

CHAPTER V

DISCUSSION

This chapter presents the analysis of the data in chapter four. The chapter which is presented in this chapter is the analysis of the research.

A. Slang Language Used in Hannah Meloche's Vlog entitled '*Answering People's Assumptions about Me*'

In Hannah Meloche's vlog, she asks her Instagram followers to reply her Instagram story with their assumptions about her. Then, Hannah reads some of the assumptions given by her Instagram followers. Based on the researcher's findings, there are five types of slang language found in Hannah's vlog. The types of slang language in Hannah's vlog are society slang, the Internet slang, publicity slang, Cockney slang and public house slang.

1. Society Slang

Most of slang words used by Hannah Meloche in her vlog belong to society slang. For example, *intro* (short for 'introduction'), *here we go* (something is just beginning), *yeah* (yes), *kinda* (kind of), *yas* (yes), *cool* (good), *hang out* (to spend a lot of time in a particular place or particular people), *ya* (non-standard spelling of 'you'), *somethin'* (non-standard spelling of 'something'), *wanna* (want to), *hit* (to to flirt with someone), *gonna* (going to), *weed* (marijuana), *chill* (relax), *loaded* (wealthy), *hyper* (excited), and *'bout* (non-standard spelling of 'about'). Those slang terms are categorized into society slang because those terms are commonly used in daily speech and connected with the society.

The literal meaning of *hit* is to smash something or somebody. However, when Hannah says “*You get hit on a ton,*” she does not talk about violence at all. The word *hit* is a slang word that means to flirt with someone (Spears, 2000: 204). The definition of slang word *hit* is relevant with the context because Hannah talks about boys. Besides, the word *loaded* in regular dictionary means full and heavy. Yet, when Hannah’s reads an assumption from one of her Instagram followers, “*You’re loaded, or you’re really rich.*” it does not mean that Hannah is heavy, but the word *loaded* is a slang word that means wealthy (Spears, 2000: 254). Before Hannah reads an assumption from one of her Instagram followers, she says, “*Someone goes: This seems very dangerous.*” The literal meaning of *goes* is to move from one place to another, but in slang dictionary, the word *goes* means to say something. It is mostly used by teenagers to replace the word *say* or *utter* (Spears, 2000: 170).

Another characteristic of society slang is unstable and fashionable. There are some slang terms which are not listed in NTC’s Dictionary. For example, *spilling the tea*, *in the long run*, *merch* and *jellin*. Then, the researcher finds out the meaning of those new slang terms from Urban Dictionary and Online Slang Dictionary. Even though some of those slang terms are new, but the researcher categorizes them as society slang because many people in society starts using them. For example, in Hannah’s vlog, she utters, “*Me spilling the tea.*” The slang phrase *spilling the tea* means to tell the truth about something or to share gossip. It is actually an African – American gay slang. Nevertheless, it is now not only used by gay communities, but also many people in America.

When Hannah explains something in her vlog, she says, “*It will just help you a lot in the long run.*” The slang phrase *in the long run* means in a long period time. It is categorized as society slang because it is commonly used in a society. Furthermore, Hannah also utters, “*You are dropping new merch soon.*” The word *merch* is short for ‘merchandise’, especially as marketed to a particular fan base. This definition is relevant with the context because Hannah talks about merchandise that will be sold to her fans. Yet, in Chicago, Illinois, another definition of slang word *merch* is to provide factual evidence. It is heavily used by those in the criminal world. Other example, Hannah says, “*I’m just kind of either – like – jellin, or I’m just talking to the camera.*” The word *jellin* is a New Jersey slang term that means lying or not telling the truth. Nevertheless, the slang word *jellin* also means jealous, but the second definition of *jellin* is not related to the subject Hannah talks about.

2. The Internet Slang

The Internet slang is often used by young people because of the influence of social media. Internet slang is usually made from virtual words, computer terminology, acronym and abbreviation. The researcher categorizes the terms *Q&A* (short for ‘Question & Answer’), *DIY* (short for ‘do-it-yourself’), *Vlogs* (short for ‘video blogs’), *v* (short for ‘very’), *bf* (boyfriend) and *ppl* (short for ‘people’) used in Hannah’s vlog as the Internet slang because those acronym and abbreviation are commonly used in social media. In Hannah’s vlog, she gets an assumption from one of her Instagram followers, “*You’re v popular.*” The letter *v* in Hannah’s utterance is an Internet slang that means very. Another example is the

abbreviation *ppl*. Hannah says, “*Ppl will be mean.*” *Ppl* is an Internet slang which is short for ‘people’. Those abbreviations are commonly used in texting or online chat rooms.

In Hannah’s vlog, she says, “*You post a picture on your story.*” The literal meaning of *story* is news report, or an account of imaginary or real people and events told for entertainment. However, that definition is irrelevant with the context because Hannah talks about something where she can post a picture. Then, the researcher finds the most relevant definition of *story* from Urban Dictionary. According to Urban Dictionary, *story* is a feature within social media where users can post photo, text or video in a slideshow format that will disappear 24 hours after being posted. The researcher categorizes the word *story* as the Internet slang because it is related with social media.

3. Public House Slang

Beside society and the Internet slang, the researcher also finds public house slang in Hannah’s vlog. When Hannah greets her YouTube viewers, she says, “*Hey guys!*” at the beginning of her vlog. The literal meaning of the word *guys* is men, but in the NTC’s Dictionary of American Slang and Colloquial Expressions, *guys* means a group of people, male or female. The word *guys* shows the spirit of young people, and it is often used by people in public house to address their friends. That is why the researcher categorizes it as public house slang.

4. Cockney Slang

Cockney slang is originated from the East End of London. The researcher finds a Cockney slang in Hannah’s vlog – the word *ton*. In Hannah’s vlog, she

says, “*You get hit on a ton.*” According to Urban Dictionary, *ton* means a hundred or a lot. The researcher categorizes the word *ton* as Cockney slang because it is originally from Cockney dialect.

5. Publicity Slang

Publicity slang is slang that originated from successful modern commerce as a result of publicity. In Hannah’s video, she utters, “*My first video was turning crayons into ChapStick.*” The word *ChapStick* is actually a brand name of lip balm manufactured by Pfizer Consumer Healthcare. Hannah does not mention lip balm, but she directly mentions *ChapStick* which is originated from successful modern commerce as a result of publicity. Thus, the researcher categorizes *ChapStick* as publicity slang.

