

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background of the Study**

English has become a universal language in the world. It can be at least understood almost everywhere among scholars and educated people, as it is the world media language, and the language of movie or cinema, TV, pop music, and the computer world. The causes for this universality are very well-known and understandable. English first began to spread during the 16th century with the British Empire and was strongly reinforced in 20th by USA's world domination in economic, political, and military aspects and by the huge influence of American movies. However, the people in different places have different ways of using English. This difference is also caused by several factors, one of which is social factors. The relationship between language and society can be studied in sociolinguistics.

Sociolinguistics is a combination of two different disciplines, namely sociology and linguistics which are closely related. The term sociolinguistics is divided into two words, namely socio is "society" and linguistic is "the study of language". So sociolinguistics is the study of language that associated with social conditions (studied by social sciences, especially sociology), (Sumarsono, 2011). In the study of language, it can be seen that there are various kinds of languages in society. The relationship between language and society can be studied through sociolinguistics.

In the sociolinguistic, variations of English language study about various including regional dialects, sociolects, and ethnolects. William Labov (1960), as pioneer in linguistics is concerned with the fact that languages possess a whole range of resources for producing a given linguistic

expression. Experts explore impact of historical events, migration patterns, social structures, and cultural influences on language variation. Chambers and Trudgill (1997), states that English can be described as consisting of an autonomous standardized variety together with all the non-standard varieties which are heteronomous with respect to it. According to Giles (1973), formal styles are employed in situations which are formal, and informal styles are employed in social situations which are informal. Trudgill (1989), also states that only 9%-12% of the population of Britain speak Standard English with some form of regional accent.

Trudgill (2000), examines that there are two aspects of language behavior that are very important from a social point of view. The first aspect is the functions of language in framing social relationships, and the second aspect is the role of language in conveying information about the speakers. It is clear that these two aspects of linguistic behavior are a reflection of the relationship between language and society. The role of language in conveying speaker's information means that people from different social and geographic backgrounds use different types of language (Trudgill, 2000). Therefore, from the explanation above, it can be concluded that many people use or create different languages in this world. One of the famous English language varieties used by many people is slang words.

Slang is an ever-changing set of colloquial words and phrases that speakers use to establish or reinforce social identity or cohesiveness within a group or with a trend or fashion in society at large (Eble. C, 1996). This means that slang is used in several communities. Slang is one of the varieties of English language in sociolinguistics used by people to interact with each other based on the context. Few people are quite active in forming, using and spreading slang, seen when they try to come up with unconventional words or phrases that express something new or old in a new way and use it in everyday life conversations such as in direct conversation, chatting, or

social media networks. This kinds of non-standard words can be found everywhere, one of them is in the stand-up show by Matt Rife on YouTube the title is '*Matt Rife: Walking Red Flag (FULL SPECIAL)*'.

Matthew Steven Rife or also known as Matt Rife is a popular comedian known for the crowd work. Matt has 8,2 million followers on Instagram and 2,82 million subscribers on YouTube. In the intro of the video, Rife discusses how every other TikTok comment is asking for more red flag crowd work. Rife says really loves doing crowd work and interacting with the audience but has grown tired of people shouting out red flags during the shows. Rife suggests doing one final show focused entirely on red flags and retiring the topic altogether. Throughout the special, Rife interacts with audience members, discussing their own experiences with red flags and sharing with each other. With his signature wit and humor, Rife sheds light on the often-overlooked red flags that can make or break a relationship.

Based on the above statement, this study finds slang in the YouTube video. The first reason why the writer chooses this video is because the comedian, Matt Rife, commonly uses slang words in conversation with the audience during the show which sound strange to people who do not understand and use that language in their conversation. The second, is because the writer wants to show that slang words can be found everywhere. Not only in films or songs, but also in the stand-up show. Then the writer finds that there are many slang words used by Matt Rife in this video and Rife also used slang words to communicate with the audience. People in this video show their habits in America, especially in Miami, it means that this video tells the culture, language, and habits of America that not all videos or comedians show. The last, there has not been a single study that has examined the same object as the writer. Finally based on the reasons

above, the writer analyzes this thesis entitled ‘*An Analysis of Slang Words Used by Matt Rife in YouTube Video “Matt Rife: Walking Red Flag (FULL SPECIAL)”*’.

## **1.2 Scope and Limitation of the Study**

In this study, the writer focuses on analyzing slang words that are used by Matt Rife in the conversation in the YouTube video by Matt Rife. The writer obtains a video with the title “*Matt Rife: Walking Red Flag (FULL SPECIAL)*”. This video is the video with the most views on Matt Rife’s YouTube channel with a total of 13 million views since it was uploaded. In analyzing the video, the writer focuses only for slang words used by Matt Rife in his special show, the data was collected only on Matt Rife’s YouTube Channel.

[https://youtu.be/1HkmMXprPwI?si=NW\\_pTC51GhOi0l6U](https://youtu.be/1HkmMXprPwI?si=NW_pTC51GhOi0l6U)

## **1.3 Problems of the Study**

From the study, the writer has two problems of the study, they are :

1. What types of slang words that used by Matt Rife in the video?
2. What are the functions of slang words used by Matt Rife in the video?

## **1.4 Purposes of the Study**

The purposes of the study are :

1. To find out what the types of slang words that used by Matt Rife in the video.
2. To find out what are the functions of slang words used by Matt Rife in the video.