FANS SLANG WORDS ON WEBTOON OFFICIAL INSTAGRAM

A Thesis

Submitted in Partial Fulfillment of the Requirements for the S1-Degree

By

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ABSTRACT
AN ANALYSIS OF WEBTOON FANS SLANG WORDS ON WEBTOON OFFICIAL INSTAGRAM

By:
LIVIA NURJANAH

Human is social being who needs interaction. There are some ways people usually use to interact with each other. The interaction has relationship with sociolinguistic. According to Trudgill in Cecilika thesis in 2021 stated that the fact is that none of us can unilaterally decide what a word mean. Meaning of words are shared between people they are a kind of social contract we all agree to otherwise communication would not be possible. Everyone who want to have a good result in the communication need to make sure the person that they talk to can understand what the words that they use. One of the kind languages found in society is Slang words.

Slang words are vocabulary that used between people who closed with each other in social group. Slang words are very informal language. We usually use slang in speaking rather than writing. Slang normally to particular words and meanings but can include longer expressions and idioms. According to Yule in Cecilika thesis, slang is an aspect of social life, particularly among young people, that tends to change according to trends. It can be used as a way to differentiate oneself from others by those within a community who exchange ideas and attitudes. According to Allan and Burridge in udaya website, they divided slang word into 5 types. They are fresh and creative, imitative, acronym, clipping and coinage. this research used a descriptive qualitative research method. The researcher focused of this research refers to comments from webtoon fans on the Instagram account @webtoonofficial. The use of language in this account shows the use of special language over a certain period of time and the development of language on social media. Then this research will use descriptive-qualitative method, which is the most relevant to apply in analyzing the source data, because the data is in the form of descriptive.

Keywords: Slang words, webtoon fans, comments

DECLARATION

I hereby state this thesis entitled "An Analysis of webtoon fans slang words on webtoon official instagram" is completely my own work. I am fully aware that I have quoted some statements and theories from various sources and they are properly acknowledged in the text.

Bandar Lampung, December 2024
Declared by,

Livia Nurjanah
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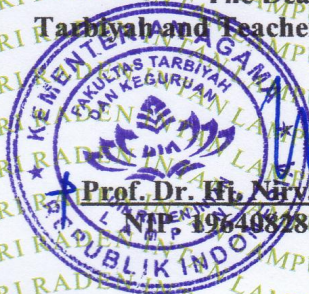
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MOTTO

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وَمِنْ ءَايَٰتِهِۦ خَلْقُ ٱلسَّمَٰوَٰتِ وَٱلْأَرْضِ وَٱخْتِلَٰفُ أَلْسِنَتِكُمْ وَأَلْوَٰنِكُمْ ۚ إِنَّ فِى ذَٰلِكَ لَءَايَٰتٍ لِّلْعَٰلِمِينَ ۝

</div>

"And one of His signs is the creation of the heavens and the earth, and the diversity of your languages and colours. Surely in this are signs for those of ˹sound˺ knowledge." (Ar-Rum 30: 22) [1]
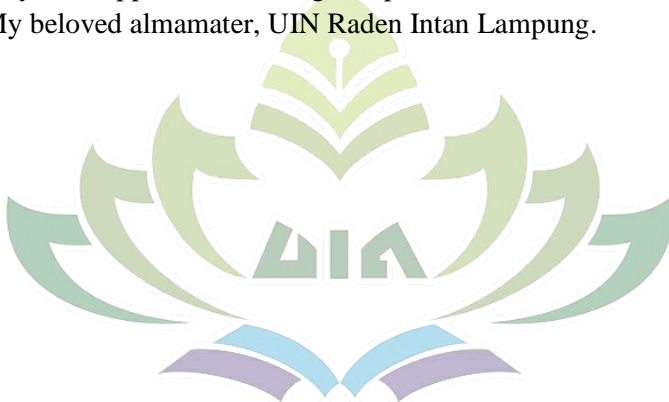
[1] Admin, The Noble Qur'an (Online), available on: https://quran.com/94 (December 1st, 2021)

DEDICATION

From deep of my heart, this thesis is dedicated to everyone who cares and loves me. I would like to dedicate this thesis to :

1. Allah SWT who always loves and keeps me everywhere and everytime.
2. My beloved parents, Mr.M.Yusuf and Mrs.Ikah Farikah who always give their endless love keeping, pray and their support for my success.
3. My beloved partner M.hafidh who always support me to keep going and keep doing my thesis.
4. My beloved friends Iin, Dea, Hanny, Riska dan iis who always pray and support me to doing complete of this thesis.
5. My beloved almamater, UIN Raden Intan Lampung.

