

**THE FUNCTIONS OF SLANG EXPRESSIONS BY ARCHIE  
ANDREWS IN THE COMIC BOOK *ARCHIE'S DOUBLE*  
DIGEST #204**

**AN UNDERGRADUATE THESIS**

Presented as Partial Fulfillment of the Requirements  
For the Degree of *Sarjana Sastra*  
in English Letters



By  
**IMELLIA WYONA RYANTO**  
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**DEPARTMENT OF ENGLISH LETTERS  
FACULTY OF LETTERS  
UNIVERSITAS SANATA DHARMA  
YOGYAKARTA  
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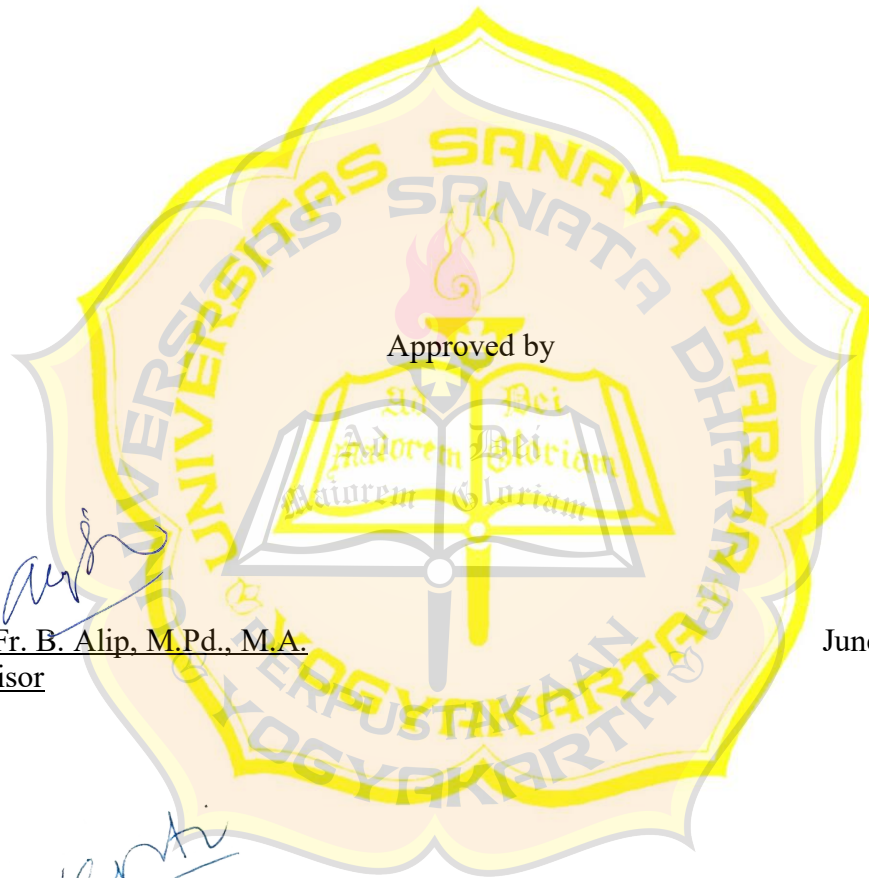
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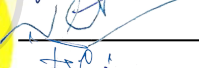
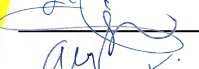
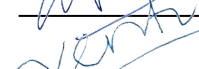
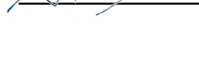
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Defended before the Board of Examiners  
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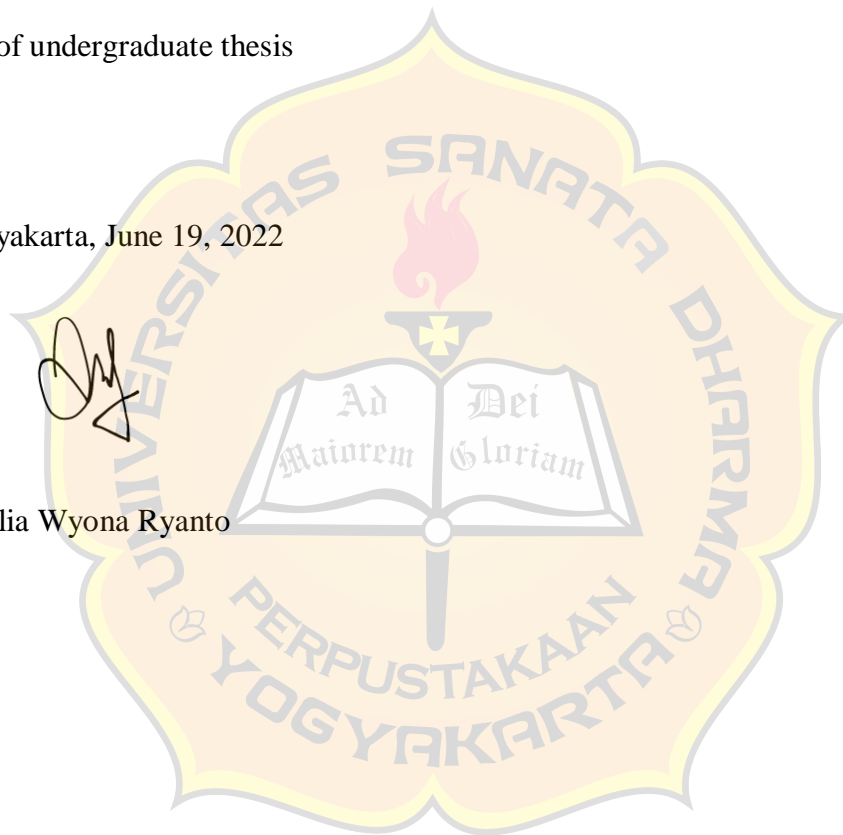
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Imellia Wyona Ryanto



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At our own pace.



## ACKNOWLEDGEMENTS

First of all, I am very grateful to God Almighty for His blessings and grace so that I can finish this thesis on time.

Secondly, I would like to express my deepest gratitude to my advisor, Dr. Fr. B. Alip, M.Pd., M.A. and who has been giving me support, feedback, advice, and supervision. Thank you very much for sharing your knowledge and helping me in writing this thesis. Also I would like to thank Adventina Putranti, S.S., M.Hum., and Wedhowerti S.Pd., M.Hum., for their valuable feedbacks and suggestions for my undergraduate thesis.

Many thanks go to my parents and family whose constant love and support keep me motivated. Thank you for your endless support, prayers, and hope. This thesis would not have been possible without the strength you have given me.

Also, I owe my finest gratitude to all my friends whose names could not all be mentioned here, all my online friends, Ollie, Poeng, and Minul, to mention some, and last but not least my 13+4. Thank you very much for always being there, giving me unfailing support and encouragement. I am forever thankful for every love you all have given me throughout the process of this thesis. Thank you for listening and reading my night rant. All the help I have been receiving have made writing less stressful; you all have been such a blessing to me.

Sincerely,

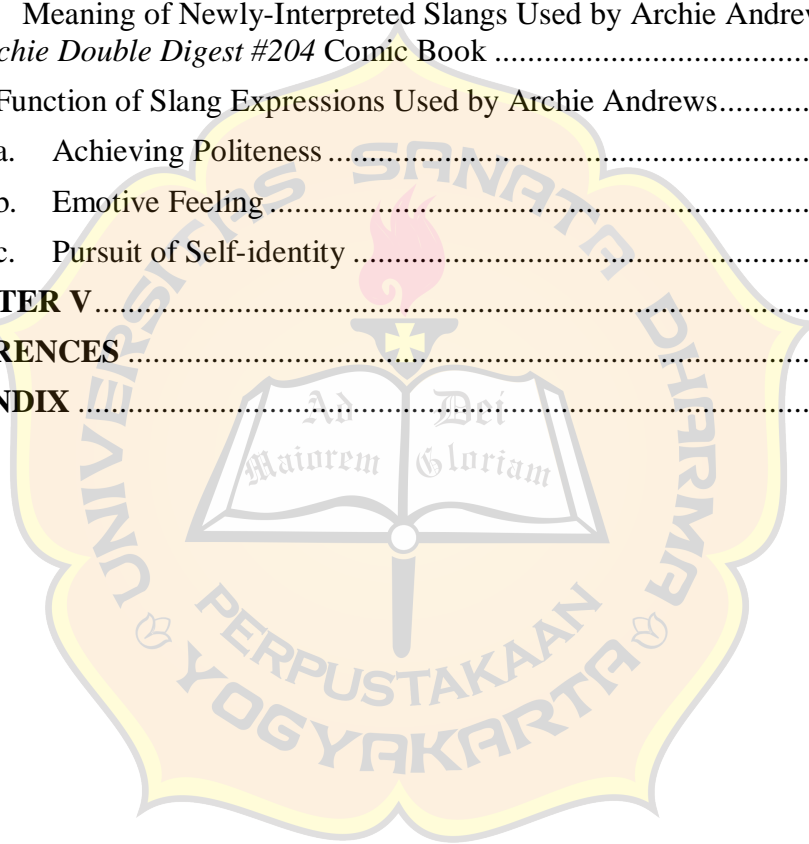
Imellia Wyona Ryanto



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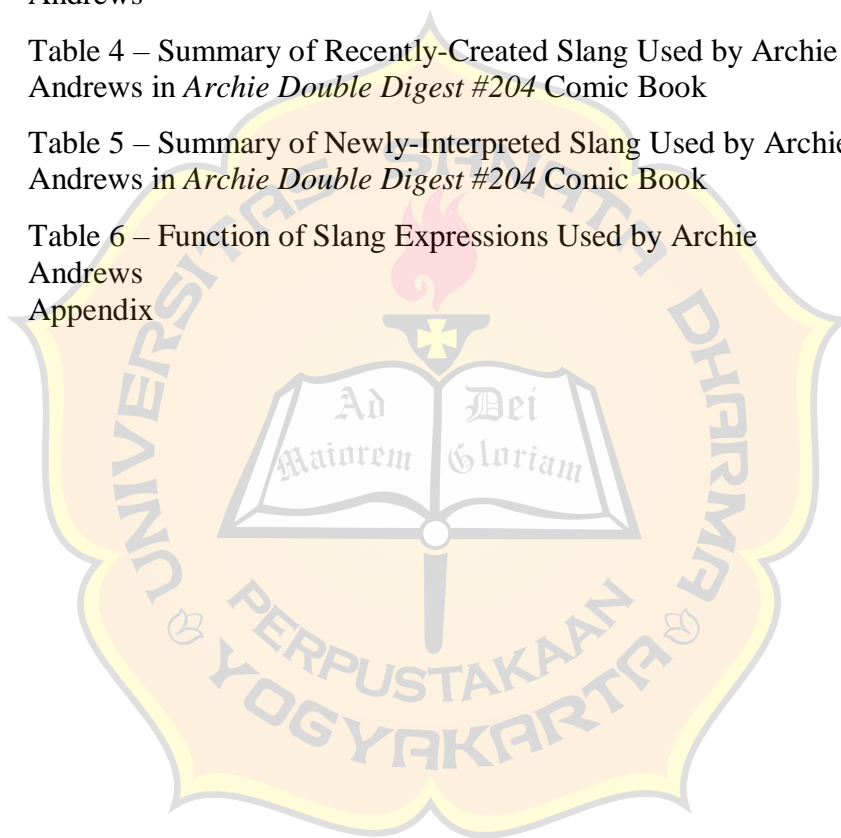
## LIST OF ABBREVIATIONS

- AP : Achieving Politeness  
EF : Emotive Feeling  
NIS : Newly Interpreted Slang  
PSI : Pursuit of Self Identity  
RCS : Recently Created Slang



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## ABSTRACT

RYANTO, IMELLIA WYONA (2022). **The Functions of Slang Expressions by Archie Andrews in the Comic Book *Archie's Double Digest #204***. Yogyakarta: Department of English Letters, Faculty of Letters, Universitas Sanata Dharma.

