

Slang Words Usage in The Video Interview of Rich Chigga with Joey Franchise

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Abstract: The phenomenon of slang words is one of the factors of English literature development in modern era. Slang word is an identity of individual's linguistic style to express their norms in the society, by conveying certain types of slang and placing it within different contextual topic of discussion. In the context of slang word distribution and role in daily conversation Slang language used under certain circumstances whether it's informal or formal and to whom they speak to and also considered the politeness to the elder people. To study further of slang usage among people in context of media, this research used the video interview of Rich Chigga with Joey Franchise as an object of examination. The research employs qualitative approach, Qualitative research is used through observation of the video and aimed to extract information about slang words conveyed by both communicators and classified it according to Allan and Burdige of The Types of Slang Theory. The classifications are divided into four parts, namely Fresh and Creative, Imitative, Clipping, Flippant, and Acronym. The classifications of data are studied further by using American Slang Theory according to Zhou & Fan to analyze further the meaning of exemplary data based on Pursuit or Self-Identity, Emotive Feelings, and Achieving Politeness. The result showed 22 data collected from the video and the most slang type expressed is Imitative due to its connection with urban world and modern culture embodied by the communicators.



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INTRODUCTION

The phenomenon of slang words in modern language has been a main factor of literary language development. According to (Liu et al., 2023) the internet has revolutionized and the development and spread of slang. He notes that the online environment provides a fertile ground for creation and dissemination of new slang. The internet has provided a new communication style where slang is often used and evolves rapidly across different online platforms and communities. It highlighted that internet slang is interconnected with language use, with many slang terms originated from daily speech. (Kamilevich, 2022) describes further about the emergence of slang words originated from social and relational

aspects, slang serves as a tool for identify social positioning of a person within community or group. Slang reflects the social affiliations and dynamics within a community, the choice of slang words be used as a membership signal or to establish a particular social identity. The main factors of slang words in language are described in (Gupta et al., 2019) are differentiated by communication style and contextual topic. People adopt specific slang based on their social affiliations and personal style. Slang word is an identity of individual's linguistic style to project their social norms in the society, by using specific terms of slang and placing it within the contextual topic speech and communication style.

Slang words is defined as an informal English language form of communication which contains idioms and vocabularies that are characteristically more playful and vivid than ordinary language (Lutviana & Mafulah, 2021). Slang is a style of language used by specific group of people or community, the development of slang words is factored by the current technologies and therefore language followed the outcome of it as well. For example, internet is an online platform where people can access it freely to broaden communication with other people (Azizah et al., 2021). The communication method usually used many styles or slang words in order to convey messages directly and shortly. Additionally, slang word is an identity of the communicators themselves according to their communication norms and styles (Jeresano & Carretero, 2022). Therefore, the emergence of slang words is based on the rapid evolvement of technology as well as literary works that influenced communication style within groups or communities.

In the context of slang word distribution and role in daily conversation, slangs can be used as evidence based on the contextual topic. A relevant study conducted by (Amir & Azizah, 2017) analyzed slang language used by college students in their daily conversation. The result shows the students adopted and imitated some slang words which received from pop-cultures on the internet such as western movies and songs. Slang language used under certain circumstances whether it's informal or formal and to whom they speak to and also considered the politeness to the elder people.

Another relevant evidence of slang words used by young students or teenagers in common based on (Simangungsong, 2022) studied how Straight Outta Compton's slang words used by college students in daily conversation, social function of the slang and the influence of the slang in daily life. It shows 12 slang words in which clipping the most common type of slang words used by the students due to its motive and relation relativity, and mostly referred to positive and negative influence.

As the hindmost study of slang words in basis conversation, (Rezeki & Sagala, 2019) examines use of the informal form language by millennial generation in Instagram, how model of slang used by them and why they used slang words in the social media platform. The result showed intentions of using slang words such as addressing something, initiating calming conversation, and expressing impression.

