CHAPTER I
INTRODUCTION

1.1. Background of the Study

Slang is one of the sciences contained in the study of Sociolinguistics. Slang is a variety of language used in informal situations, usually spoken by a group of people who are dominated by young people and it is seasonal. Zhou (2013) said that slang generally has a short life, because slang is found in certain situations and at certain times.

According to Partridge in his book, Slang Today an Yesterday, slang is quite easy to use but very difficult to understand its true meaning and function, even though it seems simple at first, (Partidge, 2004) it will always develop because slang is used to communicate with people. people around us in public. In this case, slang is an informal language and is not included in the standard language that is generally used by certain social groups, and can only be understood between groups in deep communication so that those who are not members of the group do not understand.

In the modern era, entertainment media such as music, poetry, song, drama, etc., are developed and much loved with people. Most people in this world often listen to music as one of the favorite entertainments in life. So musics are very easy to find in everyday life because musics are worldwide. In the music have song lyrics about the melody and the rhythm also use a lot of slang. The author chooses slang words to study because nowadays slang words are very much found

in daily life conversations, especially in media entertainment, one of which is music.

Rinehart Holt and Winston (1998) states that slang is a piece of music to be sung with the human voice. Music has many types, including Pop, Rock, *Dangdut*, R & B, and Hip Hop which are sung by many solo singers, duets, group bands. Most people like to hear pop songs and Hip Hop. According to Ummah (2021), Hip Hop music genre that was born in the 1970s always gives birth to new trends every time. Hip Hop is very easy to recognize with very unique characteristics. Hip Hop is also a genre that can pour out all the worries that are in the heart. Not only in the aspect of love, but in the broad term such as criticizing other people, criticizing the government, and expressing what songwriters want to says. One of the Hip Hop music singers whose songs have a lot of slang and tends to be loved by the majority of the youth group is Rich Brian.

Rich Brian is an Indonesian singer, rapper, record producer and songwriter. He is also a successful and internationally renowned artist. He was born on September 3rd, 1999 in Jakarta, Indonesian. He started his career on social media as a YouTuber in 2010, when he was 11 years old. Then in March 2016, he released his first R & B song entitled *Dat Stick* and uploaded it on his YouTube channel. This song then stole attention on the international stage.

Starting from there, Rich Brian released new songs with the Hip Hop genre which attracted many people, especially teenagers, and had been watched more than 1 million times on his YouTube. Almost all of Rich Brian's songs used a lot of slang. Observed by his YouTube, Rich Brian has 2.3 million subscribers.

Rich Brian is a member of international music management which facilitates his work, namely 88rising which has 5.82 million subscribers. In addition, he has 3.7 million followerson Instagram.

During his career in the music world he managed to get several achievements, namely in 2017 winning the Indonesian Choice Award in the Breaktrough Artist of the Year category in which his song *Dat Stick* was included in the award nomination. Then in 2020 at the Billboard Indonesian Music Awards in the Top Social Artist of The Year category.

Rich Brian is one of the artists from Indonesia who has entered the world of international music, so that his songs greatly affect slang for those who like him, especially Indonesians. Therefore, the author is interested in raising the title of the research in terms of analyzing slang in 9 popular song of Rich Brian with the authors selected as the sample of this study.

1.2. Scope and Limitation of the Study

Slang is a variation of the language used by certain groups of people. (Partidge, 2004). In this study, the author focuses on the slang used by singer. The author limits her research to one singer, namely Rich Brian. The use of slang is observed in the selected lyrics in the 9 popular songs based on the highest number of viewers on YouTube. The author chose these 9 songs because they have the most viewers compared to other song titles. According to Rich Brian's YouTube Channel, 88 Rising, and bbno$ on YouTube, the author found that his songs; *Dat Stick* (202 million views), *100 degrees* (40 million), *edamame* (55 million views), *Drive Safe* (10 million views), *Yellow* (19 million views), *Rapapapa* (8.7 million

views), *Kids* (12 million viewers), *Kitty* (20million views), and *Cold* (18 million views). Slang can be studied from different approaches using different theories. Here, the author applies the Patridge's Theory to study the types of slang. The meaning of slang is determined by referring to several dictionaries, the Oxford Dictionary, the Urban Dictionary, and the American Slang Dictionary and Colloquialisms. Meanwhile, the social function of slang in this study uses the theory of Yanchun and Yanhong.

1.3. Problems of The Study

1. What are the types of slang word found in the selected Rich Brian's popular song lyrics?

2. What are the social function of slang words found in the selected Rich Brian's popular song lyrics?

1.4. Purposes of the Study

1. To identify and describe the types of slang words found in the 9 selected Rich Brian's popular song lyrics.

2. To describe the social function of slang words found in the selected Rich Brian's popular song lyrics.