As social beings, humans need to socialize with other people as a desire for their belonging in a community. In social life, language is a tool for human to communicate with each other and thus, the understanding of a language is important. There are two types of language: formal and informal language. Slang expression is one kind of informal language which consists of words or phrases that commonly used by young people to show their belonging in certain community. Slang expression can be obtained from many media, such as comic books.

There are two objectives formulated in this study. The first problem was to find out the meaning of the slang expressions, and the second one was to identify the function of slang expressions used by Archie Andrews. This study aimed to analyze the function of slang used by the main character named Archie Andrews in a comic book entitled *Archie's Double Digest #204*.

In analyzing the data, purposive sampling method is applied to examine the data. Although this study is a population study, the researcher only analyzed slang expressions uttered by the main character with total number of 23. In answering the first problem, the researcher used a theory of social factors from Holmes (2012), and to answer the second problem about the function of slang expressions, the researcher applied Zhou & Fan's (2013) theory. Sociolinguistic approach is conducted in this study to examine the slang expressions.

Based on the analysis, there were 23 slang expressions uttered by Archie Andrews in the comic book. The three social factors influence the meaning of slang expressions: social relation, topic of conversation, and setting. By seeing from the social function, the results also show that mostly, Archie uses slang expressions to express his emotion and to maintain relationship with other people in the same community. The social functions are to pursuit of self-identity, the emotive feeling of the speakers, and achieving politeness.

**Key words:** *slang, language, comic book*

## ABSTRAK

RYANTO, IMELLIA WYONA (2022). **The Functions of Slang Expressions by Archie Andrews in the Comic Book *Archie's Double Digest #204***. Yogyakarta: Program Studi Sastra Inggris, Fakultas Sastra, Universitas Sanata Dharma.

Sebagai makhluk sosial, manusia bersosialisasi dengan manusia lain sebagai keinginan untuk menunjukkan keberadaannya di suatu komunitas. Di kehidupan sosial, bahasa adalah salah satu alat bagi manusia untuk berkomunikasi dengan orang lain, maka dari itu pemahaman bahasa sangatlah penting. Ada dua macam bahasa; bahasa formal dan informal. Slang adalah salah satu jenis bahasa informal yang terdiri dari kata atau frasa yang digunakan oleh orang muda untuk menunjukkan bahwa ia adalah anggota dari komunitas tertentu. Slang dapat didapatkan dari berbagai macam media, seperti buku komik..

Ada dua rumusan permasalahan di penelitian ini, yang pertama adalah untuk mengetahui arti slang, dan yang kedua adalah untuk mengidentifikasi fungsi slang yang digunakan oleh Archie Andrews. Penelitian ini bertujuan untuk menganalisis fungsi dari slang yang digunakan oleh Archie Andrews sebagai tokoh utama dari komik *Archie's Double Digest #204*.

Dalam menganalisis data, metode purposive sampling digunakan untuk memeriksa data. Meskipun penelitian ini merupakan studi populasi, peneliti hanya menganalisis slang yang digunakan oleh karakter utama dengan jumlah 23. Dalam menjawab rumusan masalah pertama, peneliti menggunakan teori tentang faktor social dari Holmes (2012), dan untuk menjawab rumusan masalah kedua tentang fungsi dari slang, peneliti menerapkan teori dari Zhou & Fan (2013). Pendekatan Sociolinguistik digunakan di studi ini untuk mengkaji ekspresi slang.

Berdasarkan dari hasil analisis, ada 23 ekspresi slang yang diucapkan oleh Archie Andrews di buku komik. Ada tiga faktor sosial yang memengaruhi arti dari slang, yaitu hubungan sosial, topik pembicaraan, dan latar. Melihat dari fungsi sosialnya, hasil analisis juga menunjukkan bahwa kebanyakan, Archie menggunakan ekspresi slang untuk mengekspresikan emosinya dan membangun hubungan dengan orang lain di komunitas yang sama. Sosial fungsi tersebut mencakup mencari identitas diri, perasaan emotif dari pengguna slang, dan meraih kesopanan.

**Kata kunci:** *slang, bahasa, buku komik*

# CHAPTER I

## INTRODUCTION

### A. Background of the Study

Humans are social being who needs to socialize with other individuals. As social beings, they seek to maintain relationships as the basic need of human beings. One of the tools for humans to communicate with each other is language. In social life, language is used as a tool to deliver messages from one individual to another. In other words, language is required to facilitate the communication between two or more individuals. According to Holmes (2012, p.3), language brings various ways for people to say similar topic, like addressing and greeting others, describing things, and paying compliments. As one of the tools to connect two or more individuals, it is important to understand each other's language to avoid misunderstanding between the communicators.

The use of language style from one to another is different. Each person has their style to show and indicate in what community they belong, and it also can be seen as an identity since each community has its language style. Supported by the idea of language by Chaturvedi (2015) that language is a tool for individuals to communicate, explain, and express their thoughts, emotions, and actions, which explained someone's personality, and a social life that gives a platform for individuals to express their ideas. In the study of language, there is a branch that focuses on the relationship between a language and community called

sociolinguistics. Holmes (2013 p.1) stated that sociolinguistics focused on analyzing the way people use language in different social contexts as well as the social relationships in a community, and how they convey and construct aspects of their social identity through their language.

Interaction between individuals and society resulted in many language varieties which caused language change. Holmes (2013) stated that language change is the result of *speaker innovations*. A speaker would spontaneously set up a new language structure, adopted by others, and used it in the local community and beyond into other communities, and thus one new social variation is produced. According to Mahboob (2014), the variations in language included its structures, grammatical features, and phonemic systems, in order to achieve diverse goals and purposes. There are some kinds of language variations, yet this study only focusing on analyzing slang language.

The use of slang expressions shifts the origin meaning and status, yet they may have various meanings and statuses at one time (Coleman, 2012). Many young people tend to use slang expressions in their daily conversation to express themselves. Some might make their own slang in their community as a sign of being a part of its community. Using unusual words in expressing their feelings and thoughts between each other is one of a form that people wanted to show that they belong to a certain community. The purpose of using slang is various, there are some social functions people want to achieve by using slang expressions. According to Mattiello (2008), slang is a sociocultural practice for social reasons



such as being on the same speech level as their listener, allowing social contact, and showing friendliness or intimacy.

People create their own slang by playing and using certain words to replace other terms to describe things in the form of interaction between humans, language, and society. According to Eble (1996) slang manipulates phrases and their meanings in various ways, such as blending resources from the sound of the terms, paraphrasing, and the speaker's knowledge of culture. Therefore, the understanding of slang expressions is important to avoid misinterpretation of some words or phrases in a conversation.

Slang expressions keep developing and evolving in order to show bonds between the speakers. Yule (2006, p.211) states that slang is words or phrases used among young people in everyday conversation instead of standard term as written in dictionary. Supported by Mattiello (2008) that the purpose of slang in a conversation is various because the speaker has different intention in using slang such as indirectly telling other people about their age, community, origin, or lifestyle.

This informal language has spread widely and rapidly, even people can obtain and learn new slang language from television, radio, book, movie, daily conversation, etc. and comic book is one of the platforms for people to gain and learn new words or phrases. By reading a comic book, readers are able to entertain themselves, get new words, learn new cultures, knowledge, etc. from the dialogues of the characters. The dialogue is a form for the characters to express and deliver

their messages. As the result of that, some readers may not understand the meaning of some slang expressions especially when a character made new slang expressions since slang is not a standard language. Therefore, in order to enjoy the comic book and understand the storyline the readers need to understand the slang.

The usage of slang expressions has different functions depending on the context of the conversation. The object that the researcher going to analyze is slang expressions uttered by Archie Andrews in the comic book *Archie Double Digest #204*. This comic book is a popular American comic book among young people, and the genre is comedy, romance, and adventure. This comic book was released in 2010 by Archie Comic Publications, and was written by Tim Kennedy. The story is about Archie, who is the main character, finding a prize inside his cereal box but he does not know what it is.

All in all, this study aims to analyze the function of slang expressions used by Archie Andrews in *Archie Double Digest #204* comic book by seeing from the social context and to see the impact of the use of slang expressions in the comic book. Slang expressions are used in daily conversation by young people in order to encourage intimacy and express themselves, thus this study focuses on identifying how slang expressions function in a conversation among teenagers in *Archie Double Digest #204* comic book.

## B. Problem Formulation

This study intended to answer two problems as follows:

1. What are the meanings of the slang expressions used by Archie Andrews in *Archie Double Digest #204* comic book?
2. What are the functions of slang expressions used by Archie Andrews in *Archie Double Digest #204* comic book?

## C. Objectives of the Study

This study aims to answer the two problem questions. Firstly, the researcher will analyze the meaning of the slang expressions by seeing the social factors. Second, the researcher will analyze the function of slang expressions used by Archie Andrews as the main character in *Archie Double Digest #204* by relating it with the theory of functions of slang expressions.