CURRICULUM VITAE

Livia Nurjanah was born in Cirebon on October 15nd, 1998. She is the oldest child of 3 sisters. She studied at the first time in Kindergarten at TK Wali Songo Jakarta Selatan in 2003 and finished in 2005. Then, she continued her Elementary School at SDN 1 Bakung in 2005 and graduated in 2011. She graduated from SMP AL-SHIGHOR ISLAMIC BOARDING SCHOOL CIREBON in 2014 and graduated from MA AL-SHIGHOR ISLAMIC BOARDING SCHOOL CIREBON in 2017. Then, in 2017 she finally decided to continue her study at The State Islamic of University Raden Intan Lampung and took an English Education as her major.

In Mid-2020, she joined 40-day KKN-DR in Bakung Village, Teluk Betung Barat District, Kota Bandar Lampung as the Covid-19 volunteer to helped local residents, and educated them about how to keep theirself safe from Covid-19 a. Then, at the end of 2020 she also jond give them coaching named BEC (Bakung English Center) and the last one she joined PPL (Praktik Pengalaman Lapangan) at SMA AL-AZHAR BANDAR LAMPUNG to improve her skill.

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First of all, praise be to Allah the Almighty, the Most Merciful, the Most Beneficent for His blessing and mercy given to the ressearcher during her study and completing this thesis. Then, the best wishes and salutations be upon the great messenger prophet Muhammad peace be upon him.

This thesis entitled "An Analysis of webtoon fans slang words on webtoon official instagram" is presented to the English Education Study Program of Raden Intan State Islamic University Lampung. The primary aim of writing this thesis is to fulfill students' partial fulfillment of the requirement to obtain S1-degree.

Then, the researcher would like to thank the following people for their ideas, time, and guidance for this thesis:

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Finally, none or nothing is perfect and neither in this thesis. Any correction comments and criticism for the betterment of this thesis are always open heartedly welcome.

Bandar Lampung, December 2024
The Researcher

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CHAPTER I
INTRODUCTION

A. The Confirmation of The Title

This research proposal is entitled " An analysis of webtoon fan slang words on webtoon official instagram. To understand the aims and objectives of this research, it is necessary to confirm the title with several terms, including:

1. Analysis is a process of breaking down a complex topic or substance into smaller parts to understand its nature or determine its essential features It involves studying or examining something in detail to discover or understand more about it. Analysis can also refer to the identification or separation of ingredients of a substance. In philosophy, analysis is a method of resolving complex expressions into simpler or more basic ones. It seeks to ensure that any inconsistencies in our unreasoned inclinations and passive prejudices are replaced by an explicitly formulated, consciously coordinated, adequately reasoned, and freely adopted system of acceptable principles[1]. In the context of adding context to metrics, expert analysis provides the ability to include a permanent note on all types of elements visible in the viewer and represents an expert review and/or summary for the element.

2. Slang word are informal words or phrases that are used in specific social groups or subcultures. They are often used to convey a particular attitude or feeling and can be used to exclude outsiders from the group. Slang words can be created in many ways, including through popular music, politics, and the internet[2]. They can also be created by combining words or by giving new meanings to existing words. Slang words can be difficult to understand for people who are not part of the social group that uses them. Some

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[1]Fauziyah, *Analysis Library Branding in Chicago Public Library on Youtube Storytime Video with president and mrs.obama*, vo.9, No.4 2020

[2] Cecilika, *An analysis of slang word in "rush hour"movie*, 2021

experts define slang as "deliberate alternative vocabulary that sends social signals," while others define it as "very informal nonstandard vocabulary." Examples of slang words include "ace," which means an expert at doing something, "genius," which means someone who has a very high level of intelligence, and "wiz," which comes from wizard and means a magically intelligent person.

3. A webtoon fan is someone who enjoys reading webtoons, which are digital comics that originated in South Korea and are usually meant to be read on smartphones. Webtoons are published online and can be read on various platforms, including Naver Webtoon, Tapas, and Globalcomix. Webtoon fans are part of a growing community that enjoys this form of entertainment, which is becoming increasingly popular in the digital media sector. Fans of webtoons can participate in fan-related activities, such as transcreation, which involves recreating webtoons and sharing them with others [3]. Webtoon fans can also express their affection for webtoons and contribute to the webtoon ecosystem. In summary, a webtoon fan is someone who enjoys reading and engaging with webtoons, which are a type of digital comic that has gained popularity in recent years.

4. Webtoon official Instagram is an Instagram account managed by WEBTOON, a digital comic platform that publishes and distributes webtoons. The account has over 3 million followers and posts photos and videos related to webtoons, including announcements, fan art, and behind-the-scenes content [4]. The account also promotes new webtoons and updates on existing ones, as well as events and collaborations with other brands. In addition to the official account, there is also a separate Instagram account called WEBTOON CANVAS, which is a self- publishing platform for webtoon creators. Fans of webtoons can follow the official Instagram

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[3] Op.cit, p.3
[4] www.webtoons.com

account to stay up-to-date on the latest news and content related to their favorite webtoons. They can also engage with other fans by liking and commenting on posts, as well as sharing their own fan art and creations using the hashtag #webtoon.

