

SLANG WORD IN *TINY MEAT GANG* PODCAST: A SOCIOLINGUISTIC ANALYSIS

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ABSTRACT (11 PT)

Slang is a language uses in non-formal situations, which has no meaning according to its literal meaning, which is commonly uses among young people as a form of defiance or rejection from formal language. The purposes of this research are to describe the types of slang and explain the functions of slang used in Tiny Meat Gang Podcast. The approach used in this research is a sociolinguistic approach with a qualitative descriptive method. This research used the slang theory of Allan and Burridge to describe the types of slang and the functions of slang. The researcher analyzed the data source by analyzing conversational dialogue from podcasts through YouTube transcripts. The results show that 1) There are five types of slang found in this Tiny Meat Gang Podcast, namely Fresh and Creative, Flippant, Imitative, Acronym, and Clipping, and all five were found in this research. 2) There are seven functions of slang according to Allan and Burridge, namely to Address, to Humiliate, to Initiate Relaxed Conversation, to Form Intimate Atmosphere, to Express Impression, to Reveal Anger, and to Show Intimacy. However, only five functions of this research were found, namely to Address, to Humiliate, to Initiate Relaxed Conversation, to Express Impression, and to Reveal Anger. Through this slang word analysis, it is hoped that slang will continue to use without shifting the official and formal language, however, only for the non-formal scope, so that closer social ties with others will be created.

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Introduction

Sociolinguistic is one branch of linguistics, Holmes (2006) stated that sociolinguistic is the branch of linguistics that focus to research of the way people use language in their social interactions. They are interested in explaining how people speak in different social contexts and they identity how language can be used to convey meaning society. In other words, sociolinguistic is the science that studies how a society uses language as a means of everyday communication. This language can be understood by a group of people, indicating that the people are members of a group.

One of the branch of sociolinguistic is slang. David Crystal (1995) in his book, The Cambridge Encyclopaedia of the English Language, stated that slang is a type of informal, non-standard vocabulary used by people belonging to specific social groups or contexts to achieve familiarity, humour, or to exclude outsiders. From all the explanations above, it can be said that slang is language used in non-formal situations. Slang are used when someone is not in a formal situation such as an important meeting or when speaking to an older person. This is because slang is used for casual discussions with peers, who exchange sarcastic jokes or sometimes taboo words. Apart from being frequently used in everyday conversation, slang are also frequently used in various entertainment platforms such as music, films, magazine or on social media.

Podcast, as a type of media, have allowed podcasters to express themselves more clearly, and various podcast have attracted a large number of listeners due to their format that allows for a more casual and relaxed discussion format, resulting in a more "authentic" output compared to TV or radio, (Symons, 2017). Kaplan and Haenlein (2010) described the podcast as a collection of digital media items, usually audio or video, that are available for download or streaming online and are usually organized as episodic content with a main subject.

Podcasts can be found on a wide variety of platforms, including YouTube. YouTube is a platform that provides entertainment for all levels of society, in terms of knowledge level, age, and hobbies or interests. In addition to providing interesting videos to watch, YouTube is also a tool for YouTubers to communicate with their viewers. Langa (2007) stated YouTube as a socially-driven video-sharing website where individuals, organizations, and communities produce and consume content, facilitating a complex interplay of media production and social interaction.

Tiny Meat Gang Podcast is a popular comedy podcast created by and consisting of Canadian YouTubers Cody Michael Kolodziejzyk (Cody Ko) and Noel Miller with the first episode of this podcast was release on October 27, 2017. This podcast features discussions on a variety of topics related to pop culture and the internet, often with a satirical twist. These podcast episodes are about an hour long and are available on various platforms such as YouTube, Spotify, and Apple Podcasts. The Tiny Meat Gang Studios YouTube channel has over 1.24 million subscribers and features a variety of contents including highlight-filled podcast episodes, and other related videos.

