



**ANALYSIS OF SLANG LANGUAGE USAGE IN
YOUTUBE CONTENT BY EMMA CHAMBERLAIN**

THESIS

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**BUDDHI DHARMA UNIVERSITY
TANGERANG**

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THESIS

**Presented as a Partial Fulfillment of the requirement for
Bachelor's Degree in English Studies at Faculty of Social Sciences
and Humanities
Universitas Buddhi Dharma
Undergraduate Program**

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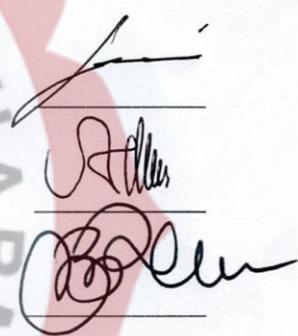
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I honestly declare this final project is my own writing. This is true and correct that I do not take any scholar ideas or work from other dishonestly. All the cited works are quote in accordance with ethical code academic writing.

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ABSTRACT

This research aims to analyze the linguistic characteristics and communicative purposes of Emma Chamberlain's slang usage in her YouTube video content, specifically focusing on its role in constructing her online identity and influencing audience engagement. The study utilizes data gathered from Emma Chamberlain's speeches in three selected YouTube videos: "Trying Viral TikTok Recipes," "A Day in My Life," and "Reacting to My Old Videos." Employing a descriptive qualitative approach, the transcribed speeches undergo meticulous linguistic analysis. For the theoretical framework, this research primarily applies Systemic Functional Linguistics (SFL), with a particular focus on the Ideational Metafunction to examine how slang construes subjective experiences. Additionally, insights from sociolinguistics inform the understanding of slang's role in identity formation and group dynamics, complemented by theories of language and identity. The research findings reveal that Emma Chamberlain's slang is a powerful ideational tool, consistently employed to represent her authentic thoughts, emotions, and perceptions of reality. This ideational function of slang contributes significantly to her identity construction as a genuine, humorous, and relatable figure, aligning her closely with youth culture. Furthermore, the analysis demonstrates that the strategic use of slang builds strong connecting/mediating factors such as perceived authenticity, enhanced relatability, and a sense of in-group identification among her viewers. Consequently, these factors lead to notable research outcomes, including increased audience engagement and loyalty, and the fostering of deep parasocial relationships, where viewers feel a strong personal connection to her. It is concluded that Emma Chamberlain's slang effectively fulfills its communicative purposes in constructing her unique online persona and fostering a highly engaged community.

Keywords: *slang, ideational metafunction, language function, varieties of language*