B. Slang Language Used in Avrey Ovard’s Vlog entitled ‘*Answering People’s Assumptions about Me*’

The concept of Avery Ovard’s vlog is that she asks her Instagram followers to post their assumptions about her, and then she reads some of those assumptions. Based on the researcher’s findings, there are five types of slang language found in Avrey Ovard’s vlog. Those types are society slang, the Internet slang, publicity slang, the church slang and public house slang.

1. Society Slang

Most of slang terms used by Avrey Ovard in her vlog are society slang. For example, *kinda* (kind of), *thing* (one’s interest), *crazy* (good), *gotta* (have to), *ex* (a former lover), *low-key* (secretly), *bitchy* (rude), *weed* (marijuana), *vaped* (inhale and exhale the vapor produced by an electronic cigarette or similar device), and

vibes (atmosphere). In addition, the researcher also finds other slang terms in Avery Ovard's vlog such as *hot minute* (long time), and *backlash* (the negative response to something) (Spears, 2000: 12). Those slang terms are also categorized as society slang because those are commonly used in daily speaking and connected with society.

In her vlog, Avrey says, "*It's honestly crazy to see what people assume things about me.*" The word *crazy* in regular dictionary means foolish. However, *crazy* is a slang word that means good or excellent, and this slang definition is more suitable with the subject that Avrey talks about. Other example, Avrey gets an assumption from her Instagram follower, "*I feel like you low-key smoke weed.*" Then, Avrey answers, "*No. I've never smoked weed in my whole life. I've never drank. I've never vaped.*" The word *low-key* is a slang word that means secretly. Besides, the literal meaning of *weed* is wild plant growing where it is not wanted. However, *weed* is a society slang that refers to marijuana. That word is commonly used by smokers, drug users or drug dealers. Then, the word *vaped* (simple past tense and past participle of *vape*) is slang word that means inhale and exhale the vapor produced by an electronic cigarette or similar device. This slang term is famous among young people after electronic cigarette was invented.

Another characteristic of society slang is that it is unstable and fashionable. For example, Avrey says, "*A lot of guys prob hit on you.*" The literal meaning of *hit* is to smash something or somebody. However, that definition is irrelevant with the context. The word *hit* is a slang word that means to flirt with someone. In addition, Avrey also says, "*I've never even hit on juul.*" In this context, the literal

meaning of *hit* is irrelevant at all. Another definition of slang word *hit* in NTC's Dictionary is to try or to discover something, and that definition is suitable with the context. The slang word *hit* has more than one definition. Consequently, the researcher has to take a look at the context to find out the right definition.

2. The Internet Slang

The researcher finds the Internet slang related to social media in Avery Ovard's vlog. For example, Avrey utters, "*On Instagram, the little question thing and also on curious cat, which if you don't know what that is, it's like ask.fm."* Instagram is a social networking service for taking, changing, and sharing photographs and video. *Curious Cat* is a social networking service to post and answer questions anonymously, and *ask.fm* is an anonymous question and answer platform website. Other example, Avrey says, "*You wish you went to the Dote Fiji trip.*" *Dote* is a mobile shopping and social application for iPhones or other Apple devices. Furthermore, in Avrey's vlog, she writes a caption in her video that says, "*Kim Kardashian meme plays.*" The word *meme* means an activity, concept, catchphrase, or piece of media that spreads, often as mimicry or for humorous purposes, from person to person via the Internet.

Moreover, Avrey mentions some acronyms and abbreviations in her vlog. Avrey says, "*A lot of guys prob hit on you.*" The word *prob* is an Internet slang which is short for 'probably'. Other example, Avrey utters, "*I feel like you low-key smoke weed, LMAO.*" *LMAO* is an abbreviation from 'Laughing My Ass Off'. It is used to indicate great amusement. Besides, Avrey also utters, "*You're always either sad or high af.*" The term *af* (short for 'as fuck') means 'really'. It is used

to emphasize a statement. The last but not least, Avrey closes her vlog with a statement, *“Just remember that everyone that you see on the Internet, you’re just seeing them on the Internet. You’re not seeing them off camera, or what they’re actually like. IRL.”* *IRL* is an abbreviation for ‘In Real Life’. It is commonly used in video games and online contexts to refer to social interaction in the physical world. The researcher categorizes those terms as the Internet slang because those they are commonly used in social media.

3. Publicity Slang

In Avery Ovard’s vlog, the researcher finds publicity slang. When she responds an assumption about her, she says, *“I’ve never vaped. I’ve never even hit on juul.”* The word *juul* is a new slang word which is very popular among teenagers in America nowadays. According to Urban Dictionary, *juul* is a type of vaporizer or electronic cigarette designed so discreetly that most people do not even recognize it as electronic cigarette, and it is originated from an electronic cigarette company called JUUL Labs which spun off from PAX Labs. In her vlog, Avrey directly mentions *juul* instead of electronic cigarette. Consequently, the researcher categorizes *juul* as publicity slang because it is originated from successful modern commerce as a result of publicity.

4. Public House Slang

Public house slang terms are mostly related to activity or things on pubs. Public-house slang is used by people whose activity in business that serve alcoholic drinks, bartenders, entertainers and the consumers in pubs. In Avrey’s vlog, she says, *“You’re always either sad or high af.”* The word *high* in regular

dictionary means measuring a long distance from the bottom to the top. However, *high* is a slang word means alcohol or drug intoxicated. In addition, Avrey states, “*Do I give vibes of a pothead? No. I’ve never smoked weed in my whole life,*” and “*Why do so many people think I’m a stoner? I’m not.*” The words *pothead* and *stoner* refer to a person who regularly uses marijuana. Other example, Avrey greets her YouTube viewers by saying *guys*. The literal meaning of *guy* is boy or man, but it is not necessarily male in the plural. The word *guys* is a slang word means fellows. The researcher categorizes those four slang terms as public house slang because they are commonly used by people whose activity in public house.

5. The Church Slang

The church slang refers to slang words or phrases which related to the activity in the church. In Avrey’s vlog, she reads an assumption from one of her Instagram followers, “*Are you Mormon? No. Are you LDS? No.*” The term *LDS* is an abbreviation for Latter Day Saints (refers to a member of the Church of Jesus Christ of Latter Day Saints headquartered in Salt Lake City, Utah, US). The researcher categorizes *LDS* as the church slang because it is related to Mormon and the church.

C. Slang Language Used in Kelly Margot’s Vlog entitled ‘*Answering People’s Assumptions about Me*’

In Kelly Margot’s vlog, she asks her Instagram followers to make assumptions about her. Then, she responds some of those assumptions in her vlog. The researcher finds four types of slang language used by Kelly in her vlog. Those types are society slang, the Internet slang, publicity slang, and public house slang.

