

**AN ANALYSIS OF SLANG WORDS USED BY INSTAGRAM
ACCOUNT *PLESBOL***

PAPER

*Submitted as a Partial Fulfillment of the Requirements
To Obtain Strata One (S1) Degree*



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An Analysis of Slang Words Used by Instagram Account Plesbol

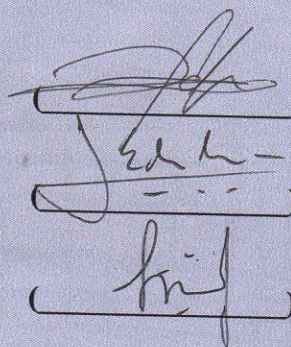
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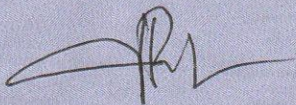
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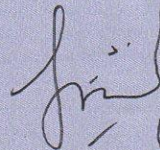
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ABSTRACT

Saputra, Leo. 2019. "An Analysis of Slang Words That Used by Instagram Account Plesbol." *Paper*. Fakultas Bahasa dan Seni.. Universitas Negeri Padang.

Slang is a language used by a specific group of people and usually used in an informal situation. Slang is often found in daily conversation and social media such as Instagram. There are a number of Instagram which often contains many slang words. One of them is Plesbol. It is an Instagram account that contained the various term of football and usually used slang words in its captions. This study aims to find out the types and the meaning of slang words used by Plesbol. This research used Mattiello's (2008, p.72) theories about types of slang words. This study is descriptive research. The data were taken from captions of photos that have been uploaded by Plesbol from August until December 2018. The result showed that from 498 data that have been collected, there were nine types of slang that have been found from fifteen types of Elissa Mattiello's slangs. They are acronym, blending, clipping, compounding, prefixation, reduplicative, reversed form, variation, and word manufacture and fanciful formation with compounding is the most dominant slang with 25.25%. It means that more than fifty percent of Mattiello's Slang found in Plesbol.

Key words: *slang, Instagram, Plesbol*

ABSTRACT

Saputra, Leo. 2019. “Analisis Bahasa Slang yang Dipakai Oleh Akun Instagram Plesbol.” *Paper*. Fakultas Bahasa dan Seni.. Universitas Negeri Padang.

Bahasa slang adalah bahasa yang digunakan oleh sekelompok orang tertentu dan biasanya digunakan dalam situasi yang tidak formal. Slang sering ditemukan dalam percakapan sehari-hari dan di media sosial seperti Instagram. Ada sejumlah Instagram yang berisi banyak kata slang. Salah satunya adalah Plesbol. Plesbol adalah akun Instagram yang berisi berbagai istilah sepak bola dan biasanya menggunakan kata-kata slang dalam keterangannya (captions). Penelitian ini bertujuan untuk mengetahui jenis dan makna kata slang yang digunakan oleh Plesbol. Penelitian ini menggunakan teori Mattiello (2008, hal.72) tentang jenis-jenis kata slang. Penelitian ini adalah penelitian deskriptif. Data diambil dari keterangan foto yang telah diunggah oleh Plesbol dari Agustus hingga Desember 2018. Hasilnya menunjukkan bahwa dari 498 data yang telah dikumpulkan, ada sembilan jenis bahasa slang yang ditemukan dari lima belas jenis bahasa slang Elissa Mattiello. Mereka adalah acronym, blending, clipping, compounding, prefixation, reduplikative, reversed form, variation, dan word manufacture dengan compounding adalah yang paling dominan dengan 25,25%. Ini berarti bahwa lebih dari lima puluh persen bahasa Slang Mattiello ditemukan di Plesbol.

Kata Kunci: *slang, Instagram, Plesbol*

ACKNOWLEDGEMENTS

Praise be to Allah SWT, the Lord of the Universe, that under His endless blessing and mercy, the writer manages to complete this paper entitled “An Analysis of Slang Words That Used by Instagram Account Plesbol” as one of the requirements to obtain the Strata One (S1) degree in English Department, Faculty of Language and Arts, Universitas Negeri Padang.

