EXPLORING RICH BRIAN'S OFFICIAL MUSIC VIDEO COMMENTS' WORD FORMATION PROCESS

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Abstract

In Rich Brian's official music video, specifically in the commentary column for his most recent song, D.O.A, which was released on August 25, 2020, this study aims to investigate the process of word formation and the social function of slang words. Discourse and sociolinguistics are used in this study. aspect; Consequently, this study's research design is descriptive and qualitative. The official music video for Rich Brian's most recent song's one-month comment section is also the subject of this study. In addition, there are two kinds of data: primary data and secondary data. The essential information is the discourse part of the music video for Rich Brian's most recent authority tune, while the optional sources come from accessible scholarly works and metropolitan word references. Subsequently, to gather information, this study archives D.O.A. the authority music video of the analysis is one drawn out. 49 slang terms were identified from the data that was obtained. After that, they are examined using Yule's theory (2010) as the standard framework for processes of word formation and Zhou & Fan's theory (2013) as the standard framework for functions of word formation. There are several steps involved in data analysis: data analysis, collection, classification, and reading

Key words: Slang words; word formation process; function

INTRODUCTION

Language plays an important role in connecting people as it is used to share feelings, ideas and thoughts [1], [2], [3]. In line with [4], [5], he explained that language is a set of symbols used to communicate. Communication can run smoothly where the message is conveyed properly [6], [7], [8]. This makes language users aware that effective language must be used to communicate well [9], [10], [11]. However, [12], [13] stated that formal and standard language cannot guarantee whether the message conveyed is meaningful or not. In addition, [14], [15], [16] believe that the proper use of English often fails due to cultural roles that have changed the role of proper English. This shows that culture has a role in the language standards of a person and society [17], [18], [19]. In line with Stochl, [20], [21], [22] explains that linguistic aspects have several standards in each community. One variation is slang words. Slang is a language that is not standard in its form [23], [24], [25]. However, this tends to create new vocabulary or phrases that lead to an expansion of meanings that still follow the original words that belong to certain groups [26], [27].

In addition, the process of generating new words for new uses is called the word formation process [28], [29], in line with [30], [31] who classify the process of word formation into ten forms. They are Coinage, Conversion, Clipping, Blending, Backformation, Borrowing, Compounding, Acronym, Derivation and Multiple Process [32], [33], [34]. Also, many people use slang words based on their purpose and condition [35],[36]. Likewise, [37], [38] define several functions of using slang words to express emotional feelings, pursue self-identity, and achieve politeness. In addition, slang words in society create solidarity and closeness within certain communities [39], [40], [41]. Therefore, slang words may have become the everyday language of young people [42], [43], [44]. Slang words exist in direct

communication and exist in several youth activities such as novels, films, and songs [45], [46], [47].

Talking about rap songs has a significant influence in American music [48], [49], [50]. Rich Brian is an Indonesian rapper who debuted at the age of fifteen. In addition, the rap songs have been linguistically analyzed [51], [52], [53], which automatically shows that the songs are fun and challenging in their linguistic aspects, especially word formation [54], [55], [56]. Recently, their new single was released under the title D.O.A. More information about the latest official music video, the concept is unique in that it drives the Honda Civic on long journeys from deserts to cold mountains [57], [58], [59]. In contrast, another singer's previous music videos of the same genre used several luxury cars [60], [61], [62]. This invited various reactions, especially when the 88 Rising Youtube Channel officially published it [63], [64]. These various reactions occurred because the audience came from various classes, groups, and communities. In addition, [65], [66], [67] found that social media texts are challenging due to the creativity of the language of the users in engaging their followers.

Therefore, this study uses YouTube as a research instrument because Westenberg (2016) defines YouTube as a video sharing platform where viewers can freely leave comments [68], [69]. In addition, several beliefs are considered to vote for Youtube comments section [70], [71], [72]. The belief that the Youtube comments column is a form of interaction between Youtube users and a form of response and reaction to the content, stories and videos uploaded by the uploader [73], [74], [75]. Youtube comment interactions have three different types of interactions [76], [77]. First, communication between speakers and listeners in the video. Communication between the sender (video uploader) and the video receiver (audience) is secondary [78], [79], [80]. Finally, the interaction between video recipients (audience) [81], [82].

Furthermore, [83], [84] believe that comment sections in online platforms can generate in-depth and even sensitive topics as face-to-face interactions tend to avoid more in-depth and debatable interactions [85], [86], [87]. It can be said that commenters can post Youtube comments as personal reactions and general interactions with various attitudes, beliefs and interests towards the objects discussed in them [88], [89], [90]. Above all, this study will analyze the word formation process in D.O.A's official music video reaction comments and their functions due to a deeper and more explicit analysis of comments as the aim of this study.

