

CHAPTER I

INTRODUCTION

A. Background of Study

The rapid development of information technology has allowed for massive and intense cultural globalization. According to Tuttle, the virtual world has made it possible for people to communicate across linguistic barriers, geographical boundaries, and physical distances. People, especially youth, interact online¹. One of the popular cultural phenomena that dominates the world stage is K-Pop, South Korean popular music. K-Pop is defined by Fuhr in his book *Globalization and Popular Music in South Korea: Sounding Out K-Pop*, as pop songs in Korean that are marketed to a global audience. Despite it being marketed to foreigners, members of the K-Pop fandom in South Korea are also quite prominent and identifies themselves through the use of slang like 'deokhu (덕후)', 'meogeul (머글)', 'ilko (일코)' and more.²

¹ Zunera Malik and Sham Haidar, "English Language Learning and Social Media: Schematic Learning on Kpop Stan Twitter," *E-Learning and Digital Media* 18, no. 4 (2020): 361–82, <https://doi.org/10.1177/2042753020964589>.

² Shandina Megarani, "An Analysis on K-Pop Fandom Slang Word-Formation in the Drama 'Her Private Life,'" *International Review of Humanities Studies* 6, no. 3 (2021), <https://doi.org/10.7454/irhs.v6i3.1334>.

The entry of Korean Pop (K-Pop) into Indonesia is inseparable from the widespread popularity of Korean dramas around the year 2000, which successfully attracted the attention of teenagers through their dramatic storylines and charming actors/actresses. This phenomenon was then followed and supported by the massive emergence of Boybands, Girlbands, and solo singers in 2011, which then spread to various countries. This made Indonesia one of the largest K-Pop fan bases globally. Indonesia even jumped to the first rank globally in 2021 for the highest number of tweets about K-Pop on Twitter.³

K-Pop not only offers catchy music, but also a unique lifestyle, fashion, and language. Through social media platforms like Twitter, K-Pop fans from different parts of the world can connect and form a strong community. Nancy Baym in Duffett defines fandom as a group of people that is organized socially and fused through their collective appreciation of a pop culture object, for instance, music, film, and others like it⁴. As for Twitter it self, according to Dan Zerella is one of the easiest social networks to use because it only takes a short time but the information conveyed can immediately spread widely. Currently, Twitter has become a very, very popular social

³ Marisa Marisa, Ade Rahima, and Erlina Zahar, "Indonesian Language and Literature Education Study Program, Faculty of Teacher Training and Education, Batanghari University, Jambi," *Script: Scientific Journal of Indonesian Language and Literature Education* 2, no. 2 (2023): 38, <https://doi.org/10.33087/aksara.v2i2.71>.

⁴ Megarani, "An Analysis on K-Pop Fandom Slang Word-Formation in the Drama 'Her Private Life.'" *International Review of Humanities Studies*, Vol. 6 No.1 (2021): 390-412, <https://doi.org/10.7454/irhs.v6i3.1334>.

media, especially for K-pop fans, because it is the fastest source of information. Through Twitter, fans can also interact with other fans to find information and developments about idols.

Indonesia, which is famous for its loyal and fanatical fanbase, can be a great profit field for South Korea itself, especially from the economic aspect, by buying concert tickets, albums, merchandise, votes, and products advertised by their favorite artists. In addition, visiting South Korea is also a dream for K-poppers where it has a big impact on the South Korean tourism sector. The word 'fanatic' itself is defined by Mutaali and Prastiti, fanaticism can be interpreted as a belief in an object, where this fanatical attitude can be shown through enthusiasm for extreme objects, emotions, excessive interest for a long time, and often considers what they believe to be the most correct thing⁵. One of the biggest fandoms in Indonesia is ARMY, which is a fan of the big boy band, BTS.

The ARMY community is known to be very active and creative in creating content and developing a unique language, especially through social media platforms such as Twitter. The ARMY community has formed a strong collective identity, characterized by the distinctive use of informal language, including Slang. Slang is considered an informal language that points to new

⁵ Arfenti Amir et al., "Students' Perception of K-Pop Culture at SMA Negeri 13 Makassar," *Phinisi Integration Review* 6, no. 3 (2023): 456, <https://doi.org/10.26858/pir.v6i3.52716>.

words in an existing language and is usually spoken by a certain community or media⁶. Slang can also be used as a social identity and cohesiveness booster, According to Eble in Hudson, "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. Based on the definition above, it can be concluded that Slang is not always understandable by people outside of certain groups, because Slang has its own value to show the closeness and solidarity of a team or group, which in this case is the Fandom Army Community.