In summarization, three related articles above discusses on how slang words are used on different types of contexts such as communicating directly and indirectly based on the topic conversation. To study further about the use of slang words in internet media, the writer chooses an interview of decorated figure in music industry Rich Chigga with Joey Franchise as the interviewer. Furthermore, there have been no related articles that discusses about slang words used in the interview video and therefore this study is aimed to analyze

the usage of slang within the context of the video interview. This study also seeks to unravel the intricate layers of slang utilized by Rich Chigga as the interviewee during his conversation with Joey Franchise as the caster.

THEORETICAL SUPPORT

This type of research uses theory of types of slang by (Allan & Burrige, 2008) which affirm that there are five different types of slang and the results are fresh and creative, flippant, imitative, acronym, and clipping. The definitions of five types of slang can be seen below:

Fresh and Creative

Slang languages have a new vocabulary and its words can be updated throughout the time. Several of the words are familiar for listeners and the particular reason is that slang words have already appeared in a long time.

Flippant

Slang words are classified as flippant if it is composed of two or more words that are not related to the denotative meaning and can be categorized to negativity meaning.

Imitative

Imitative refers to a similar word that is mimicked but has different meaning based on the context.

Acronym

The type of slang word that forms an acronym using each first letter of word and it is spoken differently but quickly.

Clipping

Clipping is a type of slang where the ending of a word is cut or trimmed in order to shortened the pronunciation.

In order to analyze American slang, it needs several factors that influence the use of the informal type of language. According to (Zhou & Fan, 2013), there are socioeconomic factors that motivated the speaker to convey slang words. The interpersonal function of language is the fundamental aspect of communication and sociolinguistic faction. There are three factors that influence the use of slang words, namely:

Pursuit of Self-Identity

It is used as a semiotic meaning to divide society's professional groupings with different ideology and terminology. When communicators convey the phrases or idioms of a particular social group, they will be attached with the norms of the members of that group.

Emotive Feelings

The speaker's attitude toward his subject is seen on how he behaves through emotive function. Slang facilitates people in conveying messages according to their feelings that connected with psychology.

Achieving Politeness

Proper slang usage aids in the formation of a certain mood or the maintenance of social relationship. The emphatic reason cannot be fulfilled without slang which is widely used in casual situations.

METHOD

This study employs qualitative research approach in order to gather and describes descriptive data. The video of interview entitled “Rich Chigga talks his first tour, learning english on youtube, new album and more w/ Joey Franchise” is used to collect data for this examination. Qualitative research is used through observation of the video and aimed to extract information about slang words conveyed by both communicators and classified it according to the theory written above. In addition, the analyzed type of slang words will be discussed further in accordance to Zhou & Fan theory of slang words function and meaning. Thus, the writer will take one of the data as an example and representation of the analyzed function.

RESULT AND DISCUSSION

The results of my analysis revealed a number of slang words used in the video interviews. I have categorized the slang words by type, this data has been organized in the table below:

Table 1. Slang words usage and classifications

(source: <https://www.youtube.com/watch?v=8Ic4w2zdeDU&t=268s>)

Character	Slang Word/ Phrase	Meaning	Datum no./Timecode	Slang Types
Joey Franchise	Nuts	Describe something exciting, good, or brilliant, often refers to an enjoyable activity	1 / 11:36	Fresh and Creative
Joey Franchise	Dope	Describes something good or impressive	2 / 8:03	Fresh and Creative
Rich Chigga	Freak out	Becomes surprised, panicked, or upset about something	3 / 5:44	Fresh and Creative
Joey Franchise and Rich Chigga	Kinda	A contraction of “Kind of”, meaning it’s a somewhat limited.	4 / 9:50	Imitative
Joey Franchise	Dat Stick	Refer to Rich Chigga’s song work	5 / 3:31	Imitative