Method

In this research, the researcher used the qualitative method. According to Miles & Huberman (1994), qualitative data are sources of detailed description that are grounded in reality and offer an explanation of the processes that can occur in the local context. Moleong (2010) stated that the descriptive qualitative research is a study that explains to understand the phenomenon of the subject of research, behavior, perception, motivation, action, etc., holistically, and the way of describing the result in the form of words and sentences. A qualitative descriptive approach is used to present the data results. This approach aims to understand something specifically and also to deepen the understanding of something of the research. This is because the researcher focused on deep understanding and describing existing phenomena in the form of words.

The method used in this research is document analysis. The purpose of this research focused on analyzing the types of words formation process and functions of slang used in the Tiny Meat Gang Podcast. This research is also used library research. That means, this research did not involve participant from the group to be observe, but instead examined source from book, film, novel, or social media. This research used library research because the researcher is wanted to analyzed the script of the podcast "Tiny Meat Gang" on YouTube. The researcher used books and related sources to strengthen this research.

Result and Discussion

After conducting research on two of the most popular videos from the Tiny Meat Gang Podcast YouTube channel titled Millennial Cringe (ft Brittany Broski) and Evil Mr. Beast (ft Mr. Beast), the researcher found all five types of slang in first the video and all five types of slang in the second video according to Allan and Burridge (2006). There are Fresh and Creative, Flippant, Imitative, Acronym, Clipping. The researcher also found some functions of slang in video 1 and video 2, namely to Address, to Humiliate, to Initiate Relax Conversation, to Express Impression, and to Reveal Anger.

1. The Types of Slang Used in Tiny Meat Gang Podcast

a) Fresh and Creative

Fresh and Creative is a type of slang that emerges from an innovative, imaginative, and creative language game, thus creating unique and interesting new expressions. This type of slang makes it possible to create a new way to convey meaning through dramatically rather than using old expressions that already exist, so as to create a cool, relaxed atmosphere of conversation.

Datum 1 - (Video 1)

Brittany: Language is so beautiful.

Cody : That's lit funny, that is actually so true.

Analysis:

In general, when someone says "lit funny", it means that the person is showing that something is very funny, crazy, or exciting, so it's not just funny, but funny enough to make people laugh out loud, chaotic, or that has crowded vibes. The phrase "lit funny" is a description of the fresh and creative slang type because it combines two words and is used as a new meaning so that it seems newer, modern, and relaxed which is generally used by young people, netizens, or content creators.

Datum 2 – (Video 1)

Cody: That's good yeah we do make fun of the redditor persona all the time but that like nails it.

Analysis:

This phrase can be categorized as a type of Fresh and Creative slang because this expression is not used in a literal sense, but in a new, more creative meaning. The word "nail" does not mean really nails, but it has a meaning that expresses something that is really on target or in accordance with what is intended. This is what makes this phrase classified as Fresh and Creative because it relies on imagination and shifting meaning to form new expressions. The use of this metaphorical style makes language feel more lively, expressive, while providing a relaxed feel.

Datum 3 – (Video 2)

Mr. Beast : ... but the fucking ones like you can find a shitty Island for like 800 Grand huge fucking massive but it's just it's literally just a rock with trees on it so when we give away Islands we buy the shitty ones and then we import a bunch of sand we import a couple hundred trees...

Analysis:

The phrase "buy the shitty one" looks simple, but the way it is used is more creative than the literal meaning of the words. The word "shitty" basically means something "bad", "cheesy", or "not of good quality". So, when someone says "buy the shitty ones", they don't mean buying really dirty things, but rather buying low-quality things or ugly versions of things. This phrase also has a sarcastic or humorous feel, as if it satirizes choices that make no sense but are still made. In everyday conversation, it can be used when discussing cheap items: "Should I buy the good ones?" – "no, just buy the shitty ones". This expression will make the language used seem more relaxed and more lively.

b) Flippant

Flippant is the type of slang that arranged by two words or more in which the words composed not correlated with denotative definition. Flippant slang is a type of slang that has no literal meaning or clear origin, often used in a casual, silly tone or for no particular reason.