1. Society Slang

The researcher categorizes the words *yeah* (yes), *cool* (good), *gonna* (going to), *kinda* (kind of), *clout* (fame and influence), and *thumbs up* (a sign of approval) as society slang because those words are commonly used by people in the society. The literal meaning of *clout* is to hit somebody with hands, but this definition is irrelevant with what Kelly talks about. In her vlog, she says, “*People treat you differently or use you for clout sometimes.*” The word *clout* is a slang word that means power, fame and influence. Besides, Kelly says, “*You vape, and you think you’re cool cause of it.*” The word *cool* in regular dictionary means not hot or cold, but that definition is irrelevant with the context. The word *cool* means good, and this definition seems relevant with what Kelly talks about. Further, Kelly often says *kinda* in her vlog. For example, “*Kinda emo*”, and “*I hope that, I kinda proved you guys.*” The word *kinda* is a slang word that means kind of or type of. Those slang words are really popular among youths nowadays.

Another characteristic of society slang is fashionable because people in society always look for the novelty. For example, *bratty* (spoiled, self-centered and badly behaved), and *mom friend* (a friend who acts like a mom). In Kelly’s vlog, she utters, “*You vape all the times with your friends.*” The word *vape* (past form: *vaped*) is a slang word that means inhale and exhale the vapor produced by an electronic cigarette or similar device. This term is famous among young people after electronic cigarette was invented. In addition, Kelly also says, “*You seem like you’d be the mom friend.*” The underlined noun phrase means a friend who acts like a mom. The slang terms *bratty*, *mom friend*, and *vape* are quite new, but

youths start using them in their daily conversations. The researcher finds their definitions from Urban Dictionary and Online Slang Dictionary. Thus, the researcher categorizes those terms as society slang.

1. The Internet Slang

The Internet slang is usually made from virtual words, computer terminology, acronym and abbreviation. In Hannah's vlog, she utters, "*So, posted a little question thing on my Instagram story I had you guys.*" *Instagram* is a mobile application to post photos or videos. In regular dictionary, the word *story* means news report. However, that definition is irrelevant with the context because Kelly talks about something where her Instagram followers can post questions. According to the Urban Dictionary, *story* is a feature within social media where users can post photo, text or video in a slideshow format that will disappear 24 hours after being posted. Other example, Kelly closes her vlog with the statement, "*If you like this video, be sure to give it a thumb's up and subscribe if you're not already.*" The word *subscribe* is an Internet slang that means to follow a YouTube channel so that you can receive notifications of that channel's activity in your YouTube feed.

The researcher also finds the Internet slang in the form of abbreviation and acronym which are commonly used in social media. For example, Kelly says, "*You can be selfish, but ILY b.*" *ILY* is short for 'I love you', and *b* is short for 'baby'. Those two slang terms are commonly used in texting or in chat rooms. Furthermore, Kelly utters, "*You have RBF? I do, and I admit it, and I wish I could change it, but it's literally just my face.*" *RBF* is short for 'Resting Bitch Face'.

RBF means a person, especially girl whose regular facial expression always looks angry, upset and displeased. Besides, Kelly gets an assumption, “*Kinda emo.*” In that statement, the word *emo* does not refer to a genre of music, but *emo* that Kelly talks about is short for ‘emotional’. Other example of the Internet slang in Kelly’s vlog are *bc* (short for ‘because’) and *vlog* (video blog).

2. Public House Slang

Public house slang terms are mostly related to the activity or things on pubs. The researcher categorizes the word *guys* used in Kelly’s vlog as public house slang because it shows the spirit of young people. The word *guy* in regular dictionary means boy or men, but it is not necessarily male in the plural. The word *guys* is a slang word means fellows.

3. Publicity Slang

Other type of slang words used in Kelly’s vlog is publicity slang. In her vlog, she says, “*So many saying I juul, and I do not do that.*” According to Urban Dictionary, the word *juul* is a new slang word which is originated from an electronic cigarette company called JUUL Labs in California, US. *Juul* means using a type of vaporizer or e-cigarette. This activity is popular among teenagers in middle and high school in America. Furthermore, Kelly utters, “*You have been offered to model for Brandy Melville.*” She directly mentions the trademark *Brandy Melville* (an Italian clothing and fashion accessories brand for teenage girls and young women) to refer to a clothing brand. Furthermore, the other publicity slang used in Kelly’s vlog is the word *AirPods*. Kelly states, “*You own AirPods.*” The definition of *AirPods* is wireless Bluetooth earbuds created by

Apple, Inc. Those slang terms above are categorized as publicity slang because they are originated from successful modern commerce as a result of publicity.

D. Slang Language Used in Jonah Riddle's Vlog entitled '*Becoming a SoundCloud Rapper*'

In Jonah Riddle's vlog, he shows how to be a *SoundCloud* rappers to his YouTube viewers. Based on the researcher's analysis, there are four types of slang language used by Jonah Riddle in his vlog. The types are society slang, publicity slang, the Internet slang and the art slang.

1. Society Slang

The society slang used in Jonah's vlog are *gonna* (going to), *gotta* (have to), *crazy* (good), *yeah* (yes), *that's it!* (I have found it!), and *'bout*. For example, Jonah sings, "*I'm about to lay some eggs, 'bout to lay some eggs in your shed.*" The word *'bout* is non-standard spelling of 'about'. Then, Jonah says, "*Rappers need crazy hair.*" In regular dictionary, *crazy* means foolish. However, in NTC's slang dictionary, *crazy* means good. Other example, Jonah explains, "*If you have a SoundCloud name without 'lil' at the beginning, you're not gonna be successful.*" The word *gonna* is a society slang word that means going to. Moreover, Jonah also says, "*So now, you gotta know how to freestyle.*" The word *gotta* is a slang word which means have to. Those slang terms above are quite popular in the society.

The other society slang words used in Jonah vlogs is *tat* (short for 'tattoo'). Jonah utters, "*Every time I do a tat under my eye, my eye starts to cry.*" The researcher categorizes the word *tat* is as society slang because it is commonly

used by African – American and rappers. Furthermore, when Jonah talks about his hairstyle, he says, “*See this, this doesn’t fly.*” In this context, the term *doesn’t fly* means something is not good. The researcher categorizes those two slang terms as society slang because they are commonly used by people in their daily speech.