B. Background of the Problem

Human is social being who needs interaction. There are some ways people usually use to interact with each other. The interaction has relationship with sociolinguistic. According to Trudgill in Cecilika thesis in 2021 stated that the fact is that none of us can unilaterally decide what a word mean 5. Meaning of words are shared between people they are a kind of social contract we all agree to otherwise communication would not be possible. Everyone who want to have a good result in the communication need to make sure the person that they talk to can understand what the words that they use.

One of the kind languages found in society is Slang words. Slang words are vocabulary that used between people who closed with each other in social group. Slang words are very informal language. We usually use slang in speaking rather than writing. Slang normally to particular words and meanings but can include longer expressions and idioms. According to Yule in Cecilika thesis, slang is an aspect of social life, particularly among young people, that tends to change according to trends[5]. It can be used as a way to differentiate oneself from others by those within a community who exchange ideas and attitudes. According to Allan and Burridge in udaya website, they divided slang word into 5 types. They are fresh and creative, imitative, acronym, clipping and coinage[6].

The slang language also has function in society. One of them is to be share the interests, concerns, beliefs, interests and activities of the other participants who take on common conversational topics and related areas for discussion. Slang can

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[5] Cecilika, *An analysis of slang word in "rush hour" movie*, 2021
[6] Ibid, p.4

be found in society like school, market, placework and home. Slang words also can be used in movie, drama, novel webtoon, comic and social media. Actually, slang words can be found in everywhere. The researcher will analyze slang words specifictly and an analysis of webtoon fan slang words on webtoon official instagram.

The spread of Korean culture globally or what is usually called the Korean Wave started from South Korea and then spread throughout the world, starting from Asia, Europe and America. The Korean wave products that spread are popular culture products that spread rapidly in Oktavias thesis in 2021. The Korean wave also entered Indonesia in the form of Korean dramas, boybands, girlbands, clothing, food and music which became trends in society, especially the younger generation. Apart from that, online comics from Korea called webtoons are also popular with young people.

According to Jang and Song, webtoon comes from the words web and cartoon which means digital comics. Webtoons are published every week in various genres, from romance to horror. The target market for webtoons is quite broad when viewed from the content offered, ranging from genres favored by teenagers to adults. Webtoon facilitates fans by creating an official webtoon Instagram account called @webtoonofficial. Through the Instagram account @webtoonofficial, webtoon fans can get all the information about the webtoon and can interact with fellow fans. The interactions carry out by the webtoon fan community trigger the emergence of a new language.

According to Kridalaksana Djoko kentjono in Roby & Dede article, each community has a different language[7].Language is whatever the user likes to use to interact with others. @webtoonofficial members' use of language is quite unique and many do not conform to English rules. The large number of young people involved in the community has resulted in the emergence of the use of various languages. According to Arkin

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[7] Udayananetworking.unud.ac.id

Haris journal, language variety is differences in language based on different language situations, regions, communities and eras[8]. The variety of languages found on the account @webtoonofficial refers to a variety of slang. Slang found on accounts @webtoonofficial is quite diverse. People outside of @webtoonofficial members will have difficulty understanding the comments on this account. This is because they use special terms that only members of their own group understand. These terms can be classified as slang. For example, the word gimme comes from the word give, the word chap means chapter or part, the word fav is part of the word favorite and so on. The linguistic phenomenon of webtoon fans on the Instagram account @webtoonofficial is studied using sociolinguistic studies. Sociolinguistics is a field of science that links language with conditions in society[9] This research refers to comments from webtoon fans on the Instagram account @webtoonofficial. The use of language in this account shows the use of special language over a certain period of time and the development of language on social media. Based on the background above, it is necessary to conduct a study for the title "An Analysis of Webtoon Fan Slang Words on Webtoon Official Instagram".

C. Focus and Sub-Fokus of The Research

Based on the identification of the problem above. The researcher identifies some problems as follows, Webtoon facilitates fans by creating an official webtoon Instagram account called @webtoonofficial. Through the Instagram account @webtoonofficial, webtoon fans can get all the information about the webtoon and can interact with fellow fans. The interactions carried out by the webtoon fan community trigger the emergence of a new language. @webtoonofficial members' use of language is quite unique and many do not conform to English rules. The large number of young people involved in the community has

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[8] Roby Cahaya Gunadi & Deden Strisna, *Analisis kalimat efektif dalam cerpen menembus waktu*, FKIP UNMA:Agustus 2021

[9] Arkin Haris, *The analysis of language variation used in fast and farious 8 movie*, https://osf.io

resulted   in the use of various languages. The variety of languages found on the @webtoonofficial account refers to a variety of slang. Slang found on accounts @webtoonofficial is quite diverse. People outside of @webtoonofficial members will have difficulty understanding the comments on this account. This is because they use special terms that only members of their own group understand. These terms can be classified as slang. For example, the word gimme comes from the word give, the word chap means chapter or part, the word fav is part of the word favorite and so on.