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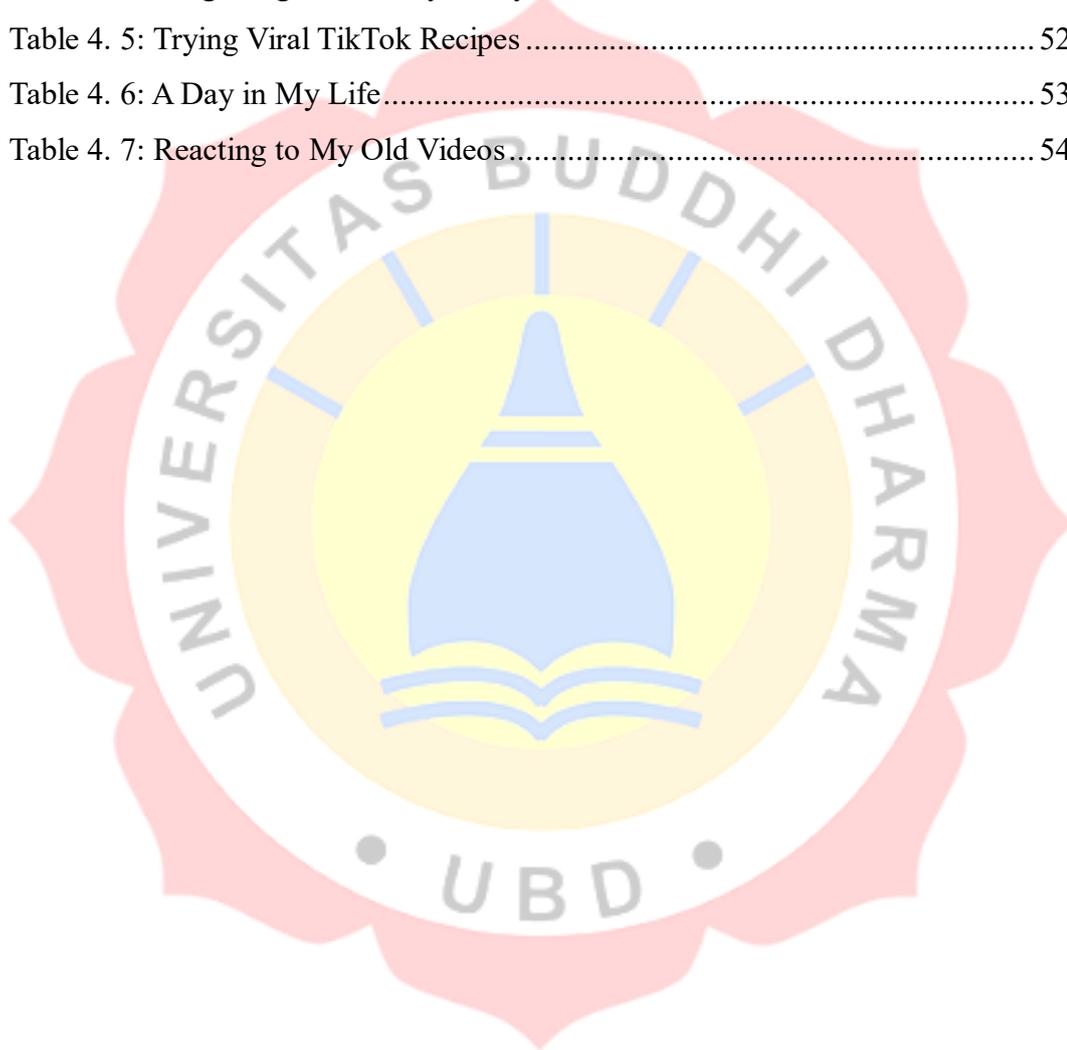


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CHAPTER I INTRODUCTION

1.1 Background of the Study

The emergence of digital communication platforms has transformed how individuals interact and express themselves, with YouTube becoming a prominent player in this evolution. With over two billion logged-in monthly users, YouTube serves as a significant medium for cultural exchange, entertainment, and education. Consequently, the language utilized on this platform, particularly slang, has drawn considerable attention from linguists and social scientists. Slang, characterized by its informal and often transient nature, plays a vital role in shaping online discourse, especially among younger audiences who dominate the platform. According to Crystal (2006) slang is an essential aspect of linguistic evolution, reflecting social dynamics and cultural shifts within communities.

YouTube's distinctive environment nurtures a linguistic landscape where slang can flourish. Content creators frequently employ slang to forge connections with their audiences, rendering their content more relatable and engaging qualities that are essential for success in a space where authenticity is paramount. As noted by Alim & Smitherman (2012) slang acts as a linguistic marker of identity, enabling individuals to establish a sense of belonging within specific social groups. On YouTube, creators who incorporate slang can resonate more deeply with their viewers, reinforcing community ties and enhancing viewer loyalty. Furthermore, the use of slang reflects cultural trends, as creators often tailor their language to align with their audience's interests and preferences. The slang language on YouTube is closely tied to the platform's interactive nature. Unlike traditional media, where communication is largely one-way, YouTube facilitates a dialogue between content creators and viewers. This interactivity encourages the development and dissemination of slang, as users respond to content in real-time, often adopting and adapting terms that resonate with their experiences. As a result, slang on YouTube is not static; it evolves in response to trends, memes, and cultural shifts, reflecting the fluid nature of language in the digital age. Terms like "vibe check," "stan," and "FOMO" have gained popularity on the platform, often

originating from specific cultural contexts or viral trends. These terms encapsulate complex ideas and emotions, making them accessible and relatable to a broad audience. The rapid dissemination of slang through YouTube also highlights the platform's role as a cultural barometer, capturing the zeitgeist of contemporary society.