2. Publicity Slang

Publicity slang is slang that originated from successful modern commerce as a result of publicity. In Jonah’s vlog, he says, “*You need Gucci. Gucci is important.*” Jonah mentions Gucci to refer to a t-shirt that he wears. Actually, *Gucci* is an Italian company that makes expensive fashionable clothes, known especially for its leather products. The researcher categorizes *Gucci* as publicity slang because it is originated from successful modern commerce as a result of publicity.

3. The Internet Slang

The Internet slang is usually made from virtual words or computer terminology. When practicing the tutorial, Jonah says, “*Give it an eye, a dot and a smiley face.*” The definition of *smiley* is keyboard generated emoticon. Besides, he states, “*If you want to be a successful SoundCloud Rapper, you’ve got to have at least five face tattoos.*” The term *Soundcloud* is an online audio distribution platform and music sharing, while *SoundCloud Rapper* refers to a rapper that records song and uploads it on *SoundCloud*. Additionally, the term *SoundCloud Rapper* is the new Internet slang. The researcher finds its definition from Urban Dictionary. Then, to close his vlog, Jonah utters, “*If you liked this video, make sure you smash the like button and subscribe if you’re new.*” The command *smash*

the like button means to boost the like counts of the content. Furthermore, *subscribe* means to follow a YouTube channel. The researcher categorizes those terms as the Internet slang because they are frequently used in social media.

4. The Art Slang

There are two art slang terms used in Jonah's video. They are *ad-lib* and *freestyle*. Jonah utters, "You need to ad-lib, signature ad-lib." The word *ad-lib* means generally redundant improvised or unrehearsed lines that are frequently used in rap music. Besides, the literal meaning of *freestyle* is a contest in which there are few restrictions (usually in a particular a swimming race in which competitors may use any stroke). However, in Jonah's vlog, he does not discuss about a swimming race, but he talks about how to be a rapper. Jonah says, "So, now, you gotta know how to freestyle." Obviously, the definition in regular dictionary is irrelevant with the context. Therefore, the definition of *freestyle* must relate to rap music because Jonah talks about rap music. *Freestyle* is a style of improvisation with or without instrumental beats, in which lyrics are recited with no particular subject or structure. The researcher categorizes those two slang words as the art slang because they are related to the art.

E. Slang Language Used in Emma Chamberlain's Vlog entitled 'I Got Puppy'

In Emma Chamberlain's vlog, she drives her car to a dog shelter in Los Angeles. She stops for a while to buy iced coffee in a café and talks about many things along the way. From Emma's vlog, the researcher finds three types of slang. Those types are society slang, the Internet slang and publicity slang.

1. Society Slang

Most of slang words used by Emma Chamberlain are categorized as society slang. In her vlog, Emma utters some common society slang such as *kinda* (kind of), *wanna* (want to), *gonna* (going to), *gotta* (*have to*), *yeah* (yes), *what's up?* (What is happening?), *coffee runs* (go get coffee), *crazy* (good), *cool* (good), *gross* (disgusting), *sucks* (bad), *insane* (crazy), *sick of it* (tired of something), *selfie stick* (a device to take a photograph of yourself), and *pass go* (to complete a difficult task successfully). The researcher categorizes those terms as society slang because most of them are listed in the Oxford Learner's Pocket Dictionary and NTC's Dictionary of American Slang and Colloquial Expressions. Hence, those slang terms are quite popular in the society.

In Emma's vlog, she says, "*This is the one thing about to LA that sucks. The amount of time it takes to do a simple task is like insane."* The literal meaning of *sucks* is to take liquid or air into the mouth using lips, but this definition is irrelevant with the context. The researcher finds its definition on slang dictionary. The word *suck* means bad (Spears, 2000: 410). Besides, the word *insane* in regular dictionary means mad. However, in slang dictionary, *insane* means crazy. Then, there is a society slang word *pass go* that means to complete a difficult task successfully. Emma says, "*I love being a kid. It's so nice. You just get like a... pass go, like a game monopoly. It's just easy.*" The word *pass go* is originated from the game Monopoly™ (Spears, 2000: 303), but it is now used by people in the society.

On the other hand, Emma also utters some society slang terms which show society life. For example, *balmy* (crazy; eccentric), *word vomit* (saying something without any thought), *honey badger* (a younger person who actively pursues a significantly older person for sexual gratification or romantic purpose), *sweats* (short for ‘sweatpants’), *roasted* (to verbally mock or humiliate someone in a comedic way), *down the wire* (at the very last minute), *keep on someone’s toes* (to make sure that someone gives all attention to what they are doing), *can* (car), *sketchy balls* (weird situation), and *whole nother* (totally different).

At the beginning of the video, Emma says, “*So, I kinda seemed a little bit balmy.*” The word *balmy* in the regular dictionary means warm and pleasant (of the weather), but the word *balmy* that Emma utters is a slang word that means crazy or eccentric (Spears, 2000: 16). Moreover, Emma says, “*She looked like a honey badger.*” Actually, the *honey badger* is a name of a carnivorous mammal, but now it is a derogatory slang word that means a younger person who actively pursues a significantly older person for sexual gratification or romantic purpose. Besides, Emma’s mother says, “*It’s always down to the fucking wire like always.*” The slang phrase *down the wire* is an American slang that means at the very last minute. Emma’s mother adds the slang word *fucking* to emphasize her statement.

The other society slang terms which show community life are the words *roasted* and *word vomit*. When Emma talks about a cat in Melrose – Los Angeles, she says, “*So, basically this collar just roasted me and Amanda.*” The literal meaning of *roasted* is to cook food in an oven or over the fire, but that definition

is irrelevant with the context because Emma does not talk about cooking. Conversely, the definition of *roasted* in Urban Dictionary is to verbally mock or humiliate someone in a comedic way. The word *roasted* is originated from a form of American humor in which a specific individual is subjected to jokes at their expense to amuse the event's wider audience. Furthermore, Emma also says, "*It's a great way for me to word vomit.*" The term *word vomit* is a new American slang word that means saying something without any thought. According to Urban Dictionary, *word vomit* is firstly used by Cady Heron in Paramount's Mean Girls Film.

There are some slang terms which are not listed in the NTC's Dictionary yet. For example, Emma says, "*I have to keep you on your toes somehow.*" The underlined phrase means to make sure that someone gives all attention to what they are doing. Other example, when Emma and her mother having a cozy tête-à-tête, Emma says, "*This is sketchy balls.*" The meaning of *sketchy balls* is weird situation. Then, her mother utters, "*You're on whole nother like speed limit.*" The researcher does not find the definition of *whole nother* in NTC's slang dictionary. However, the researcher finds its definition from Urban Dictionary, and it means totally different.