Slang words

Slang words come from common words that are used in informal situations. It is used as a marker for certain groups of people [91], [92]. In addition, [93] defines slang words as new words created by society with the expansion of old or even new meanings. The creation of new words will occur through certain processes, such as affixation, mixing, and combining words related to the word formation process [94], [95], [96]. In addition, Laksana and [97], [98] define the process of word formation as a process of changing words outside the standard. However, certain groups of people accept it. [99], [100] support this. He defined the process of word formation as creating new words with symbolic meanings from old to new tenses. Moreover, he classified them into several types. That is:

Coinage

Coinage are the invention of new words that usually use the brand name as a common word. In addition, Wahyu (2020) defines coinage as a new word and an old word taken from brands such as Beat, Toyota and Vaseline. In line with him, Yule (2010) states that coinage is a completely new word form that uses commercial products as the standard. In addition, do not use capital letters for commercial products such as aspirin, zippers.

Borrowing

Borrowing is a process of taking a word of other languages to become a common word. Laksana and Boyce (2020) stated that English adopted many words as their borrowing words. There is an immediate translation of the words borrowed in its process—for example, Chow (Chinese food), Piano (Italian), tycoon (Japan). Likewise, Yule (2010) defined borrowing as a particular type known as loan translation or calque. The natural word elements translation such as gratte-cielas French means English scrape-sky', wolkenkrabber ('cloud scratcher') from Dutch and Wolkenkratzer ('cloud scraper') as German term. Next, all of them calques for the English language as Skyscraper.

Compounding

Compounding is connecting two separate words into a single word as like as Wahyu (2020) explained the Yules' theory that there are three kinds of compound words. First, Noun form compounding, such as, Macbook, fingerprint. Second, adjective compounding such as, low-profile, good-looking. Third, the combination of Adjective and noun, such as, Fast-food.

Blending

Yule (2010) defined blending as an activity of mixing two separate words into a single word, taking the beginning from the first word and putting the last of the second word. Example: Shoulda (Should have) You'll (You will) Smaze (smoke + haze) and Smurk (smoke + murk) also Brunch (Breakfast Lunch)

Clipping

The reduction of one or more syllable words to be in a shorter form called clipping. For instance, gas (gasoline), cause (because), Till (Until), Darlin (darling), Fan (Fanatic). Additionally, this reduction has one type that becomes Australian and British English favorite called hypocorism when the addition of y and ie occurred at the end of long word reduction such as Aussie (Australian), Telly (Television), Hankie (Handkerchief) (Yule, 2010).

Backformation

The reduction process changes the function of the words that first have a role as a type and change into another type. Here are some examples, Donate as a verb (Donation as a noun), Emote as a verb (Emotion as a noun), Babysit as a verb (Baby sitter as a noun), Beautify as a verb (Beautiful as Adjective).

Conversion

This word-formation process happened when there was no reduction in the word. However, the function of the word changed, and it is acceptable. For an example of some nouns Chair, Butter, Google that could be used as a verb "someone has to chair the agenda," "we can google it anytime," "have you buttered the toast?", print out "a print out" stand up "standup comedian", crazy ideas "a crazy as a noun".

Acronym

Acronym is the use of an initial letter of the words where its pronunciation was not only based on the letter involved such as CD (Compact Disc), BFF (Best Friend Forever), VCR (Video Cassette Recorder), ATM (Automatic Teller Machine) but also based on all letter within it that create one new word pronunciation completely such as UNESCO, NATO, PIN.

Derivation

An addition of a word, whether it has happened at the beginning (prefix) or the ending (suffix) of a word, changes the word's function. Besides, these word formation types are largely dominated by small "bit" called affix. For example, un-, mis-, pre-, -ful, -less, -ish, -ism, and -ness which appear in words like unable, misleading, prejudge, faithful, useless, brownish, capitalism, happiness.

Multiple processes

The word-formation process of more than one process. Such as, "this project have snowballed" (compounding + conversion).

METHOD

This research is categorized as discourse research. Brandmayr (2020) claims that discourse research is used to analyze group interactions in which structure, conditional frameworks, and power relations influence them. This study uses deeper social concepts because slang is identified as diverse and different between languages. In addition, this study uses a descriptive qualitative design where data is taken from the comments section of Rich Brian's official latest music video. The total data in this study is 9,811 comments. This study took a month's duration from D.O.A Rich Brian's official music video commentary section to be more in-depth and specific in analyzing it, more specifically the comments section in September 2020.