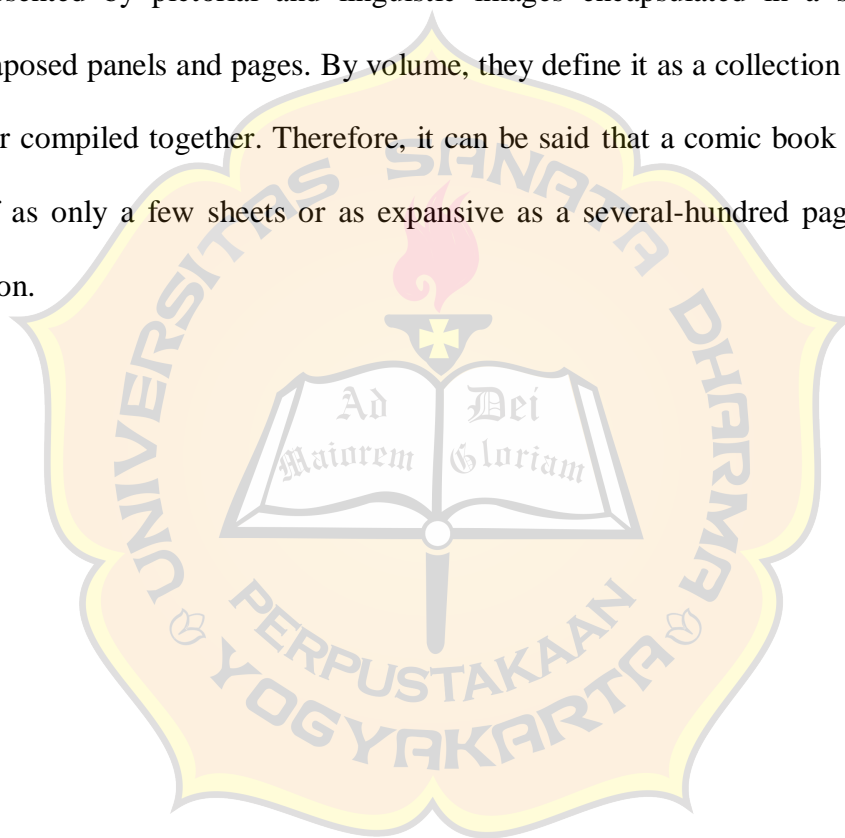
## D. Definition of Terms

To determine the findings of this study about the meaning of slang expressions and functions of slang expressions, the researcher would like to point out certain terms in this research, such as **sociolinguistics**, **slang**, and **comic book**. According to (Holmes J. , 2012), **sociolinguistics** is a branch of study that focused on analyzing the relationship between language and society. In his theory, it shows that language is related to society, which could identify the meaning and functions based on its social factors.

The second term is **slang**. According to (Yule, 2006) **slang** is words or phrases used by young people who have certain interests. Slang is colloquial words

or phrases used by the speakers to maintain relationships and to build up social identity in a certain community (Eble, 1996).

The last term is **comic book**. Duncan and Smith (2009, p.4) state that as an art form, a comic book is a volume in which all aspects of the narrative are represented by pictorial and linguistic images encapsulated in a sequence of juxtaposed panels and pages. By volume, they define it as a collection of sheets of paper compiled together. Therefore, it can be said that a comic book might be as brief as only a few sheets or as expansive as a several-hundred pages omnibus edition.



## CHAPTER II

### REVIEW OF LITERATURE

In this chapter, the researcher is going to explain three parts which are the review of related studies, the review of related theories, and lastly theoretical framework. In the first part, the researcher is going to review some studies done by several researchers that have similar topic as the recent study. Then in the second part of the review of related theories, the researcher is going to mention and explain the theories used by the researcher to analyze the data of this study. Finally, in the theoretical framework, the researcher explains how the theories are, applied to answer the two problem formulations.

#### A. Review of Related Studies

The first is a journal article conducted by Harared in 2018 entitled “Slang Created and Used In 1CAK.com Site: A Sociolinguistics Study”. Harared’s study is about analyzing and investigating the slang words created based on its word-formation process, as well as its functions, and describing the social factors influencing the existence of slang in 1CAK.com. Two approaches are used in answering the problem formulations. To answer the first problem formulations, Harared used a morphological approach, and to answer the second and third problem questions, the researcher applied sociolinguistics approach.

In the final of the study, the researcher found some types of slang word formations in 1CAK.com, they are clipping, blending, borrowing, acronyms, initials, and derivation by adding specific affixes (suffix). The most appeared type

is clipping. And then, there are two functions of slang expressions found on the website, there are slang for mocking and slang for praising. The social factors influenced the appearance and existence of slang. The similarities between Harared's study and this study are the topic, which is analyzing slang expressions, also the approach of the study, which is sociolinguistics. The differences are in Harared's study, he also analyzed the word-formation processes, and the object is also different.

The second related study was conducted by Ady and Azmy (2018). This study is about slang expressions uttered in a movie entitled *Little Man*. This study aimed to analyze the contextual meaning of slang expressions and its classification according to its social dimension by using sociolinguistics approach. The researchers found 18 slang expressions and classified them into social distance scale, status scale, formality scale, and functional scale. The most used slang scale is social scale. The similarity between Ady and Azmy's study and this study is that both studies is using sociolinguistics approach to analyze the data. The difference between both studies is the focus of the study, this study is focusing on the functions of slang expressions, while Ady and Azmy's study focused on the social dimension of slang expressions.

The third related study was conducted by Harared and Iriyansah (2018) with the title *Slang Analysis of the Conversation among Drivers Gosend by Gojek: A Case Study in Whatsapp Group*. Their study aimed to analyze slang expressions used by the *Gojek* driver in *Whatsapp* based on its morphological processes and to see its function in conversation. In analyzing the data, qualitative descriptive

method and observation method by taking screenshots of conversation among the drivers on *Whatsapp* is applied. Based on the analysis, the researchers found some types of slang expressions based on its morphological processes, they are clipping, blending, borrowing, initials, and derivation by adding affixes or suffixes. The most frequent appeared type is blending. And there the researchers also found two functions of slang based on Coleman (2012) theory, they are slang expressions for easier in some way (usually quicker) and slang expressions to express shared attitudes and values as a group membership. The similarities between this study and the recent study are the topic which is slang expressions, and both studies analyze the function of slang expressions. There are also some differences, they are the object of the study and in this study, the researchers also analyze the morphological processes of the slang expressions.

The other study about slang expressions was conducted by Alawiyah (2017). In her study, she attempted to investigate the slang expressions used in a movie entitled *Zootopia*. The objective of her study is to identify how slang expressions is represented in the movie. To analyze the study, she applied qualitative method since the study concerns constructivism that has some understanding of the phenomena and objectives. The data were taken from the dialogue of the characters. Eble and Partridge's theories are applied to answer the problem formulated. From the study, there are 16 data collected based on theories of slang. The most used slang expressions by the character is society slang, and there are 10 functions found in the study. The emotion of friendliness and informality is the main factors of the reason why people used slang expressions in

their conversation. The similarity between this study and the recent study is the topic which is about slang expressions, and the differences are the object, theories, and focus of the study.

## **B. Review of Related Theories**

### **1. Sociolinguistics**

Sociolinguistics focused on investigating the relationships between language and society in order to gain the goal of a better understanding of the usage of language in society and how it functions in communication (Wardhaugh, 2006). From Wardhaugh's statement, it shows that sociolinguistics deals with the relationship between language and society, and each community has its own language structure as the result of the interaction between language and society. Language has a role to convey or deliver the speaker's messages to another person even though both parties have different structures of language. Language also could be an identity of someone's social and geographical background.

Holmes (2012) stated that there are three social factors that influence people to speak in sociolinguistics to explain the reason why people have a different structure in making an utterance every day, even people from the same community. Those three social factors are social relation, the setting or social context, and the topic of the conversation. Knowing the social relation among the speakers is an important factor to know the relationship between the speaker. The setting or social context is a relevant factor as well in order to know the situation or the place of the conversation. Lastly, the topic of the interaction is also important in order to know what is being discussed or talked about between the speakers, so that based on all



three social factors mentioned before, it helped the researcher in identifying the meaning of slang.

## 2. Literal Meaning and Contextual Meaning

Gray (1984) argues that literal meaning is the meaning resulted without further processes or symbolic meaning. Added by Holman and Harmon (1986) that literal meaning is an exact meaning without fleshing out the meaning. From the two theories, it can be said that literal meaning is a meaning based on actual words that do not need to be analyzed deeper because it does not hide meaning in its sentence or utterance. Literal meaning can be understood easily by the listener since the speaker said their utterances implicitly. According to Recanati (2004) there is a distinction between 'what is said' and 'what is implicated'. The difference is that 'what is said' is limited by the context since it is a context-independent literal meaning. Therefore, contextual meaning in understanding a sentence is important to see the meaning of an utterance since there are some factors influencing the usage of an individual's words.

Contextual meaning refers to the meaning of a word or phrase by seeing from the context of the utterances. Poedjosoedarmo (2000) stated that contextual meaning is the "real meaning" of a symbol when it is used in its concrete context (p. 18). A symbol can have many different meanings but if it puts in an utterance or sentence, it will only have one meaning depending on the context of the text. Context has an important role to define words or phrases in communication since a word has various meanings. According to Firth (1930), contextual meaning and its cultural environment cannot be separated, and Parera added that a sentence is

meaningless if it does not have context in it (2004, p. 47). Thus, in understanding and interpreting slang expressions, it is important to understand the context of the conversation first in order to understand the meaning of slang expressions, knowing the fact that slang expressions is a dynamic informal language, which is constantly changing depending on its situation.

### 3. Slang

Slang expressions is a term or word that is usually used by certain people. Therefore, slang expressions are an informal language used in certain communities for certain purposes. The origin and usage of slang expressions were first not used as an identity or self-expression of the speaker, but the personality of the speaker because it was seen as absurd humor. It determines the speaker's habitual way of thinking. However, slang expressions have developed and increased through the year, and it enlarges and enriches its meaning. Zhou and Fan (2013) stated that although slang expressions are seen as a lower language, the trend of the usage of slang expressions in movies, magazines, televisions, and newspapers is increasing. Therefore, it shows that slang expressions have become more widely used and played role in influencing someone else's everyday language.

According to Eble (1996), slang expressions is a general vocabulary in daily language but has a different meaning than those written in the dictionary. Slang expressions may have various meanings and expressions depending to the context of the conversation. Slang expressions shifts a word or term's meaning, yet it also has various meanings at one time (Coleman, 2012). Teenagers or young people tend to use slang expressions when they are talking to other people, especially people of

the same age or community, in order to show that they belong to a certain community and to feel connected to each other. The use of slang expressions in certain situation has the importance of giving the sense of belonging, making people stay current, increasing the interest of learning new language or culture of a community, etc. Thus, slang expressions are produced and created by certain communities to be used in the community as an identity of the member of the community, and mostly used by young people to show barriers between teenagers and adults.