Based on the identification of the problem above, this research focuses of this research refers to comments from webtoon fans on the Instagram account @webtoonofficial. The use of language in this account shows the use of special language over a certain period of time and the development of language on social media.

D. Formulation of the problem

Based on the description above, the problem formulation in this research is (1) What is the form of slang used by webtoon fans on the @webtoonofficial Instagram account (2) What is the meaning of the slang used by webtoon fans on the @webtoonofficial Instagram account (3) What is the function of the slang used by webtoon fans on the Instagram account @webtoonofficial?

E. Objectives of The Research

Based on the problem formulation, this research aims to describe: (1) the form of slang used by webtoon fans on the @webtoonofficial Instagram account (2) the meaning of the slang used by webtoon fans on the @webtoonofficial Instagram account (3) the function of the slang used by webtoon fans on the Instagram account @webtoonofficial.

F. Use of The Research

The research expected the result of this can be used as the information as follows: Theoritically uses and practically uses.

In Theoritically uses the researcher expect for the webtoon fans or people outside of @webtoonofficial members will understand about slang words. It can be used as a reference and additional knowledge to increase the quality of sociolinguistic itself. It can be used as a reference for other or the next researcher who are going to conduct the same research. Wheater in Practically uses, this research is expected to help anyone to understand easily about slang words in anyplace expecially in mediaplatform webtoon official Instagram.

G. The Previous Related Study

There was some researcher that had done about this similar study. The first was from Yogi Dwi Wirahadi entitled "Morphological Analysis of Slang Words Used In Terminator 2: Judgment Day "is focused on the morphological analysis of slang words found in the dialogue film Terminator 2: Judgment Day movie. The data used in this study is a Terminator 2 movie script: Judgment Day[10] The theory used to analyze the data is the morphological theory by O'Grady and Guzman. O'Grady and Guzman state that there are twelve word order formations. The findings of this study that the data has been sorted and analyzed, there are 3 findings.

First, there are 2 types of slang found in the film Terminator 2: Judgment Day. Found slang words and also slang sentences. Second, there are several morphological theories of word ordering from O'Grady and Guzman that affect the slang. These theories are slang blending, clipping slang, compound slang, slang derivation, and borrowing slang. Third, it is found that some slang has a literal meaning and a non-literal meaning. The difference with this study was the theory that the researchers used.

The third research was done by Irma Sovia, the aim of this study is to define the type of slang that contains of Pitch Perfect

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[10]Wardhatun Nahdoh dkk, *A Sociolinguistic study on code switching used by society in BatuRaja Village*,vol 112 December 201

Film's type of word forming[11]. In the movie, the researcher decided to find a slang term. Researchers used content analysis design in this study. In order to see the context and form specified in slang, content analysis design is used. The researcher used the observational approach by using a non-participant observational technique when collecting the data. There are four types of word formation type in slang that was found in   this   film,   they   are   compounding,   back- formation, suffixation, and conversion. The difference with this study was still using the different theory in these both research.

The fourth research was done by Gemilasari and Hafizh there are three problems raised in this research, namely (1) What are the types of word formation processes and the meaning of slang vocabulary found in the short stories from the teenage magazine Aneka Yess! 2002 to 2012 editions (2) what are the types of word formation processes that are often used each year, (3) was there any slang vocabulary that changed at that time. This research generally provides an overview or description of the formation of slang vocabulary found in short stories from   Aneka   Yess! Editions 2002 to 2012[12]. The method used in this study is a qualitative comparative method. From all the slang vocabulary, 45 slang words were formed through the coinage process. Therefore, the type of word formation process is often used every year is the coinage process. in this research The different with this research was from the source of data used which was from the magazine while this research used movie.

The fifth research was done by Oktavia, This research would address the slang word that was used in the song in literary work in particular[13]. Song is one of the literary studies that can impact the use of language in everyday life. In this case,

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[11] I Made Yogi Dwi Wirahadi, *Morphological Analysis of Slang Words Found in Terminator 2: Judgment Day*, vol.15 No.3 Juni 2016

[12] Istiqomah and Pratiwi, *Slang language subtitle strategy in the movie entitled "the social neywork"*, vol., No.2 2019

[13] Irma Sovia, *Slang word formation in pitch perfect movie*, STKIP PGRI Sumatera Barat: 2020

this paper will use a sociolinguistic approach to examine slang terms used in the lyrics of Far East Movement Songs. How songs influence the usage of the word slang in everyday life as well. This research uses the qualitative descriptive method. Data from the lyrics of Internet songs from the Far Movement. From the analysis, there were 24 data collected from the lyric of Far East Movement that will be written on the table along with the types of word formation.