Research instrument : The second source of data is related literature and urban dictionaries because slang words have to be consulted through them. This is supported by Viljanen and Are (2019) who state that urban dictionaries are effective at finding word variations. Therefore, this study uses a documentation technique because the YouTube comment section can be retrieved through it.

Data analysis procedures: Data is analyzed through several steps. Those who read all the data obtained. Next, classify the data which is categorized as slang by consulting these words through the urban dictionary. After that, collect them by category of slang words. Finally, determine and decide on the function after connecting several related contexts from the words found. The word formation process data was analyzed through Yule's theory (2010), while its function was analyzed through Zhou and Fan's theory (2013).

RESULTS AND DISCUSSION

The main objective of this study is the process of forming slang words and their social function in the comments column for Rich Brian's latest official music video. The results will be described as Table 1.

The word formation processes

Table 1. Slang word formation process result

NO	Words Formations	Data	Quantity	Precentage
1.	Coinage	Honda Civic, Yoda, Minecraft, Civic, Grand Turismo 7, Maserati, Indonesian, Shout East Asia	8	16%
2.	Borrowing	Du'a	1	2%
3.	Compounding	Bodykit, Overproud, upbeat, roadtrip	4	8%
4.	Blending	Hasn't, Ain't, I'd, SoCal, didn't, gonna	6	12%
5.	Clipping	ass, tho, nuff	3	6%
6.	Conversion	The weekday, weekend, Microwaving, flex, youtube, dope, cap	7	14%
7.	Acronym	LMAO, LOL, MV, KPOP, OMG, POV, JDM, FAME, PLZ	9	18%
8.	Derivation	Uncomfortable, oddly unsetting, better, heavily, sober, singer, rapper, artist, musician, protagonist, energizing%	11	22%
9.	Multiple process	Asian. Microwaving	1	2%
10.	Coinage	Du'a	50	100%

		TOTAL	8	16%

Based on the word formation process, it can be seen that there are 45 comments containing 50 slang words in them. The derivation is the most widely used because it reaches 22% in 11 times the frequency. Additionally, acronyms are the second highest in frequency, with 18% in the comments section. At the same frequency, coins were also used 18% in the music video comments.

Furthermore, borrowing is the lowest frequency of slang usage, only 2% in one frequency. In addition, 14% conversion, 6% clipping, 12% blending, and 8% compounding were obtained. Furthermore, the social function of the results of slang words will be explained as follows:

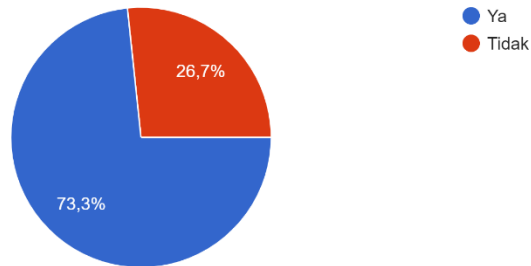**The social Functions**

Table 2. Slang word social function

NO	Social Function	Quantity	Precentage
1.	Pursuit Self-identity	19	39%
2.	Express Emotive Feeling	24	49%
3.	Achieve Politeness	4	8%
4.	Multiple Functions	2	4%
Total		49	100

The social function used in the slang words in the comments column is 49 because out of 50 comments there is one comment that has two slang words. The results revealed that the most widely used function was to express emotional feelings with 51% and 25 frequencies used. In addition, the pursuit of self-identity is the second higher frequency with 41% and 20 of the frequencies used. The last social function is to achieve politeness with a frequency of use of 4%.

I also conducted a survey with participants filling out the questionnaire I provided. The participants were 21 English Education Students in the Academic Writing Class. The age range of the participants varied from 19-23 years. The questionnaire consists of 8 questions. The type of question is opinion question. The results of the questionnaire are presented below
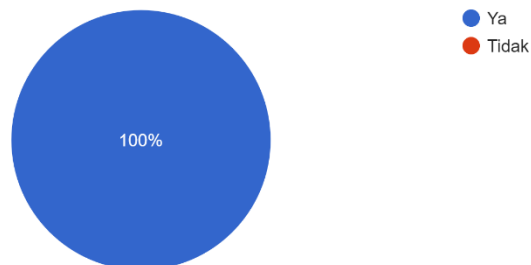
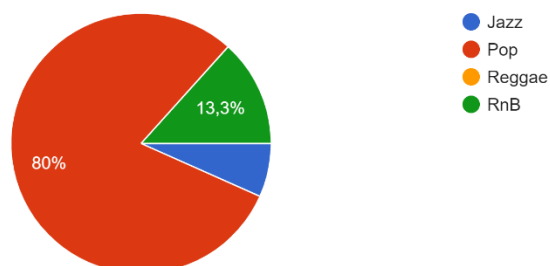Apakah kalian kenal Rich Brian?
15 jawaban
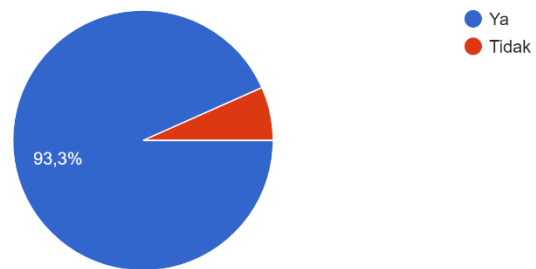

