

## **Analysis of the use of slang on Deddy Corbuzier's podcast**

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### **Abstrac**

This research aims to analyze the use of slang in Deddy Corbuzier's podcast. Deddy Corbuzier, an Indonesian public figure known for his informal and relaxed communication style, often uses slang in conversations with various sources. The purpose of this study is to understand the reasons behind the use of slang, the types of slang used, as well as its impact on the audience of the podcast. Through qualitative analysis of several podcast episodes, it was found that the use of slang plays an important role in creating closeness between the host and the listener, as well as making the conversation more fluid and easily understood by the young audience. Slang is also used to add an element of humor and reinforce the informal image that the podcast has. However, the use of slang also poses challenges, such as limited comprehension for listeners from older generations or those who are not familiar with slang. The results of this study show that slang not only reflects popular culture, but also becomes an effective communication tool to capture the audience's attention and increase their engagement with the content presented. Therefore, the use of slang on Deddy Corbuzier's podcast has a positive impact in strengthening relationships with audiences and expanding the reach of listeners from various backgrounds.

**Keywords: slang, podcast, Deddy Corbuzier,**

### **I. INTRODUCTION**

Humans need a way to communicate with other humans in the interaction of social life. Language is a necessary means. The main function of language is as a means of communication Language is very important in people's lives. All human actions in society are closely related to language. Humans need language as a method of communication in social life. Without language, humans cannot communicate or interact. Adolescence is the developmental change between childhood go to adulthood that results in physical, cognitive, and psychosocial changes. Psychological changes that occur in adolescents include intellectual, emotional life and social life (Papalia, 2014). According to Chaer and Agustina (2014, p. 67), slang is a special and secret social variation, this variation is used by certain groups and is very limited and should not be known by those outside the group. This slang language is used as a means of communication among teenagers during a

certain period. Vocabulary in slang is temporal and tends to change because slang emphasizes the confidentiality factor. Nowadays slang is often used by teenagers, for example "btw" which means by the way, then there is also "otw" which can be interpreted as on the way in English. Usually, the use of slang is well received among teenagers, as it is short and easy to say. The use of slang language can or often we encounter on social media such as Twitter, Instagram, Google, YouTube. Social media is a digital platform that facilitates users to interact with each other or share various information from various groups. Social media is a digital platform that provides facilities to conduct social activities for each user.

Although slang can be understood by teenagers, there are also some people who do not understand slang.. Like ordinary people who are less aware of the use of this slang language. As for children and teenagers who use slang that is bad in meaning. Of course, using bad slang to people older than us is a bad thing. Especially if the person knows what the slang used is bad slang. Therefore we must sort out which slang is good and which slang is bad. The use of slang also makes teenagers creative. Apart from the use of slang, we can also enjoy the changing trends or new innovations that appear in slang.

Podcasts are video or audio recordings of discussions on a particular topic. topic. Podcasts are often used in listening to the latest news, science and sharing of resource persons that can be repeated. Deddy Corbuzier is one of the YouTube content creators who has a podcast category. Podcast category, the video uploaded on Dedy Corbuzier's youtube channel features various kinds of slang that are difficult for teenagers to understand in today's in this day and age who watch youtube videos usually do not understand what they are saying in the video.

## **II. RESEARCH OBJECTIVE**

The purpose of this research is to find out what slang words are used in Deddy Corbuzier's podcast.

## **III. METHODS**

This research is a literature study conducted by collecting and analyzing data obtained from YouTube videos of Deddy Corbuzier Channel. Deddy Corbuzier's channel is widely known in Indonesia and is filled with content that mostly chats with relaxed language so that it allows the use of slang and figures of speech, making researchers choose the channel to be used as research material. As well as the number of guest stars interviewed on the channel made researchers intend to conduct research on adult and teenage sources. The data in this study are in the form of words and sentences spoken by characters in Deddy Corbuzier's youtube videos in the form of abbreviations and figures of speech, by tracing words or sentences that use slang in the video. This research is able to describe the facts contained in the research clearly and in depth about the meaning of abbreviations and the figurative meaning of slang contained in Deddy Corbuzier's youtube videos. It can be said that the qualitative descriptive method is a method that describes the facts in detail and real in a study. This research was conducted in July 2024. Podcasts taken by researchers in March 2022.

## **IV. RESULTS AND DISCUSSION**

The data obtained in this research are utterances that contain abbreviations and slang figures of speech in Deddy Corbuzier's YouTube videos. The data obtained is then classified based on abbreviations and figures of speech as well as the meaning of slang. Based on the analysis that has been done with words that

include slang, it is found that slang is in the form of unique abbreviations and figures of speech. Abbreviations are combinations of two or more syllables and still have the same meaning. Figurative words are similarities or similes between one thing and another, where the meaning of the word is different from what is spoken.

1. Adult guest star (Rara's Podcast Episode Mandalika Rain Handler)

a. "Ini kemarin ramai"/ Kiasan

**Context of speech:** This speech was spoken by Deddy Corbuzier in a YouTube video on March 23, 2022. On March 23, 2022. He uses figurative language, namely: "This was busy yesterday" the word The word is a figurative language which means "viral", a figurative word is a word that compares between two or more by using different sentences. compare between two or more by using sentences that are different from the words spoken. spoken

b. "Tehnik marketing yang luar biasa anda mandalika" / Kiasan

**Context of speech:** The speech was spoken by Deddy Corbuzier in his YouTube Channel on March 23, 2022. YouTube channel on March 23, 2022. He uses figurative language, namely: "Tehnik marketing technique you mandalika". The word is a figurative word that meaning: "The marketing techniques of the people who work at mandalika are extraordinary". Figurative words are very often used to make conversations more interesting to listen to.

c. "Lawakan satu dunia"/ Kiasan

**Context of speech:** The speech was spoken by Deddy Corbuzier in his YouTube Channel on March 23, 2022. YouTube channel on March 23, 2022. He uttered figurative language, namely: "Lawakan satu dunia". The figurative word can be interpreted as: "Lolucan that has reached foreign countries". This figure of speech is used in casual conversations to make the conversation more interesting.

d. "Pada saat wsbk"/ Sigkatan

**Context of speech:** The speech was spoken by Rara on her YouTube Channel on March 23, 2022. She explained her involvement with one of the company that participated in building the Mandalika circuit, mentioning the abbreviation of the company, namely of the company, namely: "wsbk". The abbreviation stands for: "World Superbike". An abbreviation is a combination of letters or syllables from one or more elements of one or more words and then merged into one.

e. "Tuhan memberikan karma baik" / Kiasan

**Context of speech:** The speech was spoken by Rara on her YouTube Channel aon March 23, 2022. She mentioned a figurative sentence, namely: "God gives **good karma**". The word when examined will mean: "God gives good reward". Recalling that the meaning of karma is appropriate retribution.

f. "Pawang hujan kehujaan"/ Kiasan

**Context of speech:** The speech was spoken by Rara on her YouTube Channel on March 23, 2022. Rara explained that there was someone on social media who referred to her as: "rain handler in the rain". The language that came out was is a figurative language, if observed properly, the true meaning of the sentence is: "The rain charmer who failed to stop the rain, so that the rain handler got wet from the raindrops".

**Daftar Pustaka**

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