The use of slang in online communication, especially among adolescents, has become an interesting object of study in the sociolinguistic sphere. According Chambers, Sociolinguistics is the study of the social uses of language and determine the social evaluation of linguistic variants. The sociolinguists aim is to move towards a theory which provides a motivated account of the way language is used in a community, and of the choices people make when they use language. Sociolinguistics is a study that studies the relationship between language and social society. Holmes said They are interested in explaining why we speak differently in different

⁶ Megarani, "An Analysis on K-Pop Fandom Slang Word-Formation in the Drama 'Her Private Life.'" *International Review of Humanities Studies*, Vol. 6 No.1 (2021): 390-412, <https://doi.org/10.7454/irhs.v6i3.1334>.

social context, and they are concerned with identifying the social functions of language and the ways it is used to convey social meaning.

In the previous study, by Malik and Haidar “Language Learning and Social Media: Schematic Learning on Kpop Stan Twitter”. Reviewed the interpretation and use of meme discourse by non-native members, and found that fandom members learn meme discourse by internalizing it in schema form, which means that they study the entire interaction rather than individual words. Meanwhile, Mad Yahya “The Use of Language Variations by the K-Pop Fandom Community on Twitter: A Sociolinguistic Study”. The research specifically discusses the use of language variations, including slang, in the K-Pop fan community on Twitter, which results in the process of foreign language contact in the K-pop fandom community's tweets evenly and repeatedly. The form of language contact that occurs is a mixture of English and South Korean codes, while the form of code transfer contained in tweets is in the form of the use of greeting words, clauses, and full sentences in English. The use of a variety of languages in K-pop fandom tweets is a variety of conversational language using non-standard words that show the equality of relationships between K-pop fans on Twitter. In addition, there is a community marker in each K-pop fandom community in the form of mentioning the nickname of a certain music group's fan which is a differentiator of identity from other communities.

Although the use of slang functions as a strong marker of social identity and cohesiveness in a community like BTS's ARMY, this linguistic phenomenon raises the focus problem of this research: the potential impact and conflict it creates on students' academic writing abilities. The intense and repeated use of this informal language has the potential to hinder the cognitive and practical transition of students from a relaxed communication context to the demands of correct formal writing. Based on a comparison of previous studies, where Malik and Haidar (2020) focused on the interpretation of *meme discourse* and schematic learning, and Mad Yahya (2023) analyzed *code-switching* and language variations in general, it is evident that the research focus tends to revolve around identifying linguistic features and the process of language acquisition within fandom communities. The significant gap (research gap) is the lack of a comprehensive and focused analysis examining the specific influence and tangible impact of K-Pop-influenced slang on the quality of students' formal English writing skills, as well as an exploration of students' perceptions regarding contextual awareness between fandom language and academic language. This is the central point of this research.

Based on this background, this study aims to comprehensively examine the use of slang in the ARMY community and its influence on the ability of English students in the written communication of ARMY

community members on Twitter. By analyzing the papers of students who are members of ARMY, this study will identify the types of slang used, analyze their usage patterns, and examine the factors that affect the use of this slang. In addition, this study will also explore students' perceptions of the use of slang in academic and professional contexts, as well as analyze the factors that affect the use of slang in the ARMY community.

B. Identification of Problem

Based on the explanation of the background study above, the identification of problems are following below:

1. The complexity of online interactions in Kpop fandom community 'Army' has the potential to influence the use of English slang for 3rd semester students
2. 3rd semester students have difficulty understanding the meaning and context of slang use in the community
3. 3rd semester students (member of the Army fandom community), have the potential to receive significant sociolinguistic consequences for language and writing academic skills.

C. Scopes and Limitation of the research

The problem to be discussed is not too broad. The researcher wanted to find out if the K-Pop fandom community could influence the use of English by students, especially on the use of Slang. The scope of this research is Tweets from 20 3rd semester English students who are K-Pop fans, the Research Place is Twitter social media which is a place for interaction between members of the K-Pop fandom community. The Tweets that will be examined are 100 Tweets.

D. Research Questions

Based on the problem background above, the problem can be identified as follow:

1. How are the students' perceptions on using slang on the Army fandom community?
2. What types of slang are most often used in ARMY community discussions?
3. What are the positive and negative impacts of using English slang on students' writing skills after joining the ARMY fandom community?