Datum 1 – (Video 1)

Noel : Yeah, so what's up with that book club?

Brittany: Yeah, you guys like shit. "Tell me about the book Club!" "Sounds so sick!"

Analysis:

The phrase used in Brittany's sentence is "Sound so sick" which is used to express something that is "cool", "great", or "awesome" even though in the denotative meaning of the word "sick" it means bad condition or unhealthy. These two words clearly do not have a logical relationship of meaning when combined because sound is not something that can literally feel pain. Another example of using this phrase is for example if there is a new song that is good to hear, people can say "Dude, that song sounds so sick!" to express awe. This shows how language creativity can transform a combination of absurd words into phrases that can be understood as new meanings.

Datum 2 – (Video 1)

Cody : Well you have the platform to burn it now.

Brittay : I could yeah I could drone strike this place, just a button.

Cody : Yeah, name drop it, name drop it!

Analysis:

In this part, Brittany tells about her work experience before she went viral. She told them about how her workplace and her boss used to treat Brittany badly and made Brittany upset and hurt until she decided to leave her place of work. The phrase used in this section is "I could drone strike this place" which if interpreted literally "drone strike" is a military attack using unmanned aircraft, which is used in the context of war or serious conflict. But in casual conversations, this phrase is used hyperbolically and absurdly to express disgust, frustration, or wanting to destroy something excessively. The words drone and strike themselves have no direct connection to the everyday atmosphere. This phrase shows how slang often plays with serious terms and then uses new meanings that have no literal meaning at all.

Datum 3 – (Video 2)

Mr. Beast : Exactly. Well the problem is like you you're probably a millionaire you are so it's like giving a millionaire it's like dropping money in a bucket yeah it's like putting a little drop of water in a bucket full of water.

Analysis:

The phrase "Dropping money in a bucket" literally means "dropping money in a bucket". But in the context of slang, this literal meaning is not important. Instead, what is meant is usually the act of spending a large amount of money but it feels trivial or meaningless to the person who spends it. This phrase can also be used to describe a person who transacts with a small amount compared to his financial ability, such as "taking a change out of a bucket".

Datum 4 – (Video 2)

Mr. Beast : Because people click on it to go no way he fucking did this and then they just talk about it and be like look at this fucking did and like that was a big breakout video for me because everyone was clowning on me which just drew a lot of attention like everyone on Twitter

Analysis:

"Clowning" in this dialogue is not a literal meaning, and in the context of slang, the meaning of "clown" here will shift to a verb that means to mock someone like they are a clown. This phrase is more dramatic than the phrase "they made fun of me" or "they laughed at me" which seems ordinary. So this phrase is used to make fun of someone with a strong emotional style, and make the atmosphere more lively. So when someone says "everyone was clowning on me", they doesn't mean that people are actually dressed up as clowns and look funny, but rather they is conveying that everyone is laughing at them in an annoying but also funny way.

c) Imitative

This type of slang arises from imitation of sounds, which means that these words are created because they imitate sounds that are around, be it the sounds of humans, machines, animals, or certain events. The shape doesn't always come from a real sound, but it still feels familiar and easy to recognize. This type of slang is also created when it mimics the informal sounds or pronunciations that are commonly spoken by native speakers in native conversation in casual conversation.

Datum 1 – (Video 1)

Brittany: Well guys, this means a lot, yeah

Noel : No cap. Yeehaw!

Cody : Two caps.

Analysis:

"Yeehaw!" is an exclamation commonly associated with American cowboys, rodeos, and the Wild West. This word is not a native word, but a cheering voice. Usually this cheer shows an expression of joy, enthusiasm, or when the cowboy is riding a horse and throwing a lasso rope. So, the "Yeehaw" imitated the cowboy shout at the rodeo. There is no clear dictionary meaning, but it makes us immediately imagine cowboys, horses, pastures, and spirits. According to Allan and Burridge, words like "yeehaw" are classified as imitative because they represent the imitation of human vocal sounds naturally and emotionally.