The interactive nature of YouTube also facilitates the rapid dissemination of slang terms. Unlike traditional media, where communication is largely one-way, YouTube allows for immediate feedback and engagement between creators and viewers. This dynamic enables slang to evolve quickly, as users adapt their language in response to trends and cultural shifts. The diversity of content on YouTube from vlogs and tutorials to music videos and comedy sketches—creates a rich tapestry of slang usage. Different genres may employ distinct slang terms, influenced by the specific audience and context of the content. For instance, beauty vloggers ^{may} use slang that resonates with a younger, fashion-conscious audience, while gamers might adopt terminology specific to gaming culture. This genre-specific language reflects the adaptability of slang and its ability to evolve with cultural trends. Tagliamonte & Roberts (2005) argue that slang is often reflective of social dynamics and cultural shifts, making it a valuable area of study for understanding contemporary communication.

Sociolinguistics is the study of how language varies and changes in social contexts, focusing on the relationship between language and society. It examines how factors such as social class, ethnicity, gender, age, and context influence language use, including the use of slang. Slang, as a subset of informal language, provides a rich area for sociolinguistic analysis due to its dynamic nature and its role in identity formation, group membership, and social interaction. Slang is often at the forefront of linguistic innovation and change. Sociolinguistics investigates how new slang terms emerge and spread within communities, often influenced by cultural trends, media, and technology. The rapid evolution of slang, especially in the digital age, reflects broader societal changes and shifts in cultural values. The rise of social media has facilitated the rapid dissemination of slang across different demographics, leading to the blending of linguistic practices from various social groups (Herring, 2013).

Slang can also serve as a tool for resistance against dominant linguistic norms and authority. Sociolinguistic studies explore how marginalized groups use slang to assert their identity and challenge societal expectations. This use of informal language can be seen as a form of rebellion, allowing speakers to subvert conventional language practices and express their experiences and perspectives. Hughes (2015) discusses how slang can function as a means of social commentary, reflecting the struggles and aspirations of its users. The context in which communication occurs significantly influences slang usage; different social settings—such as casual conversations, online interactions, or formal environments—can determine the appropriateness and frequency of slang. Depending on the context, slang may be embraced as a form of camaraderie or perceived as unprofessional or inappropriate.

Furthermore, the writer chooses one of the popular channels on YouTube, which is Emma Chamberlain. Among the various content creators, Emma Chamberlain stands out as a prominent figure who has garnered millions of followers through her relatable and informal style. Chamberlain's unique approach to vlogging includes the extensive use of slang, which reflects the linguistic trends prevalent among young audiences today. As a result, analyzing the slang language used in her videos provides valuable insights into contemporary youth culture and communication styles. According to a study by Tagliamonte & Roberts (2005), slang serves as a linguistic marker of identity and group affiliation, making it a crucial element in understanding the dynamics of youth language. Emma Chamberlain's channel, which features a blend of lifestyle content, humor, and candid discussions, effectively captures the essence of Generation Z's communication preferences. Based on the fact that the rapid development of digital communication has transformed communication patterns and expressions on platforms like YouTube, her use of slang not only enhances her relatability but also fosters a sense of community among her viewers. The informal language employed in her videos often includes colloquialisms, internet jargon, and trendy phrases that resonate with her audience. Research by Alim & Smitherman (2012) highlights how slang can act as a social tool that bridges generational gaps, allowing younger individuals to express their identities and experiences in a manner that feels