E. The Objectives of The Study

Based on the problem mentioned above, the objectives that wants to be achieved by the researcher in this study are:

1. To analyze the 3rd semester students' perceptions the students' perceptions on using slang on the Army fandom community.
2. To identify the types of slang that are predominantly used in the ARMY community discussions.
3. To analyze the positive and negative impacts of the use of English Slang on students' writing skills after joining the ARMY fandom community.

F. Significances of The Study

The results of this research are expected to contribute to the fields of:

1. Providing a deeper insight into how students' perceptions of English Slang use in informal online communities (like ARMY fandom) can influence their broader English Language development and their awareness of language appropriateness in various contexts. This understanding can help educators develop more effective strategies for addressing informal language use among students
2. Enriching the understanding of the phenomenon of slang use as a reflection of social identity and group cohesion within online fandom communities, particularly from the perspective of its users. This study will

shed light on how slang functions beyond just informal communication, contributing to the constructions of unique social identities and strengthening bonds among community members.

G. The Previous Research

So far, the researcher found what was related to this study. It can be explained as follow:

First, *English Language Learning and Social Media: Schematic Learning on Kpop Stan Twitter* by Malik and Haidar (2020). The authors of the study are Zunera Malik from the National University of Computer and Emerging Sciences (NUCES), Islamabad, Pakistan and Sham Haidar from the Department of English, Air University E-9, Islamabad, Pakistan. The purpose of this study is to examine the interpretation and use of meme discourse by non-native members. The methodology of this research is a qualitative method. Malik and Haidar used observation and interviews. From this study, it was found that fandom members learn the quoting discourse by internalizing it in the form of a schema, which means that they study the whole part of the interaction rather than studying individual words. This study shows some similarities and differences with the relevant research by Malik and Haidar. The similarities lie in the methodology used, namely a qualitative approach, as well as the object of research which both focus on

the K-Pop phenomenon. In addition, the location of the study is also identical, namely the social media platform Twitter. However, there are significant differences in the focus of the analysis; while this study examines the use of English slang influenced by K-Pop, the research by Malik and Haidar may focus more on the discourse of meme use, or discuss a broader discourse related to language variation in general.

Second, *The Use of Language Variations by the KPop Fandom Community on Twitter: A Sociolinguistic Study* by Mad Yahya (2023). The author of this study is Mad Yahya from Gadjah Mada University, Jl. Nusantara 1, Bulaksumur Yogyakarta, Indonesia. The purpose of this study is to analyze the use of language variations in the K-pop fandom community on Twitter. The methodology of this research is a qualitative method. Mad Yahya collected data using documentation techniques. From this study, it was found that the process of foreign language contact is found in the tweets of the K-pop fandom community evenly and repeatedly. The form of language contact that occurs is a mixture of English and South Korean codes, while the form of code transfer contained in tweets is in the form of the use of greeting words, clauses, and full sentences in English. The use of a variety of languages in K-pop fandom tweets is a variety of conversational language using non-standard words that show the equality of relationships between K-pop fans on Twitter. In addition, there is a

community marker in each K-pop fandom community in the form of mentioning the nickname of a certain music group's fan which is a differentiator of identity from other communities. This study, although it has fundamental similarities with the study by Mad Yahya which focuses on K-Pop and uses qualitative methods and the Twitter platform as the study location, also shows significant differences. The main similarities lie in the qualitative approach applied, the study objects which both involve K-Pop, and Twitter which is the main medium for data collection. However, this research specifically distinguishes itself by focusing on the phenomenon of code-switching and code-mixing in the language used by K-Pop fans on Twitter, rather than just general language analysis. In addition, the scope of this study is more specific by only examining one fandom group.

Third, the linguistic domain within the K-Pop fan community is also specifically examined by Alvionita Kuri Novantri (2023)⁷ from the Indonesian Language and Literature Education Study Program, Tidar University, through her thesis titled *Slang Language Variation of K-Pop Fans on the Twitter Account @NCTZENBASE*. This study adopted a qualitative method using literature review and data observation techniques, aiming to analyze the forms of slang variations and their communication

⁷ Novantri, "Slang Language Variation of K-Pop Fans on the Twitter Account @NCTZENBASE." (Magelang: UNTIDAR, 2023).

functions used by K-Pop fans in the NCT community on Twitter. The main findings of Novantri's research successfully identified the most dominant slang variations used (such as the creation of new forms and the borrowing of other languages) and concluded that slang serves as a marker of identity and internal group cohesiveness, primarily through Phatic and Referential Functions. This study shares a strong similarity with the present research in its object of analysis, which is the use of K-Pop slang on the Twitter platform, and its use of a qualitative approach. However, the fundamental difference lies in the research objective; while Novantri (2023) focused entirely on the inventory and function of slang within the NCT community, the research gap that this current study addresses is the lack of analysis regarding the consequences or negative impacts of this persistent informal language use on the quality of students' formal academic writing skills. Therefore, this research moves beyond mere description to examine the correlation between fandom language and formal academic output.