Rich Chigga	Mess	Chaotic disorganized situation.	or	6 / 5:02	Imitative
Joey Franchise	Bite	To rip off another person's style		7 / 7:24	Imitative
Rich Chigga	Catch	Understand Comprehend something.	or	8 / 2:51	Imitative
Rich Chigga and Joey Franchise	Damn	Expressing something unexpected according to the context.		9 / 0:53 & 7:21	Flippant
Joey Franchise	Fly	Describe something is fashionable and stylish		10 / 10:18	Imitative
Rich Chigga and Joey Franchise	Freestyle	Improvisational in producing music, specifically in rapping songs.		11 / 11:32	Fresh and Creative
Rich Chigga	Tight	Something is upset or physically tense.		12 / 10:05	Imitative
Joey Franchise	Brethren	People belonging to particular group		13 / 0:09	Imitative
Joey Franchise	Dude	A call for another person		14 / 0:15	Fresh and Creative

Rich Chigga	Unboxing	To reveal something inside a package/box	15 / 0:36	Fresh and Creative
Rich Chigga	Sick	A brilliant showcase of something	16 / 0:53	Imitative
Rich Chigga	Super	Attached into / liking something good	17 / 1:38	Imitative
Rich Chigga	Yow	Express excitement, joy, or surprise	18 / 4:28	Imitative
Rich Chigga	Shit	An object or item wore by someone	19 / 4:59	Flippant
Rich Chigga	Fuck	Cursing at someone or an object	20 / 6:58	Flippant
Rich Chigga	Ass	Something bad and came randomly	21 / 7:01	Flippant
Joey Franchise	Jeez	used as a mild expression of surprise, disappointment, astonishment, etc.	22 / 3:35	Flippant

Fresh and Creative

According to table 1, Fresh and Creative types of slang word have been identified and resulted 6 data. The explanation can be seen below:

Table 2. Table of Fresh and Creative type of slang word

DATA	EXPLANATION
<p>DATA 1: 01/11:36 Joey Franchize: Freestyle while doing that. Rich Chigga: That was amazing. Joey Franchize: That's nuts</p>	<p>Explanation: The term nuts does not refer to a fruit, but it's an expression of seeing something brilliant and beyond good.</p>
<p>DATA 2: 02/0:58 Rich Chigga: I like this language you know that's what kept me learning it Joey Franchize: That's dope man.</p>	<p>Explanation: The term dope is a synonym of great or good word but more modern and urban due to the existent of street cultures in modern era.</p>
<p>DATA 3: 03/5:44 Rich Chigga: I was still in Indonesia like freaking out you know.</p>	<p>Explanation: Rich Chigga was freaked out by the video sent by his manager, the term freaking out is similar to surprise which express a shocking emotion from a person</p>
<p>DATA: 11 / 11:32 Rich Chigga: I've seen a freestyle Joey Franchize: Freestyle while doing that</p>	<p>Explanation: Joey mentions another rapper/artist named "Logic" who was freestyling, the term refers to improvisation method of a song implemented by the rapper in order to smoothen the singing style</p>
<p>DATA 14: 14 / 0:15 Joey Franchize: Dude, you learned English through watching Youtube. Rich Chigga: Yes, sir.</p>	<p>Explanation: The term dude is similar to a callout of friend to someone close to you. It's more urban due to the development of modern culture</p>
<p>DATA 15: 15/0:36 Rich Chigga: ...Like could be like a review video or product review video or like unboxing videos.</p>	<p>Explanation: The term unboxing refers to an activity of revealing something inside a package.</p>

Flippant

Flippant type of slang word has been identified and resulted 5 data. The explanation can be seen below:

Table 3.Table of Flippant type of slang word

DATA	EXPLANATION
<p>DATA 9: 9 / 0:53 & 7:21 Joey Franchize: I feel like you know just going back I was just like damn this guy really coming to bite me. Rich Chigga: I realized my voice was in English and I was like damn that's sick</p>	<p>Explanation: The term damn is to declare something bad or invalid. It's also used to swear by someone. Joey was surprised to see another rapper come to get him.</p>
<p>DATA 19: 19 / 4:59 Rich Chigga: I was like wearing like</p>	<p>Explanation: The term shit has a common meaning that referred to a turd,</p>