#### 4. Functions of Slang Expressions

According to Zhou and Fan (2013), to examine the function of slang expressions, the complexity of slang expressions is immediately noticeable. The interpersonal function is the basic function of expressions, and in its function of slang expressions, there are three functions of slang expressions, they are emotive feeling, the pursuit of self-identity, and achieving politeness.

The first function is for the **Pursuit of Self-identity**. Different social groups have different slang expressions, and it is seen as an identity or symbol of the distinction between groups in the society. If somebody uses a slang term or expressions from certain community, they will automatically feel connected and belong to the community. P. Roberts, an American scholar, mentioned about the reason why people regularly use slang expressions is that they want to show that they belong and are accepted in certain communities. For example, when a student uses slang expressions that is categorized in a college slang, the student wants to show that they belong to the teenager group. (Zhou & Fan, 2013).

The second function is for delivering **Emotive Feeling of the Slang Users**. This function reveals how the speaker reacted to their subject since this function is the most powerful use of language, considering how it reveals the changes in the emotional status of the speaker. It helps the speaker to relieve emotions when the speaker is under stress. Psychologically, slang expressions help people to express their strong feeling. This function shows that the speaker wants to express their feelings, and set them free psychologically. Zhou & Fan (2013, para. 3) stated that “slang is not only for stressing identity but also for the psychological need for expressing emotion, which is one of the basic functions of language as well”.

The third function is for **Achieving Politeness**. According to Zhou & Fan (2013, para. 4), to conduct this discussion, the notion of register needs to be mentioned. Register refers to “manner of speaking or writing specific to a certain function, that is, characteristic of a certain domain of communication”. The choice of register is affected by three factors, occasions (formal or informal), addressee (age, gender, occupation, the degree of familiarity), and the content of the conversation. The use of slang is restrained by the three factors, hence the proper use of slang expressions facilitates setting up a certain atmosphere or maintaining social contacts. Slang expressions are often used in informal occasions and is of importance in playing the phatic function. The use of slang expressions can maintain friendship and intimacy between friends.

Other than that, the use of slang expressions does not only have social function, but also it gives impact to the comic book. The impact of the use of slang expressions could be external (to the reader) or internal (to the comic book), as it

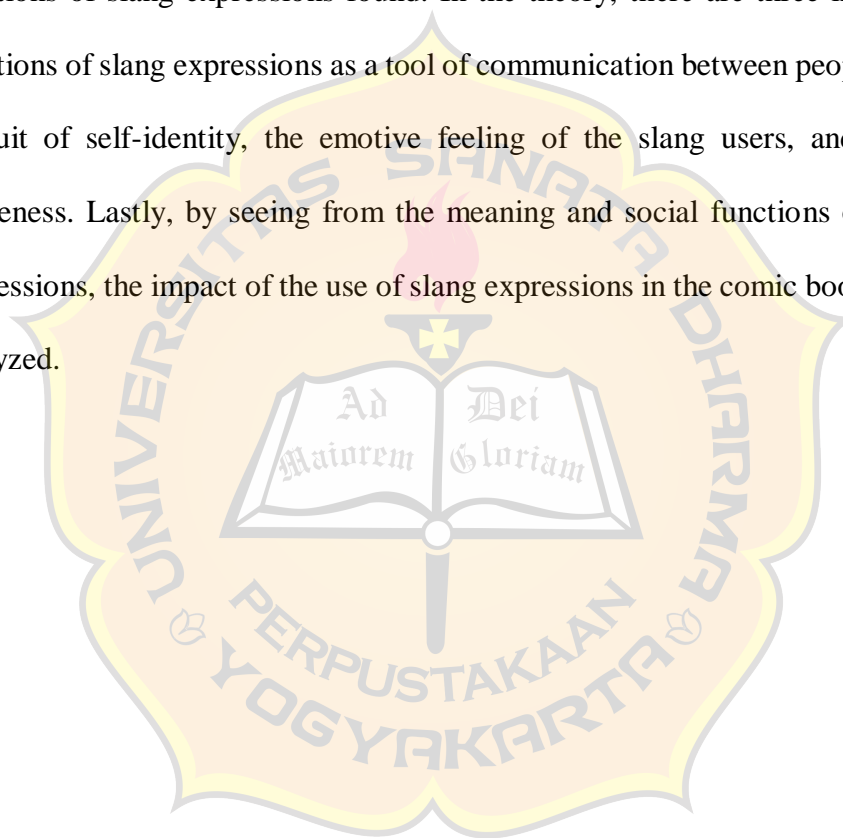
gives the real effect of the use of slang expressions in the comic book. Hence, slang expressions also has impact that might have different function as the social functions mentioned before since the impact of the use of slang expressions is situational.

### C. Theoretical Framework

This section will be describing the importance of the theories mentioned above to give a better understanding of answering the two problem questions. The first problem question is “What are the meaning of the slang expressions used by Archie Andrews in *Archie Double Digest #204* comic book?”, and the second problem question is “What are the functions of slang expressions used by Archie Andrews in *Archie Double Digest #204* comic book?”. This study focuses on the analysis of the function of slang expressions by using sociolinguistics approach.

To answer the first problem question about the meaning of the slang expressions used by Archie Andrews in *Archie Double Digest #204* comic book, the researcher is using a theory of sociolinguistic conducted by Holmes (2012) that consists of three social factors which affect someone’s language. The three social factors are participants, setting or social context of interaction, and topic of conversation. The understanding of the social factors is important in order to determine the suitable meaning of slang expressions that found in *NTC’s Dictionary of American Slang and Colloquial Expressions* (2000) and an online dictionary called *urbandictionary.com* as some words have more than one meaning.

After finding out the meaning of the slang expression, the researcher is using a theory of functions of slang expressions by Zhou & Fan (2013) to analyze the second research question, which is about the functions of slang expressions used by Archie Andrews in *Archie Double Digest #204* comic book. This theory is needed in order to help the researcher to have a deeper understanding in analyzing the functions of slang expressions found. In the theory, there are three interpersonal functions of slang expressions as a tool of communication between people, they are pursuit of self-identity, the emotive feeling of the slang users, and achieving politeness. Lastly, by seeing from the meaning and social functions of the slang expressions, the impact of the use of slang expressions in the comic book was to be analyzed.



## CHAPTER III

### METHODOLOGY

This chapter examines how the method in analyzing the data. There will be three parts to describe the methodology, the first one is about the object of the study that describes the data used in this study. Second, is the approach applied in the study to show how the data were collected by the researcher. And the last, the method of the study represents the steps in analyzing the data of this study.

#### A. Object of the Study

The objects of this study were the slang expressions in a comic book entitled *Archie Double Digest #204* uttered by Archie Andrews as the main character. The slang expressions used as the object of this study were the slang expressions used by the young, which were represented by Archie Andrews as one of the students in the comic book. The data were taken in a comic book with the genre of fictional, humor, and teens that has 27 parts, and each part consists of 4 – 8 pages. The *Archie Double Digest #204* was released in January 2010 and was written by Maurice Coyne, Louis Silberkliet, and John L. Goldwater who later formed M.L.J Magazines, Inc.

*Archie Double Digest #204* is one of the series of an American high school humor comic book, which was then adapted as an American series with the title *Riverdale* that was released in 2017. The comic *Archie Double Digest #204* is a double-sized digest that contained several stories from previous Archie Comics



book and wrapped in a digest form, which means this comic book had various stories. This series shows the adventures of Archie and his friends, even his teachers and family in Riverdale. The characters in this comic book are mostly teenagers who goes to the same school, they are Archie Andrews, Betty Cooper, Jughead Jones, Veronica Lodge, and many more. The setting of this comic book is a small town called Riverdale.

Slang expressions have been developing from time to time and are often used in Western movies, series, songs, and even books. Slang is often used in a movie or books related to young people that have teenager as their targeted audience. Knowing that *Archie Double Digest #204* represents the life of young people, especially teenagers, the writer chose this comic book as the object of this study because this comic book is popular among young people, seeing that this comic book is adapted as a series that already has five seasons and still counting. Other than that, this comic book contains large amount of slang expressions in the conversation between the characters.

### **B. Approach of the Study**

In order to answer the problem questions stated above that relate to the contextual meaning of slang expressions and to find out the functions of slang expressions, this study used sociolinguistics approach to analyze the object of the study. Sociolinguistics approach is applied to give a deeper understanding for the researcher in answering and examining the two problem formulations about slang expressions used in *Archie Double Digest #204* comic book.



According to Nisa (2019), sociolinguistics is the branch of study that deals with the study of language in relation to society. Language and society are related to each other as language does not exist without society (2019, p.2). Supported by Holmes' (2012, p.4) statement that, "there is variation which offers the speaker a choice of ways of expressions. They provide us with different linguistic styles for use in different social contexts". Social contexts play a role in someone's way of speaking. Society has influences on language choice, such as sounds, word-structure, and grammar as well as vocabularies. Thus, sociolinguistics approach is the suitable approach that helped the researcher in analyzing the data.

### **C. Method of the Study**

This study is a text analysis study where the researcher examined closely slang expressions used by the main character and identified the slang expressions found in the comic book for further analysis. This part of the study is divided into two parts, those are data collection and data analysis.

#### **1. Data Collection**

In the process of collecting the data of this study, the researcher has done several steps in gathering and finding the data to achieve the research's objectives as described below.

##### **a. Data Collection Method**

###### **i. Research Method**

According to Lawrence *et al*, (1991, p. 259), textual analysis is a method that used to describe and interpret the characteristics of a recorded or visual message. In

addition, Smith (2017) in his journal defined textual analysis is a method used in analyzing messages from various sources, such as newspapers, film, novel, and so forth. This method was considered suitable to be applied in this study since the data of this study were taken from a comic book entitled *Archie Double Digest #204*.

## ii. Sampling Techniques

Ritchie *et al.*, (2003) defined that purposive sampling is a strategy where the sample is chosen with a purpose to represent certain criteria. In this study, the population is all utterances in the comic book whilst the samples are slang expressions used by Archie Andrews as the main character. The slang expressions used by Archie Andrews are chosen because the main character frequently used slang expressions in his conversation and enough to be analyzed which in other words, not all slang expressions are analyzed by the researcher.

### b. Data Collection Technique

To obtain the data, firstly the researcher read the comic book several times to understand the storyline. While reading the comic book, the researcher circled and wrote down slangs uttered by Archie in the comic book in datasheet. Reading the comic book several times helped the researcher to re-check whether all the slangs uttered by Archie Andrews were already listed. Lastly, the collected data will be checked by using two theories about slang from Eble (1996) and Coleman (2012) to identify whether the data can be considered as slang expressions.

**2. Data analysis**

After the all the data were collected and verified as slang expressions by using the two theories of slang from Eble (1996) and Coleman (2012), several steps were conducted by the researcher to answer the two problem questions.