authentic and engaging. This phenomenon is particularly evident in Chamberlain's content, where her choice of words and expressions reflects the values and attitudes of her generation. Slang language in Emma Chamberlain's YouTube channel serves as a lens through which to explore the intersection of language, identity, and culture in the digital age. As a prominent figure among young audiences, Chamberlain's use of informal language reflects broader societal shifts and the changing dynamics of communication. This study looks at the specific slang words she uses in her videos, the situations where these words come up, and what they mean for youth culture. By reviewing previous research and closely examining Emma's content, this study aims to add to our knowledge about how language is used on social media and how it affects the way we communicate today.

1.2 Statement of the Problem

Slang is a dynamic and informal form of language that evolves rapidly within specific social groups, often reflecting the cultural and social contexts of its users. It encompasses a wide range of expressions, phrases, and vocabulary that are not typically found in formal language. Slang serves multiple functions: it can create a sense of belonging among peers, establish group identity, and facilitate communication in a way that feels authentic and relatable (Eble, 1996). Slang and Sociability: In-Group Language Among College Students. University of North Carolina Press). In contemporary society, particularly among younger generations, slang has become a vital component of everyday communication. It allows individuals to express their identities, attitudes, and experiences in a manner that resonates with their social circles. The use of slang can also signify membership in a particular community, as certain terms and phrases may be exclusive to specific groups or subcultures (Bucholtz & Hall, 2005). This linguistic phenomenon is particularly prevalent in digital spaces, where language can spread rapidly through social media, memes, and online content.

Despite the pervasive use of slang in modern communication, there is a no lack of comprehensive research focusing on the specific slang terms and expressions utilized by influential figures in popular culture, such as content creators. This study aims to analyze the slang language used by Emma Chamberlain, a prominent YouTube creator, to investigate its characteristics and functions in

contemporary communication among young audiences. By examining the specific slang terms she employs, we can gain insights into how these expressions foster a sense of belonging among her viewers and how they navigate their identities in the digital landscape. The absence of a detailed analysis of slang in this context limits our understanding of the role of language in shaping community and identity among young people on social media platforms.

1.3 Research Question

The general problem of this study is to find the answer to the following questions: “How does the use of Emma Chamberlain's slang in YouTube channels affect viewers?”

1.4 Goal and Function

1.4.1 Goal

The primary goal of this research are to:

1. To identify the types of slang language used by Emma Chamberlain in her YouTube content.
2. To explain the communicative purposes of Emma Chamberlain's slang language usage in her YouTube content.
3. To analyze the influence of Emma Chamberlain's slang language usage on young viewers' engagement and loyalty.

1.4.2 Function

The functions of this research are to:

1. Identify and categorize the types of slang language employed by Emma Chamberlain in her YouTube content.
2. Analyze the communicative purposes of slang language in Emma Chamberlain's videos, examining its role in shaping her identity as a content creator and enhancing viewer engagement, relatability, and community building.
3. Contribute to a deeper understanding of language use in digital communication, particularly among youth audiences, and the dynamics of online identity formation.

1.5 Scope and Limitation

This research focuses on the analysis of slang language used in Emma Chamberlain's YouTube channel, specifically examining the purposes she aims to achieve through her use of slang. However, several limitations must be acknowledged. The study will involve a limited number of videos selected based on their popularity and relevance, which may not fully represent the entirety of Chamberlain's content, potentially affecting the generalizability of the findings. Specifically, the videos chosen will be from a defined period (e.g., January 2020 to December 2022) to capture recent trends in her content and youth slang. Criteria for selection also include videos with high view counts and significant engagement in the comments section. By centering solely on Emma Chamberlain, the research may limit the broader applicability of the findings to other YouTube content creators or digital platforms. Acknowledging these limitations will provide a balanced perspective on the analysis of slang language in Chamberlain's YouTube channel while highlighting areas for future study.