something cool like designer shit . Joey Franchise: Right. DATA 20: 20 / 6:58 Joey Franchise: You didn't know anything. Rich Chigga: It was this dude and has used me like @fucktyler... DATA 21: 21 / 7:01 Rich Chigga: ...And the profile picture was like some random ass picture of a dude DATA 22: 22 / 3:35 Rich Chigga: I was actually like in the 70 now. Joey Franchise: Jeez .	but in this context, it's used to express something in common within an object. Explanation: The term fuck has a very negative meaning which means to swear at someone Explanation: The term ass in this conversation is an additional bad expression of something. Explanation: The term jeez is similar to common surprise expression such as oh my god. It is used as a mild expression of astonishment as well.
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Imitative

Imitative type of slang word have been identified and resulted 11 data. The explanation can be seen below:

Table 4.Table of Imitative type of slang word

DATA	EXPLANATION
DATA 4: 4 / 5:01 Rich Chigga: She just told like how to like kinda do this thing with my voice so I don't get like too tired or whatever.	Explanation: The term kinda is an adverb of rather which means an object is viewed as quite negative or bad.
DATA 5: 5 / 3:31 Joey Franchise: It's 194 while we here with Rich Chigga 32 million views and counting on Dat Stick	Explanation: Rich Chigga's song entitled 'Dat Stick' has a slang term which means corruption and narcotics misuse in neighbourhood.
DATA 6: 6 / 5:02 Rich Chigga: What if a But then I'm like what if you know..what if I kind of like mess with people a little bit.	Explanation: The term mess has two different meaning, the first one is to show a disorganized place or object. In this context, the word means playing fun with people around.
DATA 7: 7 / 7:24 Joey Franchise: This guy really you know coming to bite me nobody uses mine anymore.	Explanation: The term bite commonly refers to pressuring your teeth onto an object, but in this context the term used for expressing someone's stealing / ripping of our work.
DATA 8: 8 / 2:51 Rich Chigga: I mean I was not even super into it they just didn't... I didn't hate it but it didn't really like catch me that much.	Explanation: The term catch commonly refer to an action of getting a thrown object at us. In this context, catch means the artwork doesn't feel interested for Rich Chigga.
DATA 10: 10 / 10:18	Explanation: The term tight mostly

Joey Franchise: Would you feature her on your own album?
Rich Chigga: One day I'm honestly super down but really super **tight**.

refers to an action of gripping an object with hard effort, but in this context tight means something is very hard to accomplish.

DATA 12: 12 / 10:05

Rich Chigga: So yeah she's tight, she's supportive
Joey Franchise: That's **fly**

Explanation: The term fly commonly refers to an action of moving through the wind/air, in this context the word is used to describe Rich Chigga's sister as someone extraordinary, stylish, and attractive.

DATA 13: 13 / 0:09

Rich Chigga: Hello brother.
Joey Franchise: Hello **brethren**, how you doing man?

Explanation: The term brethren is synonymous to the word brother, if we take it literally it means someone who maintain that they are a branch of Christian church.

DATA 16: 16 / 0:53

Rich Chigga:...And then, I realized my.. that voice as an english and I was like damn that's **sick**.

Explanation: The term sick usually refers to someone having an illness, but in the context of Rich Chigga communication style, he expressed something is great or extraordinary.

DATA 17: 17 / 1:38

Rich Chigga: It was like short films because I was **super** into cinematography

Explanation: The term supper is related to an evening meal, often the principal meal of the day. In the video, the term has a context of something is very interested for Rich Chigga and that is cinematography knowledge.

DATA 18: 18 / 4:28

Rich Chigga: my producer's friend he was actually and EDM producer and that was his first hip-hop beat and then he's like **yo** let's collaborate

Explanation: The term yo is used an exclamation to get someone's attention, express excitement, or greet someone. In Rich Chigga's story he met an EDM producer an asked him to collaborate in producing music

The writer has analyzed all the data based on the types of slang and its functions from the Theory of (Allan & Burrige, 2008). These slang words will be studied further to analyze the meaning in accordance to three social functions of slang from (Zhou & Fan, 2013). There are three social functions slang expressions found in the video interview, they are Achieve Politeness, Emotive Feeling of the Slang Users, and Pursuit of Self Identity.