**a. Meaning of Slang Expressions**

**i. Social Factors**

In analyzing the meaning, the first step was analyzing the social factors by using the theory from Holmes (2012). There are three factors that influenced someone’s language, they are social relation, setting, and topic of conversation.

**ii. Meaning**

After the social factors were analyzed, the researcher continued to find the most suitable meaning based on the social factors in an online dictionary called *urbandictionary.com*, *Dictionary of American Slang* (2007), *The Routledge Dictionary of Modern American Slang and Unconventional English* (2018), and *NTC Dictionary of American Slang and Colloquial Expressions* (2000). Afterward, the researcher put all the slang expressions uttered by Archie Andrews into a table together with the result of the analysis of social factors and the meaning as shown in the table below:

**Table 1. Display of Meaning Analysis**

Slang Expressions	Social Factors			Meaning
	Social Relation	Setting	Topic	
Pop	Informal	In the kitchen	A prize	Daddy, father

Bee	Formal	At school	Archie being noisy	Mr. Weatherbee
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**b. Function of Slang Expressions**

After the contextual meanings were identified, the researcher analyzed the functions of slang expressions by using the theory from Zhou and Fan (2013). The theory consists of three functions, they are to pursuit self-identity, emotive feeling, and achieving politeness. Since the data of this research were taken from a comic book, the researcher also looked at the previous and after panel where the slang expressions occur to analyze the function of the slang expressions and put it in a table along with the meaning as shown in the table below

**Table 2. Display of Function Analysis**

Slang Expressions	Meaning	Function		
		EF	AP	PSI
Pop	Father	✓		
The bee	Mr. Weatherbee			✓

After done finding out the social function of slang expressions as shown in the table above, the impact of slang expressions is analyzed. In analyzing the impact of the slang expressions, the researcher looked at the meaning and function of slang expressions in order to analyze the impact of the use of slang expressions, either the external or internal impact, or both.

## CHAPTER IV

### ANALYSIS RESULTS AND DISCUSSIONS

This chapter represents the findings and analysis of the data. In this study, there are two main problems to answer. The first problem is identifying the meaning by seeing from the social factors, and the second one is identifying the function of slang expressions used in the comic book by Archie Andrews. The table below displays the summary of slang expressions used by the main character in the comic book.

**Table 3. Summary of Slang Expressions Uttered by Archie Andrews**

Recently-Created Slang	Newly-Interpreted Slang
Kiddie	Pop
Gosh	Bee
Goofy	Pigeon
Birdbrain	Gag
Gee	Wart
Sweetheart	Darn
Golly	Doll
Lambie pie	Neat
Patsy	Sharp
Don't give a hoot	Bug
	Bread
	Hot
	Sap

Based on **table 3** above, there are two categories of slang expressions uttered by Archie Andrews in *Archie's Double Digest #204* comic book. As shown in the table, there are 23 slang expressions in total that were spoken by Archie Andrews in the comic book. The first category is Recently-Created Slang, which is

the category of slang expressions that do not exist in the standard language dictionaries. As shown in the table, this category has the frequency of 10 slang expressions and the examples are *kiddie*, *gosh*, and *goofy*. The second category is that of the Newly-Interpreted Slang, which is the category of slang expressions already found in the standard language dictionaries but with different meanings since their meanings are influenced by the social factors in the comic book. This category has the frequency of 13 slang expressions and the examples are *pop*, *bee*, and *pigeon*.

Eble (1996) defines slang expressions as a general vocabulary that has different meaning than those in the written dictionary. He also mentions that slang expressions are a set of colloquial words or phrases to show someone's belonging in a social community. Coleman (2012) added that slang expressions change the meaning of a words or phrases yet it also has various meanings at one time. This informal language is used as an identity of belonging to certain community, such as the young. Young people tend to create new words or terms in talking with their circle of friends, particularly in informal situations. Based on the two definitions, it can be said that slang expressions shift a word or phrase's meaning depending on the context of the conversation.

There are 23 slang expressions used by Archie Andrews in the comic book. In analyzing the slang expressions, as previously mentioned, the researcher discovered that there are two types of slang expressions: recently-created slang and newly-interpreted slang. As Coleman stated in his book, "Sometimes a new slang form either replaces an earlier one or provides another synonym for a notion already

named in slang. Sometimes new slang extends to new areas of meaning or to areas of the meaning of recent interest to the group inventing the slang” (2012, p. 13). An example of recently-created slang is **lambie pie**. This slang expression is categorized as recently-created slang because this slang expressions do not exist in the standard dictionaries since Archie is the one who made this slang expression as a nickname to address Veronica. Archie wanted to have a special nickname for his girlfriend and he only use that to Veronica, thus the meaning is *one’s lover*. The other example is the slang expression **don’t give a hoot** that has meaning *do not care at all*. These two examples are categorized as recently-created slangs because these two slang expressions do not exist in the standard dictionaries.

On the other hand, an example of newly-interpreted slang is **doll**. In a standard dictionary, this slang expression has the meaning of *a small figure representing human or non-human character, use as a toy*. In the comic book, this slang expression has different meaning which is *a girl who is considered attractive*, by seeing from the social contexts. Another other example is the slang expression **bee** that has meaning of *Mr. Weatherbee*, while in a standard dictionary this slang expression has meaning of *an insect that produced honey*.

#### **A. Meaning of Slang Expressions Used by Archie Andrews**

The *Archie’s Double Digest #204* comic book is one of the series of an American comic book that was released in January 2010. This comic book tells about the life and adventures of high school students in a fictional small city named Riverdale. The main character of this comic book is Archie Andrews, who is one of the high school students in Riverdale. In presenting the summary of contextual

meaning used by Archie Andrews in the comic book, the researcher made two different tables and put the slang based on its categories. There are two categories, newly-interpreted slang and recently-created slang.

**1. Meaning of Recently-Created Slangs Used by Archie Andrews in *Archie Double Digest #204* Comic Book**

The table below shows the summary of slang expressions used by Archie Andrews in *Archie Double Digest #204* comic book that are categorized as recently-created slang.

**Table 4. Summary of Recently-Created Slang Used by Archie Andrews in *Archie Double Digest #204* Comic Book**

Code	Slang Expressions	Social Factors			Meaning
		Social Relationship	Setting	Topic	
01/RCS	Birdbrain	Informal	In a café	Reggie's bird	Stupid person, a fool
02/RCS	Lambie Pie	Informal	In a glasses store	Ronnie's beauty	Addressing one's lover
03/RCS	Patsy	Informal	In a café	Reggie's gift	Victim of a scam

Based on table 4, it can be seen that 3 slang expressions are categorized as Recently-Created Slang. As mentioned in the previous explanation before, recently-created slang expressions is slang expressions recently created by the speaker and only used in a certain community only recently. The first slang expression that the researcher analyzed in this part is **birdbrain**.



**01/RCS**

Jug : Now there goes a match made in heaven!  
 Archie : Yeah! A real pair of **birdbrains**!

The slang expression **birdbrain** appears in the conversation between Archie and Jug. The conversation takes place in a café where they usually hang out together. Reggie comes to the café to show his new bird to Archie and Jug because the seller claims that the bird is smart. However, the bird does not do what Reggie says. Instead, the bird mocks Reggie, Jug, and Archie for telling him to say something. Dumbfounded, Reggie brings the bird and leaves the café. Archie and Jug feel a little bit annoyed by both Reggie and his bird. They are talking about how stupid Reggie is for believing the seller and showing it to them right after he bought it. Archie uses the slang **birdbrain** to call Reggie since he acts smarter than the bird while in fact, both of them are the same. Reggie thinks he could control his new bird but turns out the bird is smarter than him, hence Archie and Jug call Reggie a stupid person.

According to *The Routledge Dictionary of Modern American Slang and Unconventional English* (2018, pp. 54), the term **birdbrain** has the meaning of *a human who gives the impression of possessing a bird-size brain or a fool*. Spears (2000, pp. 32) also defined the slang expression **birdbrain** as *a stupid-acting person*. As can be seen in the context, Archie and Jug are both annoyed and bothered by Reggie and his bird. After Reggie left, Archie and Jug are talking about them and saying that Reggie is just as stupid as the bird. The social relation among them is informal as they often hang out together and have been friends since they are kid.

The second slang expression is **lambie pie**. This slang expression appears in a conversation between Archie and Betty. They accidentally meet in a glasses store when Archie is about to do his annual eye exam and it turns out to be the same place where Betty works as a part-timer.

## 02/RCS

Archie : Owww!! The light!  
 Betty : ...Ahem.. How's my little Archiekins?  
 Archie : V-veronica? ...Is that you, **lambie pie**?

Archie is alone in his room because the doctor leaves him to prepare for the test, and Betty sneaks into his room and acts like Ronnie. Betty turns the light on and Archie's eyes is adapting to the light since the doctor gives him eye drops to dilate his pupils so he cannot see clearly. Archie thinks she is Ronnie because of the feather duster she puts on top of her head which makes her look like Ronnie. Betty wants to know his plan for Saturday night with Ronnie by sneaking in and using this opportunity to trick Archie.

The slang expression **lambie pie** has meaning of *to address one's lover*, as what was defined in *Dictionary of American Slang* (2010), **lambie-pie** is *one's sweetheart, beloved* (Kipfer & Chapman, pp. 1131). It can be said that the meaning is to address someone's lover because Archie is dating Ronnie and he comes to the store with her. As shown in the conversation above, it is a conversation between Archie and Betty so it can be said that the social relationship is informal because they are friends.

The last slang expression is **patsy**. The conversation takes place in a café where Archie and his friends usually hang out together, including Betty, thus the social relation between them is informal because Betty is one of his best friends.

### 03/RCS

Archie : It's not what he did, it's what he didn't do that makes me so mad!  
 Betty : I don't understand!  
 Archie : I've been taken for a **patsy**, Betty!

Archie comes to the café alone, feeling upset because of the gift he received from Reggie for Christmas. He is complaining about the gift on the way to the café since the gift's price is not worth the ones he gave to Reggie. In the café, Betty is sitting there and talking to the worker. Betty then asks Archie what happened and Archie tells Betty about the matter that is bothering him.

The slang expression **patsy** has the contextual meaning of *a victim of a scam* (Spears, 2000, pp. 304), added from [urbandictionary.com](http://urbandictionary.com) that the slang expression **patsy** has meaning of *a gullible and weak-minded person*. It can be seen from the context above that Archie feels betrayed and tricked by Reggie considering he has given Reggie an expensive gift and expected that Reggie would give him a gift that costs the same as his. Therefore, Archie is mad at Reggie and thinks that Reggie does not take the exchanging Christmas gift with him earnestly since it is Christmas.