This research aims to delve into a comprehensive discussion of the following key aspects, forming the core of the analysis and findings presented in the subsequent chapters:

1. **Analysis of Emma Chamberlain's Slang Usage:** This section will provide a detailed sociolinguistic analysis of the specific types, characteristics, and patterns of slang terms employed by Emma Chamberlain in her selected YouTube video content. It will explore the linguistic features and contexts in which these slang terms appear.
2. **Strategic Functions of Slang in Identity Construction:** The discussion will elaborate on how Emma Chamberlain strategically utilizes slang as a powerful tool to construct and perform her distinct identity as a content creator. This includes examining how her slang choices contribute to her persona as authentic, relatable, humorous, and deeply embedded in youth culture, differentiating her in the digital landscape.
3. **Impact of Slang on Audience Engagement and Loyalty:** This part of the discussion will critically analyze the tangible influence of Emma Chamberlain's specific slang usage on her young viewers' engagement and loyalty. It will

investigate how her linguistic style fosters a sense of shared community, builds strong parasocial relationships, and drives sustained audience interaction, using viewer comments as empirical evidence.

4. Application of Sociolinguistic Theories: The discussion will systematically apply and integrate relevant sociolinguistic theories, particularly those related to language variation (slang), language and identity construction, and Halliday's metafunctions of language (ideational, interpersonal, and textual), to interpret and explain the observed linguistic phenomena and their effects.

1.6 Conceptual Framework

This framework acts as a roadmap for the entire study, providing clarity on the chosen approach, the scope of the investigation, and the interpretation of findings (Ravitch & Carl, 2016). Essentially, it articulates the researcher's understanding of how the variables and phenomena under investigation are interconnected and how theoretical assumptions will be applied to answer the research questions. For this study, the conceptual framework is built upon the intersection of sociolinguistics, Systemic Functional Linguistics (SFL), and theories of online communication and identity. The core elements and their relationships can be illustrated as follows:

1. Core Phenomenon: Emma Chamberlain's Slang Usage The primary focus of this research is Emma Chamberlain's distinctive use of slang in her YouTube video content. Slang, as a dynamic and informal language variety, is recognized as a strong marker of identity and group membership (Wardhaugh & Fuller, 2015, p. 123). In the digital age, particularly on platforms like YouTube, slang proliferates and becomes a key feature of communication within specific communities.
2. Theoretical Lenses (Analytical Framework):
 - a. Sociolinguistics (Language Variation & Slang Theory): This comprehensive theoretical lens provides the foundation for understanding slang as a social phenomenon and, crucially, for its systematic identification and categorization. It examines how language varies in different social contexts, how slang emerges and spreads within youth culture, and its role in reflecting and shaping social identity and group affiliation (Eckert, 2000, p.

15; Labov, 1972). This perspective, combined with descriptive linguistic analysis, will guide the classification of slang terms based on their form, function, and contextual occurrence. Ultimately, this helps contextualize why Emma Chamberlain uses slang and what it signals about her and her audience.

- b. Systemic Functional Linguistics (SFL) – Ideational Metafunction: As instructed by your supervisor, Halliday's SFL, specifically the Ideational Metafunction, forms the primary analytical tool. This metafunction explains how language is used to construe human experience—to represent actions, events, states, thoughts, and perceptions (Halliday & Matthiessen, 2014, p. 170). The Transitivity system (Processes, Participants, Circumstances) within the Ideational Metafunction will be used to meticulously analyze how Emma Chamberlain's slang choices actively shape the way she presents her reality, emotions, and experiences to her viewers. This allows for a detailed linguistic examination of the meaning-making potential of her slang.
 - c. Language and Identity: This theoretical concept posits that language is not merely a tool for communication, but a fundamental resource for constructing, expressing, and negotiating identity (Bucholtz & Hall, 2005, p. 586). The choice of particular linguistic features, such as slang, contributes to a speaker's persona and how they are perceived by others. In Emma Chamberlain's case, her slang usage is an integral part of her performance as an authentic, relatable, and youth-aligned online identity.
3. Outcomes/Impacts (Dependent Variables):
 - a. Emma Chamberlain's Identity Construction: Slang usage directly contributes to how Emma Chamberlain constructs her public persona. Her slang choices project an image as "cool," "laid-back," "humorous," and "down-to-earth," aligning her with the values and linguistic practices of her target demographic. This contributes to her unique brand and helps her differentiate herself in a crowded digital landscape.
 - b. Viewer Engagement and Loyalty: The strategic application of slang fosters deeper connections with viewers. It enhances relatability, creates a sense of shared understanding and camaraderie, and ultimately drives active