The sixth research was done by Asiyah, she stated that the goal of this research is to explain the context, how to shape, and the functions of slang words used in the transgender community in Salatiga[14]. The descriptive qualitative approach s this. The data is from normal contact between transgender people. The study results show that transgender slang words are developed by A Javanese and Indonesian language syllables, adding unique affixes, or switching to other common words.

The seventh research was done by Anis, in order to examine the meanings of slang words on Instagram, this study described the styles, types and shapes. Patridge and Bloomfield's theories are the theories used in this analysis and the data will be taken from Instagram[15]. A descriptive approach applies to this analysis. The result shows that abbreviation, shortened forms, facetious mispronunciation, public house slang, social slang and the meanings used in instgaram used online dictionary are styles and shape of slang used in instagram. The difference with this research was from the source of data used which analyzed from the movie.

H. Systematics of The Research

In this study we're going to disscuss about 5 chapters and the chapters will explain and describe particular topics. The systematic discussions are as follows:

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[14] Gemilasari and Hafidz, *An analysis of slang in Benjamin Zephaniah's Selected Song*, vol.10 No 1 2021

[15]Oktavia, *An analysis of slang words in the lyrics of far east movement songas the form of language develoment used in the daily life*, vol.1, No 1 2017

1. Chapter 1

   In this chapter are present the introduction that consist of the confirmation of tittle, background of the research, focus and sub-focus of the research, formulation of the problem, the objectives of research, use of the research, the previous related study and the systematic discussion.

2. Chapter II

   In this chapter are present about the literature of review of several theories and references that form the basis for supporting the research. That contains about the definition, history, the caracteristic, function and types of slang words. Then definition of semantic and kinds of meaning. The last one is definition, history, webtoon fan and webtoon official instagram.

1. Chapter III

   In this chapter are present the methodology of the study include: method of the research, sourse of data, instrumen of the research, the procedure of collecting data, technique of analyzing data and trustwortiness.

2. Chapter IV

   In this chapter are present the result of the research and the disscussion about description of research results, description and data analysis of results.

3. Chapter V

   In this chapter are present the conclusion and suggestion of the research. This chapter presents what can be concluded from the result of the study and provides suggestion related to the conclusion

CHAPTER II
REVIEW AND RELATED LITERATURE

A. Theorythical Framework
1. Slang Words
a. Definition of Slang words

In dictionary, Slang is variety types of language that use of informal vocabulary and idiom in non standard language or in informal situation[16]. It means that style of language can be distinguished are used by speakers. Andersson and Trudgil in Teguh thesis, slang is always used consciously, with the desire to create certain identities[17] In American culture, slang is a significant characteristic. Slang is a new vocabulary that reflect to speaker's social background. It is not an official language that approved in dictionary and more effective than standard English in describing physical exercise, gender, and drunkenness in daily speech.

Agha states that slang is an ideological framework for reasoning about language that defines a class of deviant registers of language[18]. It means users slang only that can understand normally. Slang word is nonstandard word which is made by modern people. It often found in movie, novel, even song in modern era. Commonly, most countries have term of slang in their language. For example, in Indonesia slang is used by teenagers dominantly and sometimes it is also used in everyone which found in daily conversation. Slang also become popular and booming in social media. Slang is not only popular in social media but also could be found in song lyrics. Most of According to Oxford English Dictionary, slang is defined as a special form of a word that is usually used by people

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[16] Oxford dictionary
[17] Teguh, *Slang word in song lyrics*, UNPAS: 2017
[18] Agha.A, *Tropes of slang, Sign and Society*, p.306-330

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who have low character. Slang is an informal language used in certain group of people mainly used by millennials to communicate each other in their activities. According to George Yule in M Hafiza Thesis said that slang is more typically used among those who are outside established higher-status groups[19].

According to Fromkin and Rodman in Putri Wulandari article, slang is a kind of casual language that occurs as a result of the rapid growth of new words that is used as creative expression from people in order to make the words more efficient and simpler to be uttered[20]. Slang is a variant of language used in English. Slang is used by any type of group of people who share a situation or interest and it is often used in informal situation.

According to Burke (2004), slang is only used by native speaker. Slang is a secret word or sentence that is used in daily conversation, magazine, book, movie, tv, or song lyrics. These words are created as a tool of communication for them and their members only know what the meaning is. Slang is secretly spoken English words in an informal manner which are created and used by certain public people.

Munro cited in Fasola (2012) states slang refers to nonstandard language of word and expression used in conversation, letter, etc. It is not used in formal essay and speech. In addition, Hanggoro (2011) said that people use slang to change unrelated statement associated with strangers or criminals, sometimes they use it to make jokes and to keep secret of the meaning words and also to express ideas by using another language.