## 2. Meaning of Newly-Interpreted Slangs Used by Archie Andrews in *Archie Double Digest #204* Comic Book

The table below shows the summary of slang expressions used by Archie Andrews in *Archie Double Digest #204* comic book that categorized as newly-interpreted slang.

**Table 5. Summary of Newly-Interpreted Slang Used by Archie Andrews in Archie Double Digest #204 Comic Book**

Code	Slang Expressions	Social Factors			Meaning
		Social Relationship	Setting	Topic	
01/NIS	Bee	Informal	At school	A prize	Mr. Weatherbee
02/NIS	Pigeon	Informal	In a café	Reggie's bird	Sucker, a victim of a scam
03/NIS	Wart	Formal	At school	Ms. Beazly	Annoying person
04/NIS	Doll	Informal	At school	Roleplaying	Attractive person
05/NIS	Neat	Formal	In a restaurant	Fancy meals	Pleasing, very good
06/NIS	Sharp	Informal	At home	His appearance	Stylish, attractive
07/NIS	Bread	Informal	In front of The Lodge's store	Working part-time	Money

Based on the table 5 above, the 7 slang expressions are categorized as Newly-Interpreted Slang. Newly-interpreted slang is the slang that already has meaning in the standard language but with different meaning in the context of conversation, and only used by certain people in a certain community. The first slang expression that the researcher discusses in this part is **bee**.

### 01/NIS

Archie : I know it's junk! It came out of a cereal box! I just wanted to know what it did... That's all!

Jughead : It got you all flustered!

Mr. Weatherbee : Archie! What's all this noise about?

Archie : *Ulp!* The **bee!**

The first slang expression is the slang **bee**. This slang appears when Archie is talking to his friends about the prize he has found, so the social relation is informal because Archie uses this slang as a code to his friends. Archie tells all of his friends about the prize he found in his cereal box and it surprises them all since it is unlikely to happen, so they say it is junk. Archie defends himself because he is annoyed and thinks that the prize is not a junk. So, they are arguing whether the prize is just a junk or an actual prize. While Archie is defending himself since he is a little frustrated, Mr. Weatherbee suddenly appears and asks what happened because Archie is being loud.

The contextual meaning of the slang expression **bee** is *Mr. Weatherbee*. Archie used that slang expression in referring to Mr. Weatherbee's sudden appearance in the hallway which surprised him. This slang expression is categorized into newly-interpreted slang because this word has another meaning in standard language and the meaning can be found by understanding the context of the conversation. This slang expression is made by Archie and his friends by shortening Mr. Weatherbee's name. In Merriam-webster dictionary, the word **bee** has meaning of *an insect that produced honey*.

The second slang expression is the slang **pigeons**. The conversation takes place in a café where Archie, Jug, and Reggie usually visit. Thus, the social relationship is informal because they often spend their free time together.

## 02/NIS

Archie : Hmmph! Now I don't think that's very funny!  
 Reggie : Ho! Ho! I think it's a hoot!

Archie : We're tired of being **pigeons** for gags, Reg! Tell your bird to peck on someone else!  
 Reggie : Hey! Chill dudes!

Archie is talking to Jug in a café and Reggie comes to show him his new bird he just bought that can talk. Archie is curious and he talks to the bird to prove if the bird really can talk and understand what he says. When Archie tries talking to the bird, the bird's answer is insulting and irritating, even Jug who is not talking to the bird is not happy hearing the bird's answer. However, Reggie is laughing and feeling satisfied as he is a prankster himself. Archie and Jug are offended by both Reggie and his bird. Reggie purposely comes to the café knowing that two of his friends will be there so he can show his bird to them.

The slang expression **pigeon** is categorized into a newly-interpreted slang as this slang expression already has meaning in standard dictionary. In *Merriam-Webster Dictionary*, the slang **pigeon** has the meaning of *a kind of bird*, but in the comic book this word has a different meaning which is *a sucker, someone singled out to be cheated* (Spears, 2000, pp. 309). This slang expression has similar meaning to the slang **patsy**.

The third slang expression analyzed by the researcher is **wart**. This slang expression appears in the conversation between Archie and Miss Beazly, and takes place in the school cafeteria. The social relationship between them is formal because Archie is a student and Miss Beazly is the school chef in Archie's school.

### 03/NIS

Archie : Sure, Miss Beazly, you can count on me! It's as good as there!

- Miss Beazly : Whenever I hear a statement like that coming from your head, I know that's it in a nutshell! And don't let your buddy Jughead get his hands on that cake! Then it will never reach its destination!
- Miss Beazly : I worked hard on that cake so take care of it!
- Archie : I will, I will! What a worry **wart**!

From the conversation above, it can be seen that Archie uses the slang expression **wart** in referring to Miss Beazly since she worries too much about the cake because Archie dropped one before, and he is bothered by the noise Miss Beazly made. She has warned Archie so many times to be careful in bringing the cake without dropping it, knowing that Archie is clumsy and his friend – Jughead, is a mischievous person. Miss Beazly's concern about the cake can be seen in the conversation above that she reminds Archie a lot to be careful. Thus, Archie calls Miss Beazly a **wart** cause of her noise that annoys him.

In the standard language, the slang expression **wart** has meaning of *a small, hard lump that grows on the skin, often on the face and hands* (Cambridge Dictionary, 1995). However, in the context of the conversation, this slang expression has the contextual meaning of *an annoying person* (Spears, 2000, pp. 457), thus this slang expression is categorized as newly-interpreted slang as this slang expression already existed in standard language but has different meaning with the definition in standard language.

The fourth slang expression is **doll**. This expression appears in a conversation at school between Archie and Ronnie, thus the social relationships among them is informal, seeing that they are going to make a party together.



**04/NIS**

- Ronnie : Oh, there you are, Archie! I wanted to ask you about the snacks for our party Friday night!
- Archie : Great party, sure! Good crowd! But one of them wouldn't make it through the night!
- Ronnie : Huh? What did you say?
- Archie : A sea of faces all looking innocent, but it's never that easy **doll**!

In the conversation above, Archie is playing a role as *Spamslade*, a detective character made by himself. Ronnie comes and asks him about the snacks for their party but Archie does not answer Ronnie's question as he is acting as the fictional character he made. He replies to Ronnie's question with nonsense sentences that Ronnie does not understand. Archie answers by how *Spamslade* talks and it annoys Ronnie.

According to *The Routledge Dictionary of Modern American Slang and Unconventional English* (2018, pp. 234), the slang expression **doll** has the contextual meaning of *a young woman, a very attractive person, a term of address*. Based on the context of the conversation above, Archie uses this slang expression to address Ronnie, who is a beautiful person and is one of the famous students at school because of her beauty. This slang expression is categorized as newly-interpreted slang because in standard language, this slang expression has meaning of *a child's toy in the shape of a small person or baby* (Cambridge Dictionary, 1995).

The fifth slang expression is **neat**, which appears in a conversation between Mr. Weatherbee and Archie in a restaurant. Thus, the social relationships among them is formal since Mr. Weatherbee is Archie's principal.



**05/NIS**

Archie : Gee, Mr. Weatherbee, this is **neat**! But you don't have to treat me to all this great food!

Mr. Weatherbee : You let me handle my guilty conscience in my own way, Archie!

Archie is having a meal with Mr. Weatherbee because he has saved his artwork from kids who were visiting their school earlier. Archie puts the ship artwork in Mr. Weatherbee's office so the kids will not see the artwork, let alone destroy it. Mr. Weatherbee is so thankful for him since he has been working on the artwork for a long time, so he treats Archie to a meal in a fancy restaurant. Archie feels what he did earlier is not something big so he is a little bit surprised that Mr. Weatherbee brings him to a fancy restaurant.

From the context of the conversation, the contextual meaning of this slang expression is *pleasing, very good* (Dalzell, 2018, pp. 544). Archie uses the slang expression **neat** to describe the food served by the waitress. He is amazed and does not expect that Mr. Weatherbee would treat him in a fancy restaurant just because he saved his ship artwork. This slang expression is categorized as newly-interpreted slang because this slang expression already existed in standard dictionary but the meaning shifted because of the context of conversation. In the standard dictionary, **neat** has the meaning of *free from dirt* (Merriam Webster, 1828).

**Sharp** is the next slang expression analyzed by the researcher. This slang expression appears when Archie is looking at the mirror in his room.

**06/NIS**

Archie : Hey, man! Do I look **sharp** enough? I've got a dance date with Ronnie in ten minutes!

Archie is preparing for a dance date with Ronnie so he puts on his best outfit to appeal Ronnie. Archie is talking to himself about his appearance and he is feeling confident with his outfit. He gives his opinion on his outfit by using the slang **sharp** as he is very excited about his dance date.

The contextual meaning of the slang expression **sharp** is *stylish, fashionable, and attractive* (Dalzell, 2018, pp. 687). Added by Spears' definition that the slang expression **sharp** also has meaning of *good-looking, well-dressed* (2000, pp. 362). The slang expression **sharp** is categorized in newly-interpreted slang category because this slang expression has already existed in the standard language and has meaning of *having a thin edge or point that can cut something or make a whole in something* (Cambridge Dictionary, 1995).

Next is the slang expression **bread**. Archie is talking to Mr. Lodge – Ronnie's father, in the street in front of Lodge's Department Store.

#### 07/NIS

Mr. Lodge : Lodge's Department Store is hiring!  
 Archie : Huh?  
 Mr. Lodge : Of course! It means working right through the vacation including Christmas Eve!  
 Archie : Gosh! I don't mind! I need the **bread**!

Archie meets Mr. Lodge in the street in front of Lodge's Department Store and he offers Archie a part-time job during Christmas holiday because he does not want Archie to come to his house for Christmas knowing that his daughter, Ronnie, would invite all of her friends to their house during the holiday to spend it together. Since Mr. Lodge does not want to spend the holiday at home with Ronnie's friends,

he offers Archie a part-time job although in fact, the store is not hiring. Thinking that he will not receive money during holiday and he needs money, Archie then accepts the offer even if he is not looking for a job.

From the context, it can be seen that the social relationship between Archie and Mr. Lodge is formal. This slang is categorized into newly-interpreted slang as it has existed in the standard dictionary. The slang expression **bread** has the contextual meaning of *money* (Spears, 2000, pp. 51), while in the standard dictionary the word **bread** has meaning of *a food made from flour, water, and usually yeast, mixed together and baked* (Cambridge Dictionary, 1995). Archie uses the slang expression in referring to the salary if he accepted the job offer.

