

# **CHAPTER I**

## **INTRODUCTION**

This chapter consists: background of the study, research questions, research objectives, significance of the research, limitation of the research, and definition of key terms.

### **A. Background of Research**

Slang plays a significant role in communication, especially on platforms like Instagram, where informal and dynamic language dominates. Slang not only reflects cultural trends and group identity (Eble, 1996), but also fosters closeness and relatability in social interactions (Crystal, 2001). It allows users to express themselves more creatively and emotionally, bridging generational and cultural gaps (Coleman, 2014). In digital spaces, slang helps to simplify communication, making interactions more efficient and engaging (Yus, 2011).

Through this phenomenon, the writer aims to classify the types and explain the meanings of slang words found in the Instagram comments of Billie Eilish.

Social media is an important part of everyday life in the modern era. Social media is a source of information for people all over the world. As long as there is a supporting internet network, information can be easily accessed via social media. Social Networking Sites (SNS) are used to form new relationships with other users, to maintain relationships with close friends, family and relatives, to socialise with other people, to search for specific topics on the internet, to chat with friends, and they even use social media to pass the time (Yus, 2011). As a result, human interaction, connection, and communication are unavoidable on social media.

In a social context, humans interact with other people or with their own surroundings. Some people use language when interacting with others.

Language is a system of arbitrary vocal symbols that allows people in a specific culture to communicate or interact with others who have studied that culture (Ba'dulu, 2004). There are standard and non-standard languages in the world of languages. The term "standard language" refers to polite language that is used for formal occasions or activities. On the other hand, non-standard language is a relaxed language used everyday. Slang is a nonstandard language in American English.

English has emerged as one of the dominant languages or languages widely used on almost all platforms around the world, including Instagram. Instagram is a popular social media platform that allows users to share photos and videos with their followers.

Some artists like Billie Eilish and influencers use Instagram to communicate with their fans. A celebrity is a public figure who uses instagram to interact with his followers. frequently communicates in instagram comments of Billie Eilish, and frequently employs slang in column comments in her account. Through this phenomenon, the writer wants to classify the types and explain the meaning of slang words in Instagram comments of Billie Eilish.

## **B. Research Question?**

Based on the research background above, the researcher formulated the following questions:

1. What types and meanings of slang words can be found in comments of Billie Eilish's instagram account?

## **C. Research Objectives**

Related to the formulation of the problem above, the researcher intends to achieve several research objectives, this research will investigate:

1. To find out the types of slang words, and find out the meaning of slang words read in the comments of Billie Eilish's Instagram account.

#### **D. Significance of the Research**

Practically, this research provides additional knowledge for its readers about the theory of slang words and slang meanings. Hopefully it can help readers to further expand their knowledge in understanding slang. Even better, through this study, students will be able to apply their knowledge and understanding in appropriate everyday conversations, especially in informal occasions.

For teachers, this study can serve as a practical reference in understanding the use of slang among students, enabling them to connect better with their students' informal language use. It also provides insights for designing more engaging and relatable language lessons, particularly in teaching language variation and informal communication.

For researchers, this study contributes to the body of knowledge in sociolinguistics and pragmatics by offering a deeper analysis of slang usage in digital communication. It also provides a foundation for future studies on the intersection of language, culture, and technology, particularly in exploring how slang evolves and reflects societal trends in various contexts.

#### **E. Limitation of the Research**

The scope of this study is limited to the Instagram account of Billie Eilish. The researcher chose Billie Eilish as the focus because she is a native English speaker, and her global popularity, especially among students, provides a rich resource for analyzing slang words in her comment section. These comments offer insights into informal language usage and serve as a potential tool for expanding the vocabulary of her fans.

The limitation of this research lies in its narrow focus on the types of slang words and their meanings. The analysis is conducted using the

framework proposed by Allan and Burridge. Additionally, only a small selection of comments containing slang from Billie Eilish's Instagram comment section is considered for analysis, which may not fully represent the entire spectrum of slang used by her followers.

#### **F. Definition of key Term**

- 1. Slang words:** In this study, slang refers to informal nonstandard language consisting of words and expressions used in conversation or letters, but not in formal speeches or essays
- 2. Instagram:** Instagram is an image-based social media platform that allows users to share photos and videos and interact with other users through comments and direct messages
- 3. Comments:** In the context of this research, comments refer to written responses provided by Instagram users under the posts of Billie Eilish
- 4. Billie Eilish:** An American singer, songwriter and musician. She was born on December 18, 2001, in Los Angeles, California. Eilish grew up in a family of musicians and was homeschooled with her older brother, Finneas O'Connell, who is also a singer and songwriter.