engagement (e.g., comments, likes) and sustained loyalty (e.g., consistent viewership, fandom). Slang acts as a cultural bridge, making her content more resonant with her audience.

- c. Parasocial Relationships: (The provided text ends here, but based on your previous abstract, this section would likely elaborate on how slang contributes to the formation of one-sided, intimate relationships between Emma Chamberlain and her viewers, making them feel like they "know" her personally despite the lack of direct interaction.)

4. Relationship among Components:

The conceptual framework posits that Emma Chamberlain's slang usage (Core Phenomenon), analyzed through the Ideational Metafunction of SFL (Primary Analytical Lens) and grounded in Sociolinguistics (Broader Context) and Language & Identity theories, directly impacts her identity construction and significantly influences audience engagement and loyalty, often leading to parasocial relationships. The slang functions as a communicative tool that construes specific experiences (ideational meaning), which in turn authenticates her persona and creates a shared linguistic space, fostering a strong connection with her young audience. This framework guides the data analysis in Chapter IV by providing a structured way to examine how specific slang terms function ideationally to represent Emma Chamberlain's lived experiences, and consequently, how this contributes to the overall success of her communication and branding on YouTube.

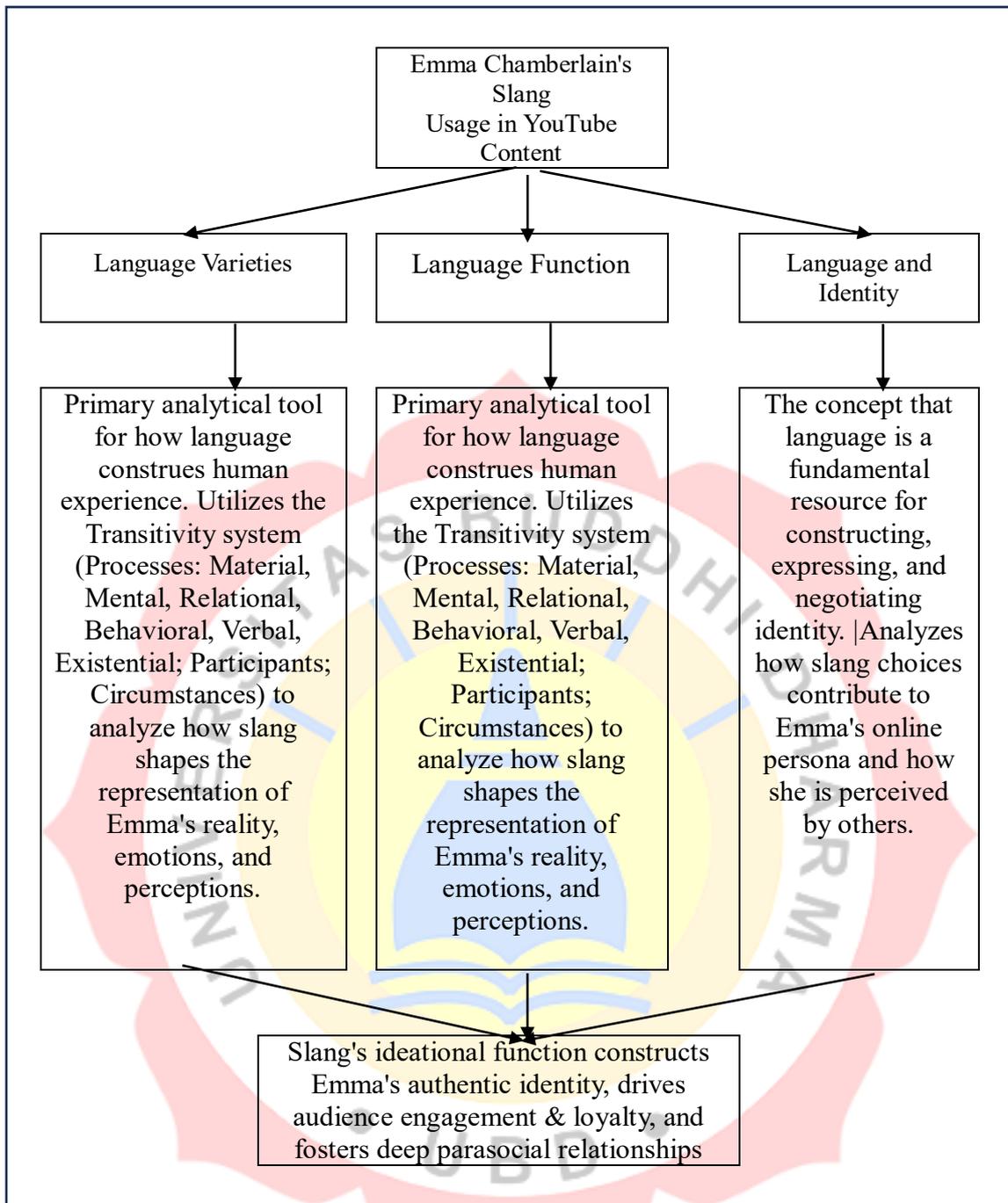


Figure 1. 1: Conceptual Framework

CHAPTER II

THEORETICAL BACKGROUND

2.1 Literature Review

This chapter provides a comprehensive review of existing literature relevant to sociolinguistics, slang, identity, language function, and the dynamics of digital communication, particularly within the context of influencer culture. It lays the theoretical groundwork for understanding the complex interplay between Emma Chamberlain's linguistic choices and her audience's response.

2.1.1 Previous Study

