**CHAPTER I**

**INTRODUCTION**

1. **Background of The Study**

Language is a tool for communication. Every day, people use language for interaction with others. There are many languages in the world. Every country has their own language. Study about English language, there are many terms of it like formal and informal language. Formal language is usually used in the formal atmosphere like in the academic environment. Informal language is used in daily communication. In other words, it is commonly called by slang language.

In today’s world of social media and entertainment, many public figures either English or Indonesian native language use slang words or expressions in their social media’s account like Instagram, Facebook, and Vlog or in their song lyrics. It influences people especially teenagers around the world. Therefore, sometimes slang words and expressions can be the viral, like *“bocah ngapa ya?”* in Indonesian slang language. So, it spreads in teenagers’ daily communication.

Slang can be defined into very informal words and expression. According to Grace E Adamo “it includes newly coined words, shortened forms, and standard words used playfully out of their usual context. It is used to identify speakers within an age group or social group.”[[1]](#footnote-1) Therefore, slang language can’t be used in all situations, it is only used in informal situation. For example, it can be viewed in some English movies that the characters use slang language in playground, daily communication and other informal situations.

For knowing the slang word meaning we have to pay attention to its form and context. Therefore, researcher will analyze slang words by using pragmatic approach. According to Akmajian, he has stated that “the nature of pragmatics is the study of language use in relation to language structure and context of use.”[[2]](#footnote-2)

There are some previous studies conducted the use of slang terms. One of the studies is conducted by Grace E Adamo. This study shows the analysis of slang terms used by students in a Nigerian university using a semiotic approach. The result of this study says “the kinds of meanings that are typically associated with these words and phrases have semiotic significance that are known and appreciated only by the students and those initiated into their culture.”[[3]](#footnote-3)

Srinarawat in his study displays the analysis of slang word formation by using morphological approach. This study is conducted on Thai political slang. One of the results of this study says that compounding is the most process used in forming slang words and expression, single-word form and loan follow it respectively.[[4]](#footnote-4)

There are similarity and differences between this study and those previous studies. The similarity is in the topic, the topic is about slang analysis. The differences are in approaches used to analyze slang terms, the previous studies use semiotic and morphological approach, but this study uses pragmatic approach. The next difference is in the source of data, the data of Adamo’s study are got from the students in a Nigerian University, the data of Srinarawat’s study are from Thai daily newspapers, and the data of this study will be found in Black Panther movie.

Therefore, based on the problems above, the researcher would like to conduct the study about slang terms used in a movie under the title “AN ANALYSIS OF SLANG TERMS USED IN BLACK PANTHER MOVIE (A Content Analysis of Black Panther Movie Using Pragmatic Approach)”

1. **Statement of The Problem**

The researcher in this study is eager to identify:

1. What are slang terms contained in Black Panther movie?
2. What is the analysis of the slang terms used in Black Panther movie using pragmatic approach?
3. **Objective of The Study**

Based on the statement of the problem above, the main aims of this study are:

1. To identify slang terms contained in Black Panther movie
2. To analyze slang terms used in Black Panther movie by using pragmatic approach
3. **Significance of The Study**

The result of this study will be able to provide the information about slang terms found in Black Panther movie and it analysis by using pragmatic approach. By knowing the slang terms found in Black Panther movie and it analysis by using pragmatic approach the readers will be able to increase their knowledge about slang language.

The result of this research also will be useful for the teacher who are going to teach about slang language and use Black Panther movie as the visual teaching aid.

To the researcher, the result of this research will give new knowledge about slang language and its analysis using pragmatic approach. The last is for the other researchers who would like to conduct the same issue of this study can find out the additional information and references through reading this study.

1. **Limitation of The Study**

Because of the width of this study, the researcher limits the study by focusing on identifying the slang terms used in Black Panther movie using pragmatic approach.

1. **Organization of Writing**

To make this research easy to be comprehended, the writer divides this research into five chapters:

**Chapter 1 is introduction**. In this chapter the researcher puts some points: background of the study, the statement of the problem, the objective of the study, the significant of the study, the limitation of the study, and the writing organization.

**Chapter 2 is literature review**. This chapter consists of the theories from some experts about slang, pragmatics and Black Panther movie.

**Chapter 3 is research methodology** which consists of the research method, the site and time of study, the technique of data collecting and the technique of data analyzing.

**Chapter 4 is findings and discussion,** consists of introduction to the data analysis, classification of the data, data analysis and discussion.

**Chapter 5 is conclusion and recommendation**

1. Grace E Adamo, *An Analysis of Students’ Slang Terms of Academic Activities in a Nigerian University: A Semiotic Approach,* Journal of Southern African Linguistics and Applied Language Studies, South Africa, 2013, 31 (1): 89-96, 91. [↑](#footnote-ref-1)
2. Akmajian Adrian, *Linguistics An Introduction to Language and Communication Fifth Edition*, Massachusetts, The MIT Press, 2001, 357. [↑](#footnote-ref-2)
3. Adamo *, An Analysis of Students’ Slang Terms of Academic Activities in a Nigerian University: A Semiotic Approach,* 95. [↑](#footnote-ref-3)
4. Deeyu Sinarawat, *Thai Political Slang: Formation and Attitudes towards usage,* Int’l. J. Soc. Lang. 186, Waster de Gruyter, 2007, 95. [↑](#footnote-ref-4)