In arranging this thesis, a lot of people have provided motivation, advice, and support for the writer. In this valuable chance, the writer intended to express his gratitude and appreciation to all of them. The writer’s deepest appreciation goes to his beloved parents, brothers, and all other families. Also this paper would not have been possible without the help, support, and patience of his advisor Leni Marlina S.S, M.A for her supervision, advice, and guidance. Also to Dr. Havid Ardi, S.Pd., M.Hum. and Drs.Edi Trisno, M.a. as the thesis reviewers who have given input to this thesis.

Padang, August 2019

The writer

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Chapter 1

INTRODUCTION

A. Background of the study

Language is an instrument that is used by humans in communicating with others. Language takes a vital role for people to communicate with others because without using language one person cannot communicate with others. Through a language, people can express what is on their mind and convey it to others.

From time to time, human's language always develops and tends to change because of some factors such as social life and human's need for language. Language changes rather slowly compared to the human life span (Fromkin, 2007 p. 488). Usually, it begins with phenomena such as there are many styles when someone uses that language. The style of language occurs when someone thinks that it is the best way of using language. When the use of new style starts growing and it is agreed by that people as a part of the language, slang appears.

Slang has several definitions. In dictionary, slang is a very informal usage of vocabulary and idiom that is characteristically more metaphorical, playful, elliptical, vivid and ephemeral than ordinary language. Besides, slang is not an official language that avowed in a dictionary. It is just a style of language used in a specific group of people. Another definition of slang is proposed by Agha (2015, p.306) which states that slang is an ideological framework for reasoning about language that defines a class of deviant registers of language. It means that slang is a very different language when compared to the original language of that slang. Usually, only the users of that slang understand the meaning.

There were many researchers who have done their research about slang. Their objects of research include movies, song lyrics, everyday conversation, social media, magazine or other printed media, TV advertisement and others. Trimastuti (2017) and Oktavita (2018) have done research on social media. Trimastuti has done research in social media in general, meanwhile Oktavita has

done her research in social media particularly Instagram. In addition, there are Haspo (2018), Nia (2015), Evadewi (2018), Kuspiyah (2015) who have done research on slang in song lyrics. Haspo, Evadewi, and Kuspiyah have research slang in Eminem lyrics, and Nia has research slang in song lyric by Justin Bieber. Meanwhile Yuliana, Rachmijati (2015), Satria, Rimarliza (2013), Marzita (2013) have done research on slang in Movies. Gemilasari (2013), Sahertian (2001), Sari (2013) have done the similar research in magazine and newspaper. Furthermore, there is Wahyuni (2013) who has done a research on slang in TV advertisement. The last is Pradianti (2013) who has done her research on slang in everyday conversation, particularly among Junior High School students.

From those researches that have been done before, the objects are movies, song lyrics, everyday conversation, social media, magazine, and other printed media. Almost all those researchers before did their research in library research, only one did the research in field research; that is Pradianti in 2013. She did her research in public school where the objects were the students and categorized in everyday conversation. There is one object; categorized in everyday conversation; that have not been raised yet, that is elder people in small village that far away from technology such as social media. In this case, usually the slang language that they used is comes naturally and it is not made by such group like in social media or television.

In this modern era, where technology rules the world, people's language develops the following technology. For example, it is the internet. On the internet, people are free to communicate with other people with different styles and accents of language. In this online communication, especially social media, people usually use many styles or slang words to communicate with each other.

Today, people cannot be separated from social media. Social media such as facebook, twitter, Instagram, etc are several kinds of social media that are popular now. Instagram is a social media that allows someone to post a photo or video. There are many accounts on Instagram that supplied a source of news or information and a source of entertaining.

Instagram is an application that allows users to upload photos or videos to the service. Users can follow, like, and comment other users to add their content to a feed. And also users can add some caption and location when users post a photo or video. A caption is a short phrase or sentence which usually explains the posting. Users may write whatever they want for the captions. Because of this, the rule of language is not obeyed and may cause a style of language.

Instagram can be divided into three kinds there are personal, group, and fan page. Personal instagram is an account that owned by a personal and it contain usually about the Instagram user itself. Group Instagram is owned by a group of people contains everything about the group. Usually this kind of Instagram is owned by business group or a firm. The last is fan page Instagram that can be owned by a person of a group containing everything about what he or she idoliz. It can be a fan page about personal or group. So that, this kind of intagram may contain about two others (personal and group instagram, but the way they do a post is different.