In her vlog, Emma often utters vulgar society slang such as *fucking/fuckin'* (really; to emphasize a statement), *holy shit* (angry or surprised), *shit* (things or stuff), *fuck* (to express anger) and *shitty* (bad). The literal meaning of *shit* is feces. However, that definition is irrelevant with the context because Emma says, "*Now, we should just talk about stupid shit.*" Certainly, Emma does not talk about feces,

but *shit* that she utters is a slang word that means a thing or stuff. In addition, Emma utters, “*Oh my God! I can get fucking killed. Holy shit! That was scary.*” The word *fucking* is a slang word that means really. It is used to emphasize a statement. Furthermore, the word *holy shit* in Emma’s utterance is an expression of surprised, angry or astonishment. Thus, the researcher classifies those slang terms as the society slang based on the characteristics of the words connected to theories and the sentence of vlog’s transcription.

2. The Internet Slang

Besides society slang, Emma also uses the Internet slang in her vlog. The Internet slang is usually made from virtual words, computer terminology, acronym and abbreviation. The researcher categorizes *vlogging* (the activity to make video blog), *vlog* (video blog), and *Insta-baddies* (a girl who is famous on Instagram for being beautiful and up to date on every trend) as the Internet slang because those slang terms are related to the activity in social media. Meanwhile, the word *pics* (short for pictures), *emo* (short for ‘emotional’) and *LOL* (short for ‘Laughing Out Loud’) are also categorized as the Internet slang because those shorten word and acronym are often used by people in social media.

When Emma explains a pink wall in Melrose, she says, “*Hey! You see back there? That’s the pink wall. It’s where all the fucking Insta-baddies go to take pics.*” The term *Insta-baddies* is a new internet slang which means a girl who is famous on Instagram for being beautiful and up to date on every trend. Further, the word *pic* (singular, *pics* for plural) is commonly used in social media; it is short for picture. Another example, Emma also says, “*My God! That girl’s*

walking with a selfie stick. It was weird. Anyway, might be vlogging.” The word vlogging refer to the activity to make video blog (vlog). Those slang terms above are categorized as the Internet slang because they are commonly used by people in social media or in chat rooms.

3. Publicity Slang

There are four publicity slang terms used by Emma in her vlog. Those are *SoulCycle*, *Target*, *iPad* (a touchscreen tablet PC made by Apple, Inc.), and *BabyBjörn*. In her vlog, Emma speaks, “*So far, I’ve only done one SoulCycle.*” She mentions *SoulCycle* instead of a cycling class. According to Urban Dictionary, *SoulCycle* is a 45-minute indoor cycling class that features high-intensity cardio, muscle-sculpting strength training, and rhythm-based choreography. That term is originated from a New York City-based fitness company.

Other example, Emma also says, “*Today, I’m also going to Target.*” The word *Target* does not mean the result that somebody tries to achieve, but *Target* that Emma talks about is a retail department store headquartered in Minneapolis, Minnesota. Furthermore, Emma also utters, “*I want to take to the coffee shops with me, and can drink coffee together in a BabyBjörn or something.*” Actually, *BabyBjörn* is a brand of baby carrier from Swedish company, but many people often mention *BabyBjörn* instead of a baby carrier. The researcher categorizes those terms as publicity slang because those terms are originated from successful modern commerce as a result of publicity.

4. The Turf Slang

The researcher finds other types of slang in Emma's vlog. In Emma's utterance, "*None of the Insta-baddies are gonna be there – like – it's just free rein.*" The meaning of *free rein* is freedom of action or expression. The term *free rein* is originated from horseback riding, and it refers to the act of holding the reins that control the horse loosely so as to allow the horse to freely move along its own pace and in its desired directions. Thus, the researcher categorizes it as the turf slang.

5. Miscellaneous Slang

There is miscellaneous slang in Emma's vlog. The baby-talk of childhood is obviously not slang when it is uttered by the children themselves, but when this baby-talk is deliberately used between two adults, especially if jocularly, then it certainly is slang (Partridge, 2015: 270). When Emma sips her ice coffee, she says, "*Yummy in my tummy.*" The term *Yummy in my tummy* means delicious. Therefore, the researcher classifies *Yummy in my tummy* as miscellaneous slang because it sounds like baby talk and juvenile which is jocularly, but it is used by teenager.

F. Slang Language Used in Emma Chamberlain's Vlog entitled '*Thrift with Me (for the millionth time)*'

In Emma's vlog, she drives with her friend named Andre to go shopping in some thrift stores in Los Angeles. They talk a lot of things along the way. Then, she tries clothes that she buys from the thrift stores after shopping.

1. Society Slang

The researcher categorizes most of slang words employs by Emma as society slang. In Emma's vlog, she tends to use vulgar society slang such as *fucking* or *as fuck* (really; to emphasize a statement), *bitch* (unpleasant female), *shit* (thing), *give a fuck* (care), *what the fuck! /fuck you! /what the fuck is going on?* (to express angry or surprised), *ass* (really; to emphasize a statement), *take a shit* (to defecate), *fucked up* (messed up), *motherfucker* (unpleasant person), *as fuck* (really; to emphasize a statement), *fuck with* (like something a lot) and *hoes* (a whore). For example, the literal meaning of *hoes* is a garden tool with a long handle to break up the soil. Yet, Emma says, "*The basic ass LA hoes, like we, we do best.*" Obviously, Emma does not talk about a garden tool, but the word *hoes* that she means is a whore. Those slang terms are categorized as society slang because they are frequently used by people in the society.

There are some slang words and phrases that sound vulgar, but actually the meaning of those slang terms are not vulgar. For example, Emma says, "*You don't give a fuck.*" The phrase *give a fuck* sounds vulgar, but it is actually a society slang that means care. Moreover, Emma also says, "*Hopefully we find some good shit.*" The word *shit* also sounds vulgar. However, the word *shit* in Emma's utterance does not mean feces, but it means thing. To emphasize her statement, Emma often uses the word *ass*, *as fuck* and *fucking*. Those three words sound vulgar too, but actually, their meaning is not vulgar. For example, Emma utters, "*I'm freaked out as fuck.*" "*I'm addicted to buying weird ass t-shirts,*" and

“That was fucking awkward.” Actually, the definition of *as fuck*, *ass* and *fucking* is ‘really’. They are usually used to emphasize a statement.