Datum 2 – (Video 2)

Cody : Bleep all that "the stupid *piip* with the hat on it so who has their hat on"

Analysis:

"Bleep" is an example of mimicking a sensory sound to mask profanity spoken. This type of slang arises from imitating certain sounds, sounds, or vocal effects, including animal voices, comedy effects, and even television sensors. The word "bleep" is not a native word of ordinary conversation, but a clone of the censorship sound that is usually used to cover up unwanted words on television or on podcasts. This word also gives an effect that is not tongue-in-cheek, strange, and gives the impression of humor.

d) Acronym

Acronym is a type of slang that is formed from the initial letters of several words combined into one new form, and is usually pronounced as one whole word. In these cases, each letter represents one word of a longer phrase, and the result is often more concise and easy to use in conversation. Acronyms are often used to convey ideas or feelings in a quick and expressive way, while also feeling relaxed and modern. The use of acronyms often creates a sense of community within a particular group because those who understand it are considered part of the same community or culture.

Datum 1 – (Video 2)

Cody : What else do you got some way we could do? Uh that one pop the F off.

Mr. Beast : A genius idea. Netflix show where I kill people.

Analysis:

The phrase "Pop the F off" is a slang that is quite expressive and is commonly used to describe a situation where someone suddenly gets angry, reacts very violently, or even appears very striking and extraordinary, depending on the context. In this phrase "F" is the abbreviated form of the word "fuck", which is a taboo word in English. Because the word "fuck" is considered rude and disrespectful to be said overtly, people often replace it by saying only the first letter, which is "F".

e) Clipping

Clipping is a type of slang formed from cutting out longer parts of words or phrases, usually to make it faster, concise, and easier to use in everyday conversation. In this context, clipping is not creating a new word from a combination of two words, but rather taking a portion of an existing word or phrase and using it as a new, shorter form. In spoken language, clipping is very common because people tend to avoid pronouncing Long words in everyday conversation. Clipping also shows how language speakers simplify forms without losing their main meaning.

Datum 1 – (Video 1)

Brittany: You're mad yeah. You're right, I'm your boss, you're fired.

Noel : Yeah, you're mad yeah stupid fucking mad, you're a L and I'm a dub.

Analysis:

"L" is the clipping form of the word loss. "Dub" is the clipping of W, which represents win. This form is called symbolic clipping, which is a shortening that is not only phonological, but also culturally symbolic. In the context of modern slang, especially in the gaming community and Gen Z, the letters of the alphabet are used as symbols to replace full words (loss → L, win → W → dub).

Datum 2 – (Video 2)

Brittany: Post notifs on.

Noel : Yeah message, "hey it's Cody I love you please responds!"

Analysis:

"Notifs" is an abbreviated form of the word "notification" that usually appears on mobile phones, social media apps, emails, etc. According to Allan and Burridge (2006), clipping-type slang is a slang formed by cutting parts of a longer word into shorter, practical, and more familiar.

2. The Functions of Slang Used in Tiny Meat Gang Podcast

a) To Address

The first function of the slang is to address. Slang is often used to designate or mention people or refer to someone who is worn in an informal setting. The use of slang for a particular person will show how intimate and how close the person is to each other. It is often used to greet someone we consider close to or also used when talking to close friends or familiar communities. Usually, people who use slang that function to designate people, will use slang with a casual accent and will not be awkward, because they are used to it as stated by Allan and Burridge (2006).

Brittany: Thankyou, Guys.

Noel: Nice, dude, I dropped out at 20.