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[19] M Hafiza, *An analysis of word formation of English Slang in Straight Otta Compton Movie script*, p.39

[20] Putri Wulandari etc, *The Types of Slang Words in the Lyrics of "JIGSAW" Album By Lady Sovereign*, 2012

In addition, Mattiello (2008) stated that slang has a prospensity towards a sociological view the phenomena, the view is embraced among others and ultimately considers slang as a means of social identity and unity within a society. There are still many another slang definitions and none of them are defined just like the others. Because what makes it different is from different sources, definition is depending on the angle where it is viewed. However, one important point is slang is an informal language, therefore it is not yet widely accepted and fully by all people because it is mostly used by youngpeople.

b. History of Slang Words

After the researcher browsed for some materials from internet site which related to slang, the researcher assumed that slang appeared for the first time in 16th century in England and at the time it seemed unlikely that slang did not spread widely through people nowadays but the collection of early slang, more glossary than dictionary concentrated purely on the vocabulary of villain. Lighter stated that there were five decades of slang history which start from sixteenth century, seventeenth century, eighteenth century, nineteenth century, twentieth century, which can be seen the explanation in the following era:

1) Sixteenth Century

Slang appeared in society for the first time and became a foreign language. Slang is only used by particular group such as; beggar, criminals, thieves. For example : *Patricos* (Strolling), *Doxie's* (Beggar"s trulls), *Priggers* (Thieves)

2) Seventeenth Century

In this century, slang was rich in metaphor or figurative language and associated with immoral action. In addition, slang began to appear in popular play events and to display slang for the first time on stage, such as; in the Richard Brome‟s comedy the foal crew and in one of William Shakespear‟s poem in the word hick. For example : *Clap* (Clatter), *Crimp* (A game of card), Buzzard (A simpleton).

3) Eighteenth Century

Rhetoricists had identified for the first time, among the pupils and schoolmasters, a key element in social conceptualization of slang. Furthermore, slang was recognized as part of the English vocabulary. For example : *Melt* (To spend), *Tip* (To lend), *Whiter-Go-Ye* (Wife).

4) Nineteenth Century

Slang was growing. It appeared that intellectuals produced the first slang dictionary. The world war I and II also influenced slang language such as G.I, pissed off, brass For example : *Bus* (A public carriage), *Burra* (A great man), Burke (To kill).

5) Twentieth Century

Slang became a part of spoken language and it was not only used by thieves or criminals but it was also used by ordinary people. Slang was used in daily conversation because it was simpler and easier to pronounce. For example : *Tanked* (Drunk), *Cheero* (Classy), *Birdcage* (A person).

From the explanation above, it is clear that slang is changing and developing. While in sixteenth century slang only used by criminal; starting from eighteenth century, many people use slang. It means that a year by year is not only

criminals but also common people use slang in their daily activity.

c. The Caracteristic of Slang Words

The following are the characteristic of slang words:

1) Creativity

Creativity means that slang has intelligence, imagination, productivity, and talent. It is made from new term, so it needs the creator of creativity. Creators are encouraged to come up with new term. An example of youth creativity is creating slang terms from existing words, but acquiring new meanings that are different from their original meanings. Some of them are built from different kinds of colors, animals, and numbers.

2) Flippant

Flippant means that the resulting slang has a meaning that is irrelevant to the context. It makes these terms considered rude. For example, shit, cock and bitch.

3) Fresh

It refers to a slang expression generated by new words which are different from existing words. For example, homie means close friend, walkie-talkie means portable two-way radio, and moola means money.

4) Onomatopoeic

Slang is produced by imitating certain sounds. For examples: boo hoo, icky, yucky, dweeb, etc. Boo hoo is used to express sadness. It is adapted from the sound of crying

d. The Function of Slang Words

According to Allan and Burridge (2006), there are seven function of slang term as follow:

1) Address

The word to address another speaker in order to maintain their close relationship. Someone who has a close relationship usually tends to use the type of informal address because using a formal address to the speaker has a distant relationship or specific purpose with other speaker. For example:

Man   : <u>Honey</u>, I wouldn't go if I didn't have the most trustworthy man.

Woman : Oh, no.

2) To initiate relax conversation

Sometimes the speaker prefer to use slang rather than standard vocabulary variants to make a relax conversation. Someone who has a close relationship with other tends to use certain vocabulary in order to make the conversation run more relax so they can feel more comfortable.

3) To humiliate

Speakers tend to express feeling of displeasure or dislike for someone or something by mocking them.

4) To form intimate atmosphere

To form an intimate atmosphere, people prefer to use slang word rather than formal word to show close relationship. Slang can be an alternative way to lighten the relationship between strangers, so that it can reduce association distance and more comfortable.

5) To express impression

When the speaker use slang word, they want someone remember and feel impressed in their conversation. It reflex their impression whether it is a good or a bad impression in order to give a clear image about something that they want to express. The use of slang gives impression.