On Instagram there is one account named “Plesbol” which usually uses slang in its caption. It is a kind of fan page instagram which purposes to inform, troll, and entertain their followers with football news. There are seven types of Plesbol, First is Plesbol; the main account of Plesbol that contains everything about football. Second is Plesbol Serie A; Plesbol that only contains football news from Italian League Serie A. Third is Plesbol for Timnas; Plesbol that only contains football news from Indonesia National Team and Indonesian League. Fourth is Plesbol Liga Inggris; Plesbol that only contains football news from English Premier League. Fifth is Plesbol UCL; Plesbol that only contains football news from UEFA Champions League. Sixth is Plesbol video; Plesbol that contains many kind of videos about football. And the last is Plesbol store; an online shop that is managed by Plesbol team.

Usually many accounts only inform the news and informations about football, but this Plesbol account is different. It is not only informative, but it also makes a crack to a team if they lose. When it posts one photo, it usually uses

slang words in order to make people interested in that post and as a strategy to get new followers and make them more famous. Slang words used in Plesbol sometimes contain of some mixing languages such as Indonesian, English, Javanese, Minangkabaunese, etc. For example the word *begadang day*, *sedekah point day*, *wkwk match*, which are the mixing of Indonesian language and English. However, the using of Bahasa Indonesia is very dominant in this account and the slang word is actually from Bahasa Indonesia; sometimes mixes with other language.

This research paper focuses on types of slang words that are used by Instagram account “Plesbol”. This research presents some knowledge about slang language from Bahasa Indonesia on social media and help the next researcher who wants to do a research on instagram particularly on football fanpage like Plesbol.

B. Identification of the problem

Plesbol is an instagram account which gives the information or news about football. Although there is a different about this account with other accounts. The difference is the slang is used when posting a photo. Plesbol uses slang words that many people do not know what the meaning of the words, except their own followers or by a football lover. In Plesbol, slang is always used when the admin post a photo and the followers will understand that immediately. It is always related to football, either it football club or players. It has two functions; first, slang is to make it different with other similar football account. Second, slang is just to make a fun for a club or football player. For example is *KST*, which is refers to the football club *Arsenal*. *KST* is an acronym for Klub Sangat Tangguh in Bahasa Indonesia or the mighties club in English. In fact, this slang word is just to make a fun for Arsenal club because they often get losing rather than winning. So, *KST* meaning here is the opposite of the real meaning because of Plesbol uses it to mock or to make a fun.

Slang can be showed from different point of view, there are stylistics (it is kind of style of a language) and sociolinguistics (how the social conditions make up the new slang language). Stylistic slang can be made by stylized one word or phrase and it is made by people deliberately, it usually appears in literature works. Meanwhile, sociolinguistics slang is a kind of slang that appears naturally. In addition, this study is about identifies the types and the meaning of slang language used by Plesbol on both of those views.

C. Limitation of the problem

From the identifications of the problem above, the writer limits the problem that only focuses on the types of and the meaning of slang words used by Plesbol. The analysis is about what is the types of slang words used by Plesbol and what the meaning of them. In this case, writer will use the theory of Ellisa Mattielson (2008) who divided slang into fifteen categories. They are compounding, prefixation, suffixation, final combining forms, infixation, conversion, back formation, reduplicative, acronyms or initialism, blending, clipping, elliptic rhyming slang, reversed form, variation, and word manufacture and manciful formation.

D. Formulation of the problem

Dealing with the limitation above, the formulation of problem is formulated as follows: “What are the types and the meaning of slang words used by Plesbol?”

E. Questions of the research

The question of the research is:

1. What are the types of slang words are used on Plesbol and the meaning?

F. Purpose of the study

The purposes of this study is:

1. To describe the types and the meaning of slang words that used by “Plesbol” on Instagram

G. Significance of the study

The research about slang words on social media is not yet much. With this research, the writer can help the next researcher who wants to do a research about the same topic. This research can be reference and may become reflection when the next researcher will do the same topic.

This research also gives some knowledge that there are many slang words can be found on social media. With this research, the users of instagram may know that there are many language phenomenas on social media, so they can use it as a source or an object when doing a research. Furthermore, this study is expected to give contribution to the lecturer in developing the materials for teaching expecially in language style.