Analysis:

Words such as the one in bold above indicate the use of slang to call or refer to people who are in the same group environment. The goal is to create familiarity with fellow group members and distinguish from calls to people from outsiders.

b) To Humiliate

In addition to address people, slang can also serve to insult and humiliate others. Ridicule using this slang word can be done directly or indirectly. Based on the moral values that exist in society, the function of slang to humiliate this includes harsh words (Allan and Burridge: 2006). People who use slang as a humiliate or insult are people who don't like or hate something. However, as long as the person does not overstep the boundaries and does not offend others, the slang word as humiliate can also be used to close friends with the aim of strengthening their friendship. Examples include "loser", "dumbass", or "weirdo".

Mr. Beast : Because people click on it to go no way he fucking did this and then they just talk about it and be like look at this fucking did and like that was a big breakout video for me because everyone was clowning on me which just drew a lot of attention like everyone on Twitter.

Analysis:

The phrase "everyone is clowning on me" is usually used to describe a condition in which a person is ridiculed by everyone, either directly or jokingly. A person will be humiliated like a "clown" and become a laughing stock. Therefore, its function is classified as "to humiliate" as known as to humiliate others even though sometimes the context is made funny. Even though it is in a relaxed atmosphere, there is still a purpose to belittle people's dignity. The effect is that the person will be depressed and humiliated.

Noel : Yeah, you're mad yeah stupid fucking mad, you're a L and I'm a dub.

Analysis:

This sentence used the letter code "L" which means "loss" and "dub" from "W" which means "Winner". So indirectly, the speaker says that the interlocutor loses and the speaker himself wins. This phrase is used to demean others while showing self-superiority. This sentence is often used in competitive contexts, such as debates, arguments, or even games. His speaking style was short, to the point, but piercing because he immediately concluded the win-loss position. It's kind of flexing in the form of sentences. The impression is indeed challenging, but it can also be a source of laughter in an already familiar environment.

c) To Initiate Relax Conversation

According to Allan and Burridge (2006) another function of slang is to create a more relaxed atmosphere during conversations, as well as to relieve a tense atmosphere and make communication flow smoother. This slang is used for informal conversations with friends, relatives, or within a specific group. This slang can also provide a smooth, fluid, and relaxed conversation atmosphere so that the interlocutor feels more comfortable.

Noel : No cap. Yeehaw!

Analysis:

The archaic term “yeehaw” is often associated with American cowboys and rural life. Nonetheless, the term can be used humorously or sarcastically to express joy, excitement, or freedom in modern language. Since it is usually used informally to lighten the mood, its social task is to “to initiate relax conversation.” The word is also sometimes used sarcastically to describe ridiculous situations that seem odd or tacky. As a result, although the literal meaning is “like a cowboy yell,” it can make you laugh and lighten the mood when used in contemporary discussions. Young people often do this to look weird or as an inside joke. “Yeehaw” is basically a funny expression that can help diffuse a tense situation.

Brittany: Post notifs on.

Analysis:

On social media, particularly YouTube, TikTok and Instagram, this expression is often used to ask followers to send notifications whenever new material is posted, but in a relaxed atmosphere. The social role is appropriate for “to initiate relax conversation” as it is a warm and inviting exchange. Although it looks like an advertisement, the language is often informal and light. The environment between the writer and the audience becomes more familiar as a result of this informal invitation. Jokes such as “send me a notification bro, I'll update you on my life”, are also sometimes used between friends. Therefore, although it is brief, the effect is one of ease and familiarity.

d) To Express Impression

Allan and Burridge (2006) stated, the function of slang can also be used to express an impression of something. This function shows that impressions can also be conveyed through slang, not only with words commonly used in daily conversation. Slang is used to express impressions more expressively and more colorfully so that the emotions conveyed are not too monotonous. In addition, the atmosphere created will be much more relaxed and comfortable.

Cody : What else do you got some way we could do? Uh that one pop the F off.