#### **B. Function of Slang Expressions Used by Archie Andrews**

In analyzing the function of slang expressions used by Archie Andrews in *Archie Double Digest #204* comic book, the researcher used a theory of social functions of slang from Zhou & Fan (2013). There are three social functions of slang expressions found in Archie Andrews' utterances in *Archie Double Digest #204* comic book, they are to Achieve Politeness (AP), Emotive Feeling of the Slang Users (EF), and Pursuit of Self Identity (PSI). Furthermore, the researcher also added a discussion of the impact of slang expression to *Archie Double Digest #204* comic book.

The summary of the function of slang expression used by Archie Andrews in the comic book can be seen in the table below.

**Table 6. Function of Slang Expressions Used by Archie Andrews**

Code	Slang Expressions	Meaning	Function*		
			AP	EF	PSI
01/NIS	Bee	Mr. Weatherbee			v
03/NIS	Wart	Annoying person		v	
04/NIS	Doll	Attractive person	v		
05/NIS	Neat	Pleasing, very good		v	
06/NIS	Sharp	Stylish, fashionable, attractive		v	

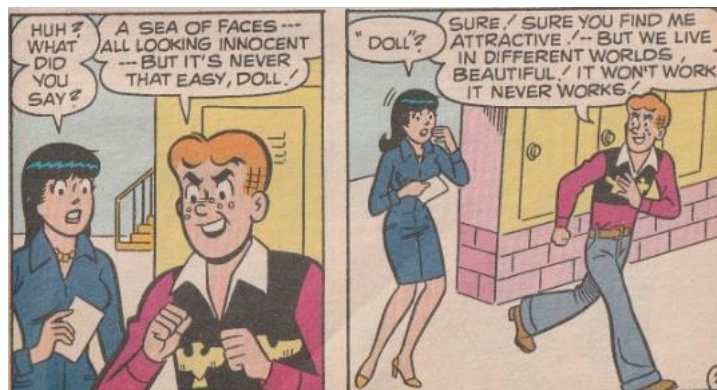
\*AP = Achieving Politeness, EF = Emotive Feeling, PSI = Pursuit of Self-Identity

#### a. Achieving Politeness

The first function of slang expressions analyzed by the researcher is the function of Achieving Politeness. In using slang expressions, some registers need to be discussed. The word 'register' refers to the manner of speaking or writing as the characteristics of communication. Three factors affect the register, they are occasions (formal or informal), the addressee (age, gender, occupation), and the content of the conversation. Hence, the proper use of slang expressions is important considering that slang facilitates maintaining social contacts. Zhou & Fan stated that "The use of slang can maintain the friendship and intimacy between friends" (2013, pp. 2212).

The slang expression that categorized in this category is **doll**. This slang expression appeared in a conversation between Archie and Ronnie in the school hall.

04/NIS



Kennedy, T. (2010). *Archie Double Digest #204* [cartoon]. United States, New York: Archie Comics Publications, Inc.

The contextual meaning of this slang expression is *an attractive person*. From the picture above, it can be seen that the conversation took place at school, in the hallway specifically. Archie and Ronnie are talking as Ronnie asks him about the snacks for their party, yet Archie does not answer it since he is playing a role as *Spamslade*. Ronnie is confused because Archie talks nonsense and calls her **doll**.

In the conversation above, Archie uses the slang expression **doll** to address Ronnie instead of using her real name. Since Archie does not call Ronnie by her name and uses **doll** in addressing her, the slang expression in the context here has function to achieve politeness. As Zhou & Fan (2013) stated that the use of slang expression has function to maintain the relationship among the speakers. This slang expression has the function of achieving politeness because Archie wants to set up a certain atmosphere as he is playing a role in being *Spamslade* and maintaining their friendship. Archie uses the slang expression to address Ronnie since Ronnie is one of the most famous students because of her beauty.

## b. Emotive Feeling

The second function of slang expression is emotive feeling of slang users which reveals how the speakers react towards something. According to Zhou & Fan (2013) this function is extremely important to know the changing emotion status of the speaker against something. This function helps to release certain energy and to express their feeling. Zhou & Fan (2013) also stated that by using slang expression, the speaker is able to express emotion to fulfill psychology need, which is one of the basic functions of language as well.

The first slang expression identified by the researcher is **wart**. It appears in a conversation between Archie and Ms. Beazly.

### 03/NIS

Archie : Sure, Miss Beazly, you can count on me! It's as goof as there!  
 Miss Beazly : Whenever I hear a statement like that coming from your head, I know that's it in a nutshell! And don't let your buddy Jughead get his hands on that cake! Then it will never reach its destination!  
 Miss Beazly : I worked hard on that cake so take care of it!  
 Archie : I will, I will! What a worry **wart**!

Archie is in the kitchen, decorating a cake to replace the one he dropped before. Miss Beazly is being loud and wary about the cake because she is afraid Archie would ruin it for the second time. As can be seen in the conversation above, Archie is a little bit frustrated because Ms. Beazly keeps reminding Archie to not drop the cake. The contextual meaning of the slang expression **wart** is *an annoying person*, which is referring to Ms. Beazly.



The slang expression **wart** has the function of the emotive feeling of the slang user since Archie uses this slang to express his annoyance. As stated by Zhou & Fan (2013) that slang has the emotive function to help people to get rid of certain energy. Archie is bothered by Ms. Beazly's since she does not stop giving Archie warning to be careful. Archie is frustrated because he is trying to focus on decorating the cake, yet Ms. Beazly keeps talking and distracting him. As stated by Zhou & Fan, "Psychologically, slang helps people to express their strong feeling" (pp. 2212). By using slang expression, Archie is able to release his frustration and annoyance he feels.

Next is the slang expression **neat**. This slang has the contextual meaning of *pleasing, very good*. This slang expression appears when Mr. Weatherbee treats Archie a meal in a fancy restaurant as an apology because he earlier wrongfully accused Archie for wrecking his artwork, while in fact Archie saved and put it in different room where the kids who were visiting their school cannot find the artwork. Although Archie did not take it seriously, Mr. Weatherbee still feeling guilty for accusing him and thinking to treat Archie a meal.

05/NIS



Kennedy, T. (2010). *Archie Double Digest #204* [cartoon]. United States, New York: Archie Comics Publications, Inc.

Archie uses the slang expression **neat** when he is thanking Mr. Weatherbee for the meal. Archie is amazed by all the food coming to their table, thus this slang expression has function of emotive feeling of the user. Zhou & Fan (2013) stated that slang expression has the function to express emotion which is one of the basic functions of language. In the context above, Archie uses the slang expression to show his feeling of being amazed by the food since he rarely got treated by other people in a fancy place like this one. Thus, the slang expression **neat** is categorized in this function since Archie uses the slang expression to express his excitement toward the food.

The last slang expression is **sharp**. The contextual meaning of this slang expression is *stylish, fashionable, or attractive*. This slang is categorized in this function because it helps Archie in expressing his emotion.

#### 06/NIS

Archie : Hey, man! Do I look **sharp** enough? I've got a dance date with Ronnie in ten minutes!

The slang expression appears when Archie talking to himself in the mirror as he is evaluating his appearance since he is going to go out for a dance date with Ronnie. He wanted to look good since it is a date, so he gives himself comments about his look. He uses the slang expression **sharp** to express his feeling. As Zhou & Fan (2013) stated that slang expression has the function to express emotion which is one of the basic functions of language.



### c. Pursuit of Self-Identity

The third function of slang expression is pursuit of self-identity. This function shows the social group of the speaker. Zhou & Fan (2013) stated that slang expression is considered as the indication to divide social groups in society. For example, if a student says a sentence containing the special college slang, he must want to get the result of showing and strengthening the emotion that he is belonging to the inside of the teenager group (Zhou & Fan, 2013, pp. 2212).

The slang expression that is analyzed by the researcher is **bee**. This slang expression has the contextual meaning of *Mr. Weatherbee*. Archie is being noisy with his friends at school because of the prize he found in the cereal box in the morning.

01/NIS

Archie : I know it's junk! It came out of a cereal box! I just wanted to know what it did... That's all!  
 Jughead : It got you all flustered!  
 Mr. Weatherbee : Archie! What's all this noise about?  
 Archie : *Ulp!* The **bee!**

Archie and his friends are arguing whether the prize is really a prize or just junk. Mr. Weatherbee, who is in his room, getting disturbed by the noise from the hall. Then he comes out of his room and asks Archie what happened because his voice was very loud. As can be seen in the conversation above, Archie is startled by Mr. Weatherbee's sudden appearance and he says "the **bee**" as a symbol or sign to his friends that Mr. Weatherbee came.

The slang **bee** has the function of pursuit of self-identity because this slang expression is only understood by the students of Riverdale High School as this slang

expression has meaning of *Mr. Weatherbee*. Students from other schools do not understand this slang expression because they are not a part of the community. As Zhou & Fan (2013) mentioned that the reason people use slang expression is to show that they are one of members of a certain group. By using this slang expression, it indicates that Archie belongs to the community of the students in Riverdale High School.

The use of slang expression in a comic book surely has impacts on the readers. As seen from the summary table of the social functions of slang expression used by Archie Andrews, it shows that emotive feeling is the most frequently appeared function in this analysis. Archie attempted to release his emotion by using this colloquial language as he wanted to express himself more. Archie's way of releasing emotion by using slang expression portrays his status as a teenager.

As stated by Holmes (2012), the age of the speaker influences their language style. Thus, the author of the comic book wanted to give more details on how teenagers speak in certain situations, and using slang expression is one of them. The fact that most of the slang users are young people has caused the author to use slang expression in Archie's utterances to give the sense and feeling of the young. Also, it presents how actual people of different social stations speak. Not to mention that slang expression adds a feeling of connection between the characters and the readers as well since direct speech and direct thought are typically presented in the balloons to tell stories.

The informality of slang expression shows the comic book itself as free and easy reading, and makes the reader has the ambiance of an entertaining, light, and

enjoyable reading. Additionally, since the target reader of *Archie's Double Digest #204* comic book is teenagers, the use of slang expression provides the atmosphere of teenagers so they could have the sense of 'can-relate' by reading the comic book.

However, beside the internal impacts of the use of slang expression on the comic book, it also has the external impact relating to the readability of the comic book. The author should use the right amount of slang expression in their writing considering not all of the readers have the same knowledge of language. By putting too much slang expression in their writing, readers may not understand some of it which could lead to confusion, ambiguity, and more. As stated above since *Archie's Double Digest #204* comic book is an easy reading for teenagers to entertain themselves after some tiring days, if readers do not understand some or several words or terms stated in the conversation, their interest in reading the comic book would decrease. The readability of the comic book is important since it refers to the easy-to-read, and thus, the author should describe and illustrate the context of conversation clearly so the reader will understand the storyline.