6) To reveal anger

In using slang in order to reveal anger means make the anger sounds politely. The speakers who have close relationship use the slang words frequently to curse others rather than use regular words when they need to describe anger.

7) To show intimacy

They try to make their own conversation similar to the listener. They change the language that they believe the listeners would prefer to speak. Usually, the speakers use formal language with strangers during conversation but they prefer to use slang with friends to show the intimacy or solidarity of their social relationships.

e. Types of Slang Words

In discussing slang, we should know the types of slang first. There are many types of slang that we can discuss. We can find the types of slang themselves in several books, especially in slang dictionary. According to Yule (2010:52), there are eight types of slang word formation, which of each part has its own definitions

1) Coinage

Coinage is the discovery of totally new words, which are usually discovered in the names of company's product. In this case, typical of process of coinage usually adopts the brand names as common words:

For examples are:

a) Aspirin   : medicine for headache
b) Kleenex   : tissue
c) Nylon   : cloth
d) Honda   : motorcycle

2) Borrowing

Borrowing is talking about words from other language. Despite its history English has

adopted a large number words from other language. A special type of borrowing is describe as Joan translation or calqued. The following are some examples of borrowings from foreign language:

a) Latin

Anchor	: Anchor
Cealc	: Chalk
Cycene	: Kitchen
Straet	: Street
Ceas	: Cheese

b) Spanish

Arizonac	: Arizona
Playa	: Beach
Telenovela	: Soap
Opera Geurrilla	: Small War
Cargo	:Cargar
Brocc	: Badger

c) Arabic

Al Kuhul	: Alcohol
Al Sina'a	: Arsenal
Al Zarafa	: Giraffe

3) Compounding

Compounding is a joining of two words to produce one form. This merging process is technically known as compounding very common as language like German and English. For examples are fingerprint, pencilcase, bookcase and etc.

4) Blending

Blending is a combination of two separate forms to produce a new term. Blending is particularly accomplished by talking the beginning of one new word and joining to the end

of the other word only. For examples: brunch (break/fast/lunch), smog (smoke + fog).

5) Clipping

Clipping is the reduction element that is apparent in blending is even more apparent in the process. Gasoline term is still used but most people talk about gas by using the clipping form. Other common example are: ad (advertisement), fan (fanatic), gym (gymnasium), lab (laboratory), etc.

6) Back Formation

A very specialized type of reducing process is known as backformation typically, a word of one type (usually a noun) is reduced to form a word of another type (usually a verb). For examples : the noun (television) and the verb (televise).

7) Conversion

A change in the function of a word, as for example when a noun comes to be used a verb (without any reduction) is generally known as conversion. This process can also be called as "category change" and "function change". For the examples: butter (n) to be buttered (v) in "Have you buttered the toast?" Conversation can involved verbs becoming nouns: Guess (v) to be A guess (n)

8) Acronym

Acronym are new words formed from the initial letters of a set of other words. These acronym often consist of capital letters, as in NATO, NASA, UNESCO but can lose their capitals to become everyday terms such as laser. For another example : DIY (do it yourself), TBC (tuberculosis), TV (television), etc.

2. Semantic

The basic areas of study are the meaning of signs and the study of relation between different linguistic units namely; homonymy, antonymy, polysemy, hyponymy, endrocentricity, linguistics compounds, etc. In linguistics, semantics is the subfield that is devoted to the study of meaning, as inherent at the levels of words, phrases, sentences, and even larger units of discourse. Traditionally, semantics has included the study of connotative sense and denotative reference, truth conditions, argument structure, thematic roles, discourse analysis, and the linkage of all these to syntax. According to Yule (1998:4) stated that semantics is a relationship between linguistic form and the real things which are exist in the world and reffered by the linguistic forms. According to Huford (1983:1) semantics is a study of meaning in language. Word is related to meaning in language. Kredler (1998:3) said that semantics is a systematic study of meaning and in linguistics semantics is a study of how language organize and express the meanings. Harnish (1994:540) said that semantics is a discipline speak loosely, deal with certainty relationship between the expression of a language and an object (or state of affairs) is "called" by those expression. According to Nikelas (1988:50) there are three language features. First, language has sound. Second, language is systematic. Third, language has meaning. Meaning has an important relation with language. Therefore, people need to study about meaning. So, they will be easy to show their intention in daily activity.

a. Kind of Meaning

According to Geoffrey Leech in Yunira Journal, there are seven kinds of meaning such as[21]

1) Connotative meaning

Connotative is somehow incidental to language rather than an essential part of it and

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[21] Yunira Sandra, *Reivisits the grand theory of Geoffrey Leech*, vol.1, No.3 20

connotative meaning is not specific to language but it is shared by other communicative systems, such as visual art and music. Connotative meaning is what people think about two words and find whether it is possible or impossible the word has two different meaning from the denotative meaning. Connotative meaning is a word when it has sense of positive and negative value.