Besides, Emma also often utters other society slang terms which are quite popular in the society such as *yeah* (yes), *gonna* (going to), *what’s good?* (Hello, how are you?), *shut up* (to be quiet), *hot* (sexy), *vintage* (a type of clothing), *wanna* (want to), *intro* (short for ‘introduction’), *kinda* (kind of), *cool* (good), *hit me up!* (Call me later!), *champ* (short for ‘champion’), *freaked out* (panic), *hang out* (to spend a lot of time in a particular place or particular people), *bro* (short for ‘brother’ means friend), *get into* (get involved), *nope* (no), *froyo* (short for ‘frozen yogurt’), and *I’m shaking* (you don’t really frighten me). Those slang terms are commonly used by people in daily conversation. That is why the researcher categorizes them as society slang.

In Emma’s vlog, she says, “*Not getting those, not getting it. Fuck that! Nope.*” The word *nope* is a new way to say ‘no’. In addition, Emma also utters, “*Boys, hit me up! I can look at you with these anytime you want.*” In this utterance, the command *hit me up* means call me later. Furthermore, when Emma says, “Like hot grandma,” the word *hot* does not mean high temperature or producing a burning taste, but *hot* is a society slang means sexy. Other example, Emma’s friend greets the viewers of Emma’s vlog with “*What’s good?*” It is actually another way to say “*Hello, how are you?*” These kinds of expressions are usually used by youths.

Besides, people in society often shorten words and phrases. Many people say *gonna* instead of *going to*, *wanna* instead of *want to*, and *kinda* instead of *kind of*.

Other example, Emma says, “*You know what? this intro is too long,*” and “*We literally had all our bags and everything on this, like little scooter, and it took like a champ.*” The word *intro* is short for ‘introduction’, while the word *champ* is short for ‘champion’. Additionally, Emma also says, “*I did have froyo last night, and I thought it was vegan, but it actually wasn’t.*” The word *froyo* is short for ‘frozen yogurt’. Most people say it and text it instead of writing the full words.

The researcher categorizes some terms found in Emma vlog as society slang because those slang terms show community life. For example, *grandma* (old fashioned), *on edge* (nervous), *dope* (the best), *pricey* (expensive), *vibes* (atmosphere), *big spender* (someone who spends a lot of money), *slaying* (to overwhelm someone), *thick* (stupid), *boba* (bubble tea), *low-key* (secretly), *go bananas* (to go mildly crazy), *bluey* (almost blue), *tea* (gossip). According to Urban Dictionary, the word *boba* is actually a new slang word originated from Taiwan which literally means pearl. Taiwanese people give a name *boba* to tapioca balls in bubble tea because the shape of tapioca ball is like pearl. Then, People in America say *boba* as another term for bubble tea.

Further, Emma says, “*It’s like bluey or something.*” The word *bluey* means partly blue, but it is also an Australian slang that means red-headed person. However, the word *bluey* in Emma’s vlog means partly blue because Emma talks about the color of her new blue t-shirt, not a red-headed person. Emma also says, “*This kinda dope, but I wouldn’t wear it.*” The word *kinda* means kind of, while *dope* means the best. However, in regular dictionary, the word *dope* means harmful drug. The definition of *dope* in regular dictionary is irrelevant with the

subject that Emma talks about. Then, Emma also says, “*It has a little Nike thing on that back like... I mean, that’s the tea.*” The literal meaning of *tea* is a type of drink. However, in Emma’s vlog, she does not talk about drink, but the most relevant definition of slang word *tea* is gossip.

2. The Internet Slang

Internet slang used by Emma Chamberlain are mostly about the activity related to YouTube such as *stay tuned* (do not change the YouTube channel), *haul* (a video in which a person discusses items that they recently purchased, sometimes going into detail about their experiences during the purchase and the cost of the items they bought), *thumbnail* (the cover photo for a YouTube video), *sister shook* (feeling of shock for a while. It is popularized by an American makeup guru and YouTuber, James Charles in 2018), *collab* (short for YouTube ‘collaboration’), and *YouTuber* (a person who uploads, produces, or appears in videos on the video-sharing website YouTube). The researcher categorizes *LOL* (short for ‘Laughing Out Loud’), *app* (short for ‘application’; mobile or phone application), and *pic* (short for ‘picture’) into Internet slang because those acronym and shorten words are often used in online chatting.

In Emma’s vlog, Emma says, “*Okay guys, it’s time for a haul. If you wanna see what we bought, go on his channel. This is a collab.*” The definition of *haul* is a video in which a person discusses items that they recently purchased, sometimes going into detail about their experiences during the purchase and the cost of the items they bought. Then, the word *collab* is short for ‘collaboration’. YouTubers often make collaboration videos with other YouTubers, and they call it as *collab*

videos. Other example, Emma's utters, "Taking a thumbnail right now." The literal meaning of *thumbnail* is a nail at the tip of the thumb. However, *thumbnail* is an Internet slang that means the cover photo for a YouTube video which usually to get attention or show what video is about. Those slang terms are categorized as the Internet slang because those terms are often used in social media.

3. Publicity Slang

The researcher notices some publicity slang used in Emma's vlog. The researcher categorizes some terms related to clothing brand such as *Coldwater Creek* (an American catalog and online retailer for women's apparel, accessories and home décor), *Calvin Klein* (an American luxury fashion house that specializes in apparel, perfume and fashion), *Polo* (a collared shirt with a polo horse on it), *Ralph Lauren* (designer brand famous for its classic Polo shirts), *Adidas* (a Germany-based international sportswear brand specializing in shoes), and *Nike* (American multinational corporation that produces footwear, apparel, equipment, accessories and services) as publicity slang because those terms are originated from successful modern commerce as a result of publicity.

In Emma's vlog, she often mentions some products' names. For example, Emma utters, "A tube top and like some air force ones." The literal meaning of *Air Force* is part of a country's military services which are organized for fighting in the air. However, Emma does not talk about military at all in her vlog. The term *Air force* that Emma talks about is a type of athletic shoes made by Nike, Inc. Other publicity slang terms mentioned by Emma in her vlog are *Funfetti* (a type of

cake that has rainbow colored sprinkles baked into the batter which is created by Pillsbury Company) and Harley-Davidson (a type of US expensive motorcycle).

Furthermore, Emma states, “*I also look like Casper the fucking ghost today because I’m really pale and didn’t fake tan last night.*” The word *Casper* refers to a pale white kid who usually cannot get a tan. It is from a cartoon character in film *Casper*. Moreover, in her vlog, Emma does *thrifting* in *thrift* store. The word *thrift* in *thrifting* is actually from a type of a famous American store selling secondhand clothes and other goods for a charitable institution. The researcher categorizes those words as publicity slang because those terms are originated from successful modern commerce as a result of publicity.