Achieving Politeness

The first function of slang expressions analyzed by the writer is the function of Achieving Politeness. Some registers of slang expressions need to be examined further. Zhou & Fan stated that 'the use of slang can maintain the friendship and intimacy between

friends”. One of the examples of Achieving Politeness can be seen on data 12 which shows slang term ‘fly. The short dialogue between both casters can be seen below:

DATA 12: 12 / 10:05

Rich Chigga: So yeah she’s tight, she’s supportive

Joey Franchize: That’s **fly**.

The contextual meaning of this slang expression is a stylish and extraordinary person. Joey Franchize as the interviewer asked Rich Chigga about his sister who’s also a superstar in music industry, particularly in singing. He asked further about whether Rich Chigga will include her into his album, and he replied that one day but it’s still difficult to do it because she’s also an artist in her own way. Joey replied she’s really an attractive singer in his family, therefore he expressed the term ‘**fly**’ for it.

Emotive Feeling

This second function of slang expression is important to know the changing emotion status of the speaker against something. This function helps to release certain energy and to convey their feelings. The example of emotive feeling slang word can be seen below:

DATA 2: 02/0:58

Rich Chigga: I like this language you know that’s what kept me learning it

Joey Franchize: That’s **dope** man.

DATA 19: 19 / 4:59

Rich Chigga: I was like wearing like something cool like designer **shit**.

Joey Franchize: Right.

The first slang expression is a meaning of something great but more modern and urban, it is usually used by internet users to describe an object that display greatness beyond their imagination. From the first data above, Rich Chigga explains why he fell in love with English because it attached to his inner voice and he idealized that it’ll be his first and second language to use. He learned it first through Youtube and develop his proficiency through writing song lyrics, Joey Franchize replied it was a great thing what Rich Chigga has done before.

The second slang expression holds a negative meaning but in different context. The term ‘shit’ commonly used for a mild expression of bad luck or defecate in the toilet. In this video, Rich Chigga express the term about wearing a well-designed cloth and no intention of criticizing the object.

Pursuit of Self-Identity

The third function shows the artwork of the main speaker, the theorists stated that the slang expression is considered as the indication to social groups in society. As an example, the data that related with this function can be seen below:

DATA 5: 5 / 3:31

Joey Franchize: It’s 194 while we here with Rich Chigga 32 million views and counting on **Dat Stick**

DATA: 11 / 11:32

Rich Chigga: I’ve seen a **freestyle**

Joey Franchize: **Freestyle** while doing that

The first example of slang word shows a word 'Dat Stick', it's a rap song produced by Rich Chigga about the dangerous neighbourhood and narcotics misuse. It also recites about the civil war tradition between school gangs and social inequality between the rich and the poor. Therefore, the name of song itself is an identity for Rich Chigga as the artist who wrote and produced it.

The second example of slang word shows a word '**Freestyle**', it's a singing method in rapping or hip-hop that enables the singer to convey messages freely according the song without using a format template. It is mostly used in rapping to improvise their performance in certain conditions such as rap battle, stage performance, etc. Rich Chigga and Joey Franchise express the term because they are rap and hip-hop enthusiasts and have a same common sense within the group. Therefore, they actualized the common word used in their music industry and community.

CONCLUSION

Based to data that have been collected in Table 1, there are total of 22 slang words said by both the communicators in the interview video. Each word has been classified into 4 types of slang based on slang theory used for this study. The most type of slang expressed within the video is the imitative type with total 11 slang words, due to the calm conversation conveyed by Rich Chigga and Joey Franchise. Moreover, imitative type of slang words usually spoken by street/urban communities according to their culture and tradition which was influenced by the development of external factors such as technology and internet. Thereafter, the slang words are described in accordance to determine the social functions and meaning. Each given data has been examined as an exemplary of representation in each function, it is connected with the cultural and tradition around both communicators in music industry.

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