Apakah anda suka mendengar musik?
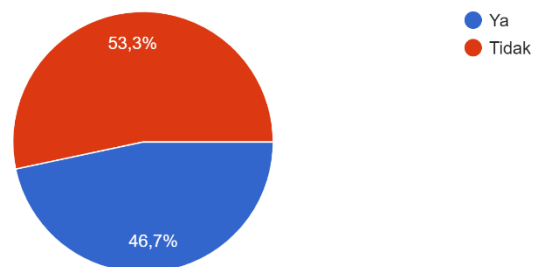15 jawaban

Genre musik apa yang kalian sukai?
15 jawaban

Apakah anda menonton vidio musik?
15 jawaban

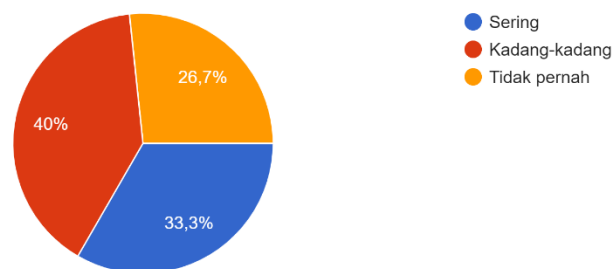● Ya
● Tidak

Apakah anda sering meninggalkan komentar dividio musik yang kalian tonton?
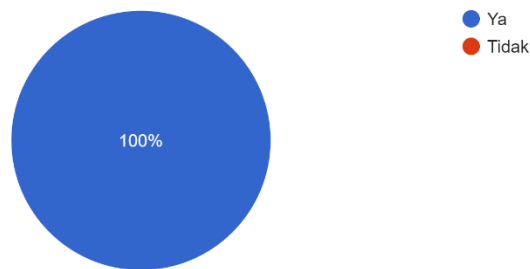15 jawaban

● Ya
● Tidak

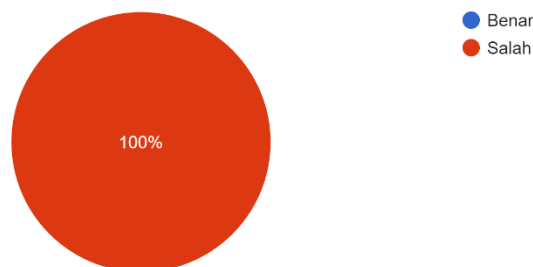Seberapa sering anda memberi komentar dividio musik yang anda tonton?
15 jawaban

● Sering
● Kadang-kadang
● Tidak pernah

Apakah kalian sering membaca komentar dividio musik?
15 jawaban

● Ya
● Tidak

100%

Mendengarkan musik membuat kita bosan
15 jawaban

● Benar
● Salah

100%

Above all the discussion of the analysis of the findings, this study highlights several points which are the conclusions of this study. First, the use of derivation (22%) and acronyms (18%), currency (16%), conversion (14%), mixing (12%), compounding (8%), and borrowing and some processes are at the same percentage (2%) of each. Its function is dominated to express emotional feelings (49%), to pursue self-identity (39%) and 8% to achieve politeness and 2% for multiple functions.

CONCLUSION

Slang words in society are contemporary, meaning they can last longer or even disappear with an indefinite duration. Second, slang users use it to emphasize, express, inform, appreciate, and even embarrass in response to something or someone. Thirdly, Rich Brian D.O.A's official music video commentary is shorter in form (the derivation and acronym are supreme). However, they are still understandable and acceptable to readers. Fourth, the slang words in the official music video positively (to express emotional feelings and pursue self-identity) tend to share "community" language and identity. Several limitations were found in this study; More robust methods are expected in the future, so that it can be clearer for readers to use the study as a guide. In particular, this study suggests future researchers to conduct an analysis of the comments section on social media regarding swear words, taboo words as the main focus, because this study found many swear words and taboo words commented on in music videos. Therefore, they need to be classified and analyzed more deeply. In addition, found emojis are also suggested for future analysis.

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