Another relevant study focusing on the sociological context of K-Pop fandom is *Utilization Of New Media As Digital Fandom Among Korean Pop (K-POP) Fan Groups On The Social Media Platform Twitter*, authored by Rahmadya Putra Nugraha and Siti Komsiah (2023). This research, which employs a qualitative method with a virtual ethnography approach, aimed to investigate how K-Pop fans utilize Twitter as a new medium to

construct and produce their own digital culture. The study's main finding concludes that fandom activities on Twitter are built upon four essential aspects of *fandom culture*: communication, creativity, knowledge, and organization. This clearly demonstrates that fans are active agents in building their own culture and language in the digital realm. This study provides a strong sociological and media context for the present research, as it outlines the environment in which slang and informal language thrive. However, the research gap that this study addresses is evident here; while Nugraha and Komsiah focused on the organizational and cultural aspects of digital fandom, their work did not focus on the specific linguistic features (slang) nor the tangible academic consequences of this cultural production. Therefore, the current research serves as a critical link, connecting the observed *digital fandom* behavior to its *impact on students' formal academic output*.

Table 1.1: Comparative Table of Previous Research and Thesis Contribution

Author & Year	Research Focus	Research Method	Key Findings	Research Gap
Malik & Haidar (2020)	The interpretation and use of meme discourse by non-native members in the K-Pop Stan Twitter community	Qualitative (Observation & Interview)	Fandom members learn discourse through schema internalization, by understanding the overall context rather than individual words	This study focuses primarily on the language learning process and meme discourse. My research focuses specifically on the impact of K-Pop slang on the

				quality of students' <i>Academic Writing</i>
Mad Yahya (2023)	Analysis of language variation (including <i>code-mixing</i> and <i>code-switching</i>) used in the K-Pop fandom community on Twitter	Qualitative (Documentation)	The presence of recurring code-mixing between English and Korean, functioning as a marker of identity and relational equality	Mad Yahya's study analyzes language variation and identity generally. My research focuses on the negative consequences of such informal language on formal/academic writing skills
Alvionita Kuri Novantri (2023)	Analysis of slang variation forms and their communicative functions within the K-Pop community on Twitter (@NCTZENBASE).	Qualitative (Literature Review & Data Observation)	Slang variations function as identity markers and internal group cohesion, particularly through Phatic and Referential Functions	Novantri's research focuses on the inventory and function of slang (descriptive). My research moves beyond description to analyze the consequential impact of slang on the quality of students' <i>Academic Writing</i>
Nugraha & Komsiah (2023)	The utilization of Twitter as a new media to form and produce digital culture within K-Pop fan groups (sociological/organizational aspects)	Qualitative (Virtual Ethnography)	Fandom activity on Twitter is built upon four cultural aspects: communication, creativity, knowledge, and organization (digital culture)	This study focuses on cultural and organizational aspects. My research connects this digital culture behavior to its specific linguistic/academic consequences (slang and its impact on writing).

H. Organization of The Study

The researcher will arrange three chapters and each chapter consist some points to explain the chapter.

Chapter I is Introduction. This chapter contains: Background of Study, Identification of Problem, Scopes and Limitations of The Research, Research Questions, The Objectives of The Study, Significances of The Study, The Previous Research, and Organization of The Study.

Chapter II is Theoretical Framework. This chapter contains: Sociolinguistics and Language Variation, Slang as a Linguistic Phenomenon, The Context of Digital Fandom Community, and Academic Writing.

Chapter III is Research Methodology. This chapter consists: The Research Methodology which includes of The Research Method, Location and Time of The Study, Data and Source of Data, Instrument, Technique of Collecting Data, and Technique of Analyzing Data

Chapter IV is Finding and Discussion. This chapter presents the Results of Data Analysis and Discussions of The Use English Slang Influenced by KPop in The Student's Writing in Twitter Fandom Community ARMY.

Chapter V is Conclusion and Suggestion. This chapter presents the Conclusions of the overall content of the research and Suggestions given by the researcher to the Other Researcher, Teacher and Student