G. Slang Language Used in Danielle Bregoli’s Vlog entitled ‘*Breaks down Rob Kardashian & Blac Chyna Meltdown*’

In Danielle Bregoli’s vlog, she talks about Rob Kardashian and Blac Chyna’s breakup. The researcher finds four types of slang used in Danielle’s vlog. The types are society slang, the Internet slang, publicity slang and workmen slang.

1. Society Slang

Daniele Bregoli tends to use vulgar society slang words in her vlog. She often utters *ass* (really; to emphasize a statement), *as fuck* (really; to emphasize a statement), *shit* (things or stuff), *shit* (lies), *fucked up* (messed up), *hoe* (a whore), *bitch* (a miserable person; unpleasant woman), *bitches* (friends), *bullshit* (lies), *fuck that hoe!/fuckin’* (angry or surprised), *ass* (one’s whole body), *dick* (a penis), *bull fuck shit!* (lies) and *shut the fuck up!* (Be quiet!). Danielle uses those words frequently in her vlog. Even, she greets her viewers with “*Hey bitches!*” People

who do not know the definition of slang word *bitches* as in Danielle's greeting may think that she speaks in derogatory way, but according to Online Slang Dictionary, the word *bitches* has other meaning in slang language. Actually, the slang word *bitches* means friends, and it is usually used to greet females.

As a teenage rapper, Danielle often mispronounced words such as *goin'* (going) and *bein'* (being). She also often use popular social slang words such as *y'all* (short for 'you all'), *gotta* (have to), *wanna* (want to), *shout out* (an appreciation), *dude* (a male friend), and *come on!* (You are wrong). In her vlog, she says, "*It will make your messages wet."* The literal meaning of *wet* is saturated with water or another liquid. This definition is irrelevant with the context because she talks about message. The word *wet* in slang dictionary means fun, and this definition is relevant with subject that Danielle talks about. Moreover, Danielle also utters, "*You look like a little sugar daddy ass bitch!*" The term *sugar daddy* means a rich and usually older man who lavishes gifts on a young woman or a mistress in return for her company or sexual favors. In addition, when she closes her vlog, she says "*Toddles!*" which means to walk away. The researcher categorizes those words as society slang because those slang words show society life.

2. The Internet Slang

In her vlog, Danielle also utters some Internet slang. She mentions terms in social media such as *app* (short for 'application'; mobile or phone application), *iMessage* (a free service from Apple that enables users of iOS-powered devices to send text messages over Wi-Fi from mobile devices like the iPhone and iPod

touch), *Instagram* (a mobile application) and *subscribe* (to follow a YouTube channel so that you can receive notifications of that channel's activity in your YouTube feed), and *stickers*. The researcher categorizes those slang words as the Internet slang because those words are related to the activity in social media.

In Danielle's vlog, she says, "So, what *Quidd* is, it's an app where it has a bunch of stickers and cards, and you can basically send them to your friends for free." The word *app* is short for 'application', especially mobile or phone application. Then, the literal meaning of *stickers* is sticky labels, but in social media, *sticker* means the custom pictures used in instant messaging applications such as Messenger, iMessage, Facebook and WhatsApp. Just like other vloggers, Danielle closes her vlog with a statement, "Like, subscribe, prescribe... all that shit." The literal meaning of *subscribe* is agree to pay sum of money regularly to be a member of an organization or charity. However, the definition of subscribe in Urban Dictionary is to follow a YouTube channel so that you can receive notifications of that channel's activity in your YouTube feed.

3. Publicity Slang

Beside society and the Internet slang, Danielle also utters publicity slang related to movie titles such as *Breaking Bad* (an American movie), *Family Guy* (American sitcom that uses pop culture references in place of jokes), and *Orange is the New Black* (American web television series). Danielle says, "Go put on some Orange is the New Black," and "These are stickers that you can't find anywhere else. They are from Breaking Bad, Family Guy." People who do not know those movies may not understand what Danielle talks about.

4. Workmen Slang

The researcher finds a workmen slang in Danielle's vlog. The title of Danielle's vlog is '*Breaks down Rob Kardashian & Blac Chyna meltdown.*' The literal meaning of *meltdown* is a very dangerous situation in which the material inside a nuclear reactor melts and burns through its container, allowing radioactivity to escape. However, according to NTC's Dictionary, the word *meltdown* means a total collapse of anything. It is categorized as workmen slang because that term is originally used to describe the self-destruction of a nuclear reactor, and that term is often used by workmen who work in nuclear reactor.

H. Slang Language Used in Alex Guzman's Vlog entitled '*I have Serious Lying Problem*'

In Alex Guzman's vlog, he does a lie detector test challenge. In that challenge, he has to answer some questions posted by his fans on his Twitter. From Alex Guzman's vlog, the researcher finds four types of slang; society slang, the Internet slang, the theater slang and public house slang.

1. Society Slang

Most of slang words used by Alex Guzman in his vlog are categorized as society slang because those words are commonly used by people in society. The researcher finds some society slang in Alex Guzman's vlog such as *what is up?* (What is going on?), *y'all* (short for 'you all'), *bro* (short for 'brother' means friend), *wanna* (want to), *kinda* (kind of), *gotta* (have to) *catch* (to see or listen to something), *down* (prepared), *yeah* (yes), *chill* (relax), *man* (one's friend), *nah* (no), *yo!* (Wait a minute), *it's not that deep* (don't take it seriously), *boys*

(fellows), *pooped* (to defecate), *poop* (feces), *hickey* (a love bite), *ain't* (short for 'am not, is not, are not').

In Alex's vlog, he says, "Chill! *You can't put it in the video, I promise. It's not that deep yo!*" The literal meaning of *chill* is to make somebody cold, but this definition is irrelevant with the context. The word *chill* is a slang word that means relax. Then, the exclamation *it's not that deep* is a slang that means stop being so dramatic. In addition, the word *yo* is an exclamation that means hello or wait a minute. The exclamation *yo* is used to get attention from other people. Moreover, Alex's friend asks him, "*Have you ever given the hickey?*" Alex answers, "*Given one, nah.*" The word *hickey* is an American English for a red mark on someone's skin caused by someone else sucking it as a sexual act. In British English, it is called *love bite*. In addition, *nah* is another way to say 'no'.

Alex also utters some vulgar society slang such as *bitch* (friend) and *as shit/as crap* (really; to emphasize a statement). When Alex is being tested using lie-detector, there is a question from one of his fans, "*Have you lost your v card?*" The term *v card* is a euphemism for virginity. According to Urban Dictionary, people say *lost v card* as a code way of saying that somebody is no longer a virgin. Besides, Alex says, "*I'm actually nervous as shit.*" The slang term *as shit* is not related with feces at all, but *as shit* is a society slang that means *really*. In a sentence, it is placed behind adjective to emphasize a statement.

