

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

As human beings, people need a way to deliver message or idea to other people by communication. Language is one of the important things used in communication. By using language, people can build a good relationship with other people in their life. Communication will run well, if we use language properly. It is supported by Peter Trudgill's statement that language is not simply a means of communicating information about the weather or any other subject. It is also very important means of establishing and maintaining relationship with other people (1984: 13).

It is also clarified by the statement of O'Grady et al that language is many things, a system of communication, a tool for thought, a medium for self expression, a social institution, a source of ethnic pride and political controversy (2007: 56). It means that language is a means for having communication within society.

It proves that language has a very great influence in human beings' social life because of its role as a means of communication. As social creatures, people cannot live alone, so they have to interact with one another. All human beings have at least one language. It is very significant in delivering our idea, emotion, feeling and also experience.

Sociolinguistics is one of the fields of language which involves society. It also concerns with the language varieties. Variety of language is a system of linguistic expression. The variety of language can be in the form of style, colloquial, jargon, argot, slang, and also register.

The focus of the study here is slang. Slang is a variety of language that shows the informality of language. Some people use slang to communicate in a certain situation and a certain community. Slang is used to introduce new words that are only understood by the community which uses slang to communicate to one another. Slang that is used by a group of people is different from that used by another group. Hence, only the members of the group themselves can understand what they talk about. Fromkin and Rodman stated that slang has been defined as one of those things that everybody can recognize and nobody can define. The use of slang, or colloquial language, introduces many new words in language by recombining old words into new meaning (1958:342). The example of what Fromkin and Rodman mean by slang is found in the sentence below:

(4/ SS/ 6) Derek had rolled up the night before, his first time ever in Colombus, with his hot-ass stacked *trixie* Maryann; they busted out of his Land Rover checked his phone for some grub, and plowed into a Buffalo Wild wings, since then, B-Dubs has always been a favourite place in Colombus for Derek.

In this sentence, the author uses the term *trixie* which refers to a young white woman, typically single and in her late 20s or early 30s, and wears generic mall fashion.

The fact shows that slang is also used in literary works, such as in a seminal novel entitled *On the Bro'd* written by Mike Lacher. Seminal novel is a novel

which contains important new ideas and great influence on later work. In this seminal novel, there is much slang used by the characters of the novel. *On the Bro'd* is a parody of Jack Kerouac's seminal novel entitled *On the Road* in which the entire book is adapted into bro-speak.

This research focuses on the analysis of slangs in Mike Lacher's *On the Bro'd*. It is important to conduct this research because it can be used to get information about slang especially to find out and understand the kinds of slang in seminal novel *On the Bro'd*.

1.2 The Statement of the Problem

This study attempts to analyze slang used in Mike Lacher's *On the Bro'd*. The problem is divided into two. They are as follows:

1. What are the kinds of slang used in Mike Lacher's *On The Bro'd*?
2. What are the purposes of using slang in the novel?

1.3 The Objective of the Study

To get a deeper and clearer understanding on the topic discussed, this research tries to answer the two questions as stated above:

1. To describe the kinds of slang used in Mike Lacher's *On the Bro'd*.
2. To explain the purposes of using slang in the novel.

1.4 The Reason of Choosing the Data

The data of the research are taken from the seminal novel Mike Lacher's *On the Bro'd*. There are some reasons of choosing Mike Lacher's *On the Bro'd* as the source of data. First, the seminal novel contains much slang. The other reason is Mike Lacher's *On the Bro'd* is a famous parody seminal novel which has many readers. Therefore, it could be a valid source of data of this research.

1.5 The Scope of the Problem

In order to get a detailed understanding about the topic of the discussion, the scope of the problem is limited, as it is needed in the study. This research discusses sociolinguistics, that is, slang as the main topic. Specifically, this research focuses on the kinds of slang which exist in Mike Lacher's *On the Bro'd* and also the purposes of using slang.

1.6 The Significance of the Study

It is hoped that this research may contribute some advantages and provide valuable information for not only the researcher but also the readers. Reading this work, the readers are expected to improve knowledge about the topic, especially bro-speak slang. Besides that, it informs the cultural background as the reason of using slang. Practically, this research is expected to encourage other researchers to conduct further researches on the topic more comprehensively.