Analysis:

This sentence is usually used to encourage someone to appear extraordinary. The "F" here stands for the word "Fuck", so it forms a phrase that means "go crazy" or "explode". Its function is classified as "To express impression" because it is used to respond to something great or extraordinary. Sometimes it is also considered a spirit of support in the form of a rude and full of energy. The impression of this phrase does look rough and silly, but the purpose is positive.

Cody : That's lit funny, that is actually so true.

Analysis:

This phrase is a combination of two slangs: "lit" and "funny". "Lit" means "very exciting", "exciting" or "full of energy", while "funny" means "funny". If these two words are combined, it will create a meaning that means "something too funny to make a stir". This phrase belongs to the function of "To express impression", because it is a form of admiration for something very funny. It is usually used on social media or casual chat. It shows a young person's way of blending two expressions to enhance the effect of praise to others because it manages to make everyone laugh out loud.

Mr. Beast : Exactly. Well the problem is like you you're probably a millionaire you are so it's like giving a millionaire it's like dropping money in a bucket yeah it's like putting a little drop of water in a bucket full of water.

Analysis:

In the context of slang, it is usually used to indicate that it is not too much of a problem to spend money or not to think twice when spending money on trivial matters. Its function is classified as "To express impression" because it is a way to show admiration or surprise about how easy it is for someone to spend money even if the amount is not small. However, this phrase can also contain sarcastic elements such as saying that money is meaningless. This expression is a unique and creative way to highlight inequality or a luxurious lifestyle. So besides being expressive, there are also sometimes sarcasm.

e) To Reveal Anger

Moving on to other functions of slang, according to Allan and Burridge (2006), slang can also be used to express anger towards something. Many slang are in the form of rude words or rude words to show annoyance or frustration with something or someone. In general, a person will hurl harsh words full of emotion with less formal words in order to express anger more freely. The behavior of

showing anger using slang is also balanced by word choice, intonation, way of delivery and expression.

Brittay : I could yeah I could drone strike this place, just a button.

Analysis:

"I could drone strike this place" is practically the meaning of this phrase, which makes it sound very extreme. However, it is sometimes used in circuses or excessively in slang to convey how irritated one is with a location or circumstance. Its social function is "to express anger" as people usually use it to express strong feelings or a strong desire to escape from a difficult circumstance. There is no sense of comedy that you want to portray, even when used in a darker tone. Memes and online discussions that prefer to straddle the line between humor and anger often include words like these. This is an illustration of how extreme metaphors are used to convey intense emotional responses. Therefore, as silly as it may sound, it is a way of using slang to vent frustration.

Conclusion

This study has the results of the analysis reveal that five types of slang were found in the Tiny Meat Gang Podcast: fresh and creative, flippant, imitative, acronym, and clipping. Among these types, fresh and creative and flippant slang appeared most frequently, indicating the speakers' tendency to use expressive and humorous language. Fresh and creative slang was used to convey new meanings through imaginative expressions, while flippant slang was often employed for humor and exaggeration. Imitative slang appeared in the form of sound-based expressions, whereas acronym and clipping slang reflected efficiency in informal communication. In terms of function, slang was primarily used to express impressions and initiate relaxed conversations, creating a casual and friendly atmosphere. Additionally, slang was used to address others, humiliate jokingly, and reveal anger, showing its role in expressing emotions and interpersonal relationships. These findings support previous studies that emphasize slang as a marker of informality, creativity, and social bonding in spoken discourse. Compared to earlier research on slang in films and songs, this study highlights podcasts as a dynamic medium where slang is used spontaneously and authentically.

This study concludes that slang is an integral component of communication in the Tiny Meat Gang Podcast. The types and functions of slang identified demonstrate how speakers creatively use language to build humor, express emotions, and create social closeness. Slang usage in the podcast reflects the informal nature of digital entertainment media and the speakers' desire to engage listeners in a relaxed manner. The findings of this study contribute to sociolinguistic research by providing insights into contemporary slang usage in podcast discourse.

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