2. The Internet Slang

Alex also utters one Internet slang word – *Twitter*. Alex says, "*We need you guys on Twitter to ask me questions.*" *Twitter* refers to an American online news

and social networking service on which users post and interact with messages. The researcher categorizes *Twitter* as the Internet slang because it relates with social media.

3. The Theater Slang

The researcher finds a theater slang word in Alex's vlog. In his vlog, he says, "This is legit I gotta do it." According to Partridge (2015: 228), *legit* is short for 'legitimate'. The definition of *legit* is *honest or legal*. The researcher categorizes it as the theater slang because it refers to legitimate drama.

4. Public House Slang

Besides, Alex frequently says *guys* to his YouTube viewers. For example, "You guys could tell me if I'm lying or not. So, I'm kinda nervous now." The researcher categorizes the word *guys* (fellow) as the public house slang because it is often used by people in public house to show the spirit of young people, and it matches with the characteristics of public house slang; genial, cheery, materialistic, but nor gross nor cynical.

I. Slang Language Used in Caroline Manning's Vlog entitled '*Testing My Dad's Knowledge on Slang*'

In Caroline's vlog, Caroline tests her dad's knowledge on slang language used by people in her generation. The researcher finds four types of slang words in Caroline's vlog. The types are society slang, the Internet slang, publicity slang and public house slang.

1. Society Slang

Caroline and her dad often utters these common society slang such as *gonna* (going to), *wanna* (want to), *yeah* (yes), *hyped up* (excited), *y'all* (you all), *rookie* (a person new at something), *newbie* (an inexperienced to a particular activity), *kick it* (to relax), *hit me up* (call me later), *get with you* (trying to date someone), and *chill* (to relax). However, some new slang words such as *spill the tea* (to tell the truth), *swole* (to have a nice physique), *ship* (to support romantic relationship), *turnt up!* (Feel excited for a party), *sassy* (rude), *finna* (short for 'fixing to'; going to), *skeet* (to ejaculate). Those new slang words cannot be found in NTC's Slang Dictionary. Consequently, the researcher looks for the meaning of those words in Urban Dictionary and Online Slang dictionary.

The word *ship* in regular dictionary means to transport or send somebody or something by ship. Nonetheless, that definition is irrelevant with Caroline's utterance, "*I ship Ricky P and Titi together.*" Then, the researcher finds the meaning of slang word *ship* from Urban Dictionary on the internet. Actually, *ship* means to support a romantic relationship either real-life people or fictional characters in film, literature, and television. It is initially derived from the word *relationship*. Other example, the word *sassy* is commonly used by youths. *Sassy* means rude and showing no respect. Hence, when Caroline's says, "*Talking in a sassy way*", it means that someone is talking very rude. The researcher categorizes those words as society slang because those slang terms are commonly used in daily speaking and connected with society.

2. The Internet Slang

The researcher also classifies some words used by in Caroline's vlog as the Internet slang. Abbreviation and acronym which are used in social media is one of the characteristics of online slang. For example, *fam* (short for 'family'), *HMU* (short for 'Hit Me Up'), *Idek* (short for 'I don't even know') and *Idk* (short for 'I don't know'). Additionally, some slang terms such as *subscribe* (to follow a YouTube channel so that you can receive notifications of that channel's activity in your YouTube feed), *a big thumb's up* (a sign of approval or a like on social media) *salty* (angry; used on the internet through fighting game and multiplayer online battle arena or MOBA communities), *triggered* (getting offended) and *noob* (a person who is new to an online community and whose online participation and interactions display a lack of skill or knowledge) are also categorized as the Internet slang because those terms are frequently used by social media users or online gamers.

In Caroline's vlog, she says, "What does 'Noob' mean? N-O-O-B." The word noob is a new Internet slang that means a person who is new to an online community and whose online participation and interactions display a lack of skill or knowledge. Other example, Caroline says, "Don't be so salty!" The literal meaning of American slang *salty* is angry. It is used on the internet through fighting game and multiplayer online battle arena or MOBA communities. Besides, Caroline asks her father about some the Internet slang in the form of acronym and abbreviation. For example, "So, what do you think 'Idek'?" and "What does Idk mean?" The definition of *Idek* and *Idk* are almost the same. *Idek*

is short for ‘I don’t even know’, while *Idk* is short for ‘I don’t know’. Those two abbreviations are quite often used in texting or in online chat-rooms.

There is new Internet slang word uttered by Caroline in her vlog, “*What does Netflix and chill mean?*” The term *Netflix and chill* is quite popular among American youths nowadays. However, that term cannot be found in NTC’s Slang Dictionary because it is really fresh. The researcher finds the meaning of *Netflix and chill* from Urban Dictionary. *Netflix and Chill* does not mean watching Netflix and just relax, but it is an invitation to watch Netflix together and do sexual activity, either as part of a romantic partnership or as casual sex. The slang term *Netflix and chill* really baffles the elders and people outside America. When someone says, “*Come to my home, and let’s Netflix and Chill!*” it means that someone invites the other person to watch Netflix and do sexual intercourse. Thus, *Netflix and chill* is a euphemism for sexual activity.

3. Publicity Slang

Beside society and the Internet slang, the researcher also finds publicity slang in Caroline’s vlog. She mentions *juuling* and *Netflix*. Caroline says, “Guys, *don’t do juuling!*” According to Urban Dictionary, *juuling* means using a type of vaporizer or electronic cigarette. This activity is popular among youth in middle school and high school in America. The word *juuling* is originated from an electronic cigarette company called JUUL Labs which spun off from PAX Labs in California, America. Then her father says, “*I’m gonna kick it on the couch, watching Netflix and just chill.*” *Netflix* is the popular TV and movie-streaming service, originated from American media-services provider headquartered in Los

Gatos, California. The researcher categorizes those two words as publicity slang because they are originated from successful modern commerce as a result of publicity.

4. Public House Slang

To greet her YouTube viewers, Caroline says, “*Hey guys!*” In regular dictionary, the definition of *guys* is boys or men, but the word *guys* in NTC’s Dictionary means fellows. The researcher categorizes it as public house slang because the word *guys* is commonly used by people in public house to show the spirit of young people, and it matches with the characteristics of public house slang; genial, cheery, materialistic, but nor gross nor cynical.