## CHAPTER V

### CONCLUSION

Slang is an informal language that is commonly used by certain people in daily conversation to express themselves better and to maintain intimacy among them. Slang expressions can be found in many media, such as comic books. This study aimed to analyze the function of slang expressions used in a comic book entitled *Archie Double Digest #204* by seeing from its social contexts. and thus, in identifying the function of slang expressions, the sociolinguistic approach is conducted was applied in this study. Two objectives have been formulated: to analyze the meaning of slang expression by seeing from the social factors and to analyze the function of the slang expressions.

To answer the first problem question relating to the meaning of the slang expressions, there are 23 slang expressions used by Archie Andrews in *Archie Double Digest #204* comic book which then are categorized into two categories, 10 of them are recently-created slang and 13 of them are newly-interpreted slang. By seeing from its social contexts; social relation, setting, and topic of conversation, the meanings of the slang language were obtained.

Thereafter, the function of slang expressions is analyzed by seeing its meaning in order to determine the social functions. There are three social functions involved to help the researcher in identifying its functions. From all 23 slang expressions, 2 of them have function for the pursuit of self-identity, 5 of them for

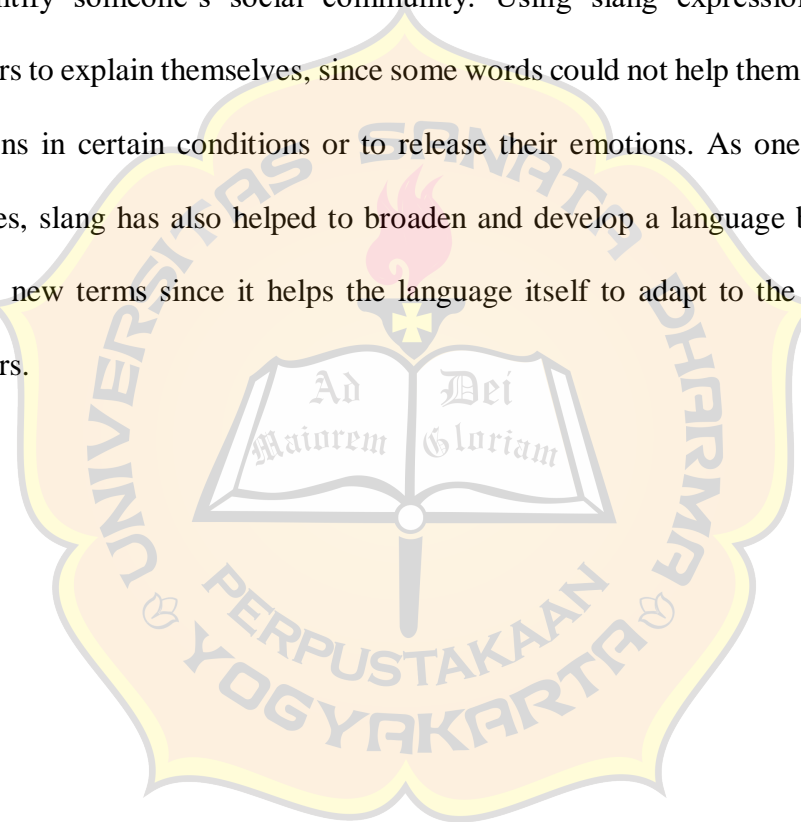
achieving politeness, and 16 of them are for delivering emotive feeling of the slang users. Based on all of the 23 slang expressions, only 4 slang expressions used by Archie in conversation with people who have formal relationship with him, whereas the other 19 are used with people who have informal relationship with Archie.

In conclusion, the most frequent function of slang expressions appearing the comic book is for delivering emotive feeling of the slang user, followed by for achieving politeness, and last is to pursuit of self-identity. The function of emotive feeling has the most number since the speaker tried to deliver or express his feelings by using slang expressions, so that Archie could release his emotions in certain situations as it also serves the basic function of language as well, to release the emotion of the speaker. Also seen from the social context, most slang expressions appear in a conversation between him and a person who has intimate relationship with him. Archie also uses slang expressions in a conversation with his father in order to maintain relationship between them and there are some slang expressions that have function to show his belonging to a community.

Other than the social function of slang expression used by the speaker, the researcher also finds that slang expressions have given significant impacts to the comic book as well. The usage of slang expressions has lessened or reduced the formality of the comic book itself, remembering that the target readers of the comic are teenagers as it is used as an entertainment for the readers and shows that it is an easy-reading book, assuming that if the author used formal language instead, it would not attract teenagers to read the comic since it would give the sense of reading their textbooks or a newspaper. Yet, the use slang expressions in a comic

book could also impact to the readability of the text itself since not all readers do not have the same knowledge of a language, so some of the readers may not understand the meaning of slang.

On a final note, slang expressions are commonly used among people from the same community to build their relationship, and they serve the social function to identify someone's social community. Using slang expressions helps the speakers to explain themselves, since some words could not help them to show their emotions in certain conditions or to release their emotions. As one of linguistic varieties, slang has also helped to broaden and develop a language by constantly adding new terms since it helps the language itself to adapt to the needs of the speakers.



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APPENDIX

Meaning and Function of Slang Expressions

Data Code	Utterance	Slang	Social Factors			Contextual Meaning	Function of Slang		
			Social Relation	Setting	Topic		AP	EF	PSI
01/RCS	Jug : Now there goes a match made in heaven! Archie : Yeah! A real pair of <b>birdbrains</b> !	Birdbrain	Intimate	In a café	Reggie's bird	Stupid person, a fool		v	
02/RCS	Archie : Owww!! The light! Betty : ...Ahem.. How's my little Archiekins? Archie : V-veronica? ...Is that you, <b>lambie pie</b> ?	Lambie pie	Intimate	In a glasses store	Ronnie's beauty	Addressing one's lover		v	

03/RCS	<p>Archie : It's not what he did, it's what he didn't do that makes me so mad!</p> <p>Betty : I don't understand!</p> <p>Archie : I've been taken for a <b>patsy</b>, Betty!</p>	Patsy	Intimate	In a café	Reggie's gift	Victim of a scam		v	
04/RCS	<p>Worker: Please little girl! Don't drive the motorized cars inside the store!</p> <p>Archie: Haha! Those <b>kiddie</b> vehicles powered by electric motors are pretty cool, aren't they?</p>	Kiddie	Intimate	In a department store	Electric motors	A kid	v		
05/RCS	<p>Archie: What propelled them?</p> <p>Mr. Andrews: You had to push start them, Archie!</p> <p>Archie: <b>Gosh!</b> They sound like the first car I ever owned!</p>	Gosh	Intimate	In a department store	Startled moment	An exclamation of surprised		v	

06/RCS	Jenny: My name's Jenny! What do you think about the artwork?  Archie: Frankly, Jen, They're <b>goofy</b> ! I mean, y'know, weird!	Goofy	Distant	In an art gallery	Painting	Silly, weird		v	
07/RCS	Archie: <b>Gee!</b> I can't believe it! Yesterday I was rich and today...	Gee	Intimate	In the street	A coin	An exclamation of regretting		v	
08/RCS	Betty: Archie! What did you say to make Veronica so upset?  Archie : Oh, she don't fool Spam Slade! Not for a minute, <b>sweetheart</b> .	Sweetheart	Intimate	In school	Role playing	A pretty, beautiful person	v		
09/RCS	Archie: <b>Golly!</b> I would die, sir, before I would injure a work of art like that!	Golly	Intimate	At class	Mr. Weatherbee's hobby	An interjection to take place of "God"!		v	
10/RCS	Archie: You low down miserable skinflint! You	Don't give a hoot	Intimate	In a café	Reggie	Do not care at all		v	

	<b>don't give a hoot</b> for anyone but yourself!								
01/NIS	Mr. Andrews: What's the matter, son?  Archie: Oh, nothing <b>pop</b> .. It's just this thing I got in this cereal box!	Pop	Intimate	In the kitchen	A prize in Archie's cereal box	Father	v		
02/NIS	Mr. Weatherbee: Archie!! What's all this noise about?  Archie: The <b>bee</b> !!	Bee	Intimate	At school	Archie being noisy	Mr. Weatherbee			v
03/NIS	Archie: We're tired of being <b>pigeons</b> for gags, Regs! Tell your bird to peck on someone else!	Pigeons	Intimate	In a café	Reggie and his bird	Sucker, victim of a scam		v	
04/NIS	Archie: We're tired of being pigeons for <b>gags</b> , Regs! Tell your bird to peck on someone else!	Gags	Intimate	In a café	Reggie and his bird	Stupid, really dumb		v	
05/NIS	Ms. Beazly: I worked hard on that cake so take care of it!	Wart	Distant	At school	Ms. Beazly	An annoying person		v	

	Archie: I will, I will! What a worry <b>wart</b> !								
06/NIS	Archie: This <b>darn</b> stuff won't come out, Miss Beazly!  Ms Beazly: Good grief!	Darn	Distant	At school	Whipped cream	Annoyance, frustration		v	
07/NIS	Archie: A sea of faces all looking innocent.. But it's never that easy, <b>doll</b> !	Doll	Intimate	At school	Role playing	A pretty, beautiful person	v		
08/NIS	Archie: Gee, Mr. Weatherbee, this is <b>neat</b> ! But you don't have to treat me to all this great food!	Neat	Intimate	At school	Thanking	Cool, fine, an exclamation of wow		v	
09/NIS	Archie: Hey, man! Do I look <b>sharp</b> enough? I've got a dance date with Ronnie in ten minutes!	Sharp	Intimate	At home	His appearance	Good looking, well dressed		v	

10/NIS	<p>Mr. Lodge: Of course! It means working right through the vacation including Christmas Eve!</p> <p>Archie : Gosh! I don't mind! I need the <b>bread!</b></p>	The bread	Intimate	At Lodge's store	Part-time job	Money			v
11/NIS	<p>Betty: Why? Of course it's me, silly! I just wanted to show you the outfit I picked out!</p> <p>Archie : Oh, yeah! That's <b>hot!</b> I'm uh... blinded by your beauty!</p>	Hot	Intimate	In a glasses store	Betty's outfit	Attractive, good-looking, well, sexy			v
12/NIS	<p>Archie : Gee! Am I a <b>first-class sap!</b> I should've known better than to think Reggie Mantle was my friend!</p> <p>Betty : What did he do now, Archie?</p>	First class sap	Intimate	In a café	Archie himself	The most stupid person			v

13/NIS	Archie: Sure! It's better to give a 49-cent gift than to receive one! Reggie always outsmarts me! That's what <b>bugs</b> me!	Bugs	intimate	In a café	Christmas prize	Disturbing, annoying		v	
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