2) Conceptual meaning

Conceptual meaning refers to logical understanding of speech and it is recognized as a basic component of grammatical competence. It is described alternatively as cognitive or denotative meaning (denotation). This is the basic or universal meaning and it can be represented at the lexical level, as well as the clause or simple sentence.

3) Collocativemeaning

Collocative meaning usually relates to the use of several words in the same environment. Collocative meaning consist of association of words obtained because the meaning of words that tend to occur in their environment.

4) Social meaning

Social meaning refers to the use of language to build and regulate social relationships and to maintain social roles. This type of language use is alternatively described as social or phatic communication. In phatic communicaton verbal interaction has little information value, but instead plays an important role in oiling the wheels of social discourse.

5) Affective meaning

Affective meaning is largely a parasitic category in the sense to express our emotions, we depend on mediating other categories of

meaning : conceptual, connotative, or stylistic. The level of meaning that conveys the feeling pf a language user including his attitude or evaluation in shaping the use of the language is called affective meaning.

6) Reflective meaning

Reflective meaning is the meaning that arises in cases of multiple conceptual meanings, when one word meaning forms part of our response to another understanding. This is a product of people's recognition and imagination.

7) Thematic meaning

Thematic meaning is communicated in the way in which the speaker or writer organizes the massage, in terms of ordering, focusing, and emphasis.

In addition, Larson (1988 : 27) stated that the meaning can be classified as follow :

a) Lexical meaning

Lexical meaning is the meaning that is given by dictionary

b) Grammatical meaning

Grammatical meaning is involving the meaning expressed by grammatical ending, word order or intonation on the part of meaning which varies from one paradigms to the other.

3. Webtoon

WEBTOON is a comic publishing portal started in 2004 by Naver Corporation in South Korea. Webtoons themselves were most popular in Korea until recent years where they've gained popularity internationally. The service originally was named "LINE WEBTOON" and was launched world-wide in 2014. In 2019 the name was changed to WEBTOON for the English service. That's just a brief history of the

WEBTOON service that is gaining popularity with comic artists who have a story to tell.

The spread of Korean culture globally or what is usually called the Korean Wave started from South Korea and then spread throughout the world, starting from Asia, Europe and America. The Korean wave products that spread are popular culture products that spread rapidly in Oktavias thesis in 2021. The Korean wave also entered Indonesia in the form of Korean dramas, boybands, girlbands, clothing, food and music which became trends in society, especially the younger generation. Apart from that, online comics from Korea called webtoons are also popular with young people. According to Jang and Song, webtoon comes from the words web and cartoon which means digital comics. Webtoons are published every week in various genres, from romance to horror. The target market for webtoons is quite broad when viewed from the content offered, ranging from genres favored by teenagers to adults.

Webtoon facilitates fans by creating an official webtoon Instagram account called @webtoonofficial. Through the Instagram account @webtoonofficial, webtoon fans can get all the information about the webtoon and can interact with fellow fans. The interactions carry out by the webtoon fan community trigger the emergence of a new language. According to Kridalaksana Djoko kentjono in Roby & Dede article, each community has a different language[22]. Language is whatever the user likes to use to interact with others. @webtoonofficial members' use of language is quite unique and many do not conform to English rules. The large number of young people involved in the community has resulted in the emergence of the use of various languages.

According to Arkin Haris journal, language variety is differences in language ased on different language

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[22] Roby Cahaya Gunadi & Deden Strisna, *Analisis kalimat efektif dalam cerpen menembus waktu*, FKIP UNMA:Agustus 2021

situations, regions, communities and eras. The variety of languages found on the account @webtoonofficial refers to a variety of slang .

a. Advantages of Webtoon

According to Bang Gonel in his Article , he said that the advantages of webtoon there are 7 (seven) , such as[23]:

1) Support of various genres of comics

LINE Webtoon provides thousands of comics in a variety of genres, including romance, action, fantasy, horror, and more. You can choose the comic according to your preferences and enjoy the story easily through the application.

2) Easy to Access

The webtoon can be accessed through a dedicated app that can be downloaded on a smartphone or tablet, so readers can read comics anytime and anywhere.

3) Interactive Feature

Webtoon has an interactive feature that allows readers to give immediate comments or feedback on the episodes they read. This allows readers to interact with other authors and communities of readers.

4) Wider Readers

Compared to conventional comics, webtoons can reach a wider readership because they are accessible online and can be translated into a variety of languages.

b. Disadvantages of Webtoon

1) Most webtoons are not published into anime

2) One of the drawkbacks is the reliance on network connectivity for displaying comis images

3) Some webtoon may have not been updated yet

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[23] www.webtoon.com

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