Previous studies have extensively explored various facets of language use in digital environments, establishing a foundational understanding of online communication. Research by scholars like Herring (2013) has significantly contributed to our knowledge of how digital platforms facilitate rapid linguistic innovation and the widespread dissemination of new lexical items, including slang, across diverse demographics. This body of work often highlights the dynamic nature of internet-mediated communication and its departure from traditional linguistic norms. Furthermore, specific attention has been paid to youth language, with studies such as those by Thurlow & Brown (2003) emphasizing slang's crucial role as a marker of group identity and a means for young people to assert social affiliations in text-based and emerging multimodal communication. These studies provide robust insights into how slang fosters solidarity and differentiates in-groups from out-groups.

In the broader context of digital content creation and influencer phenomena, existing scholarship by Burgess & Green (2009) and Lange (2007) has underscored the importance of authenticity, relatability, and community building in cultivating an online following. These works often discuss the general strategies employed by successful content creators to establish rapport and engagement with their audiences. Moreover, some researchers have conducted general analyses of informal language on platforms like YouTube, e.g., Huang (2018) or examined youth language specifically within YouTube comments, e.g., Sari (2020), providing valuable groundwork on the prevalence of such linguistic features. These existing

studies offer a solid foundation by identifying the widespread phenomenon of informal language use in digital spaces and its general association with online identity and community.

Despite these significant contributions, several limitations are evident in the existing literature, presenting key opportunities for further research. Many studies tend to offer broad overviews of digital slang or focus on generic social media linguistic trends. While they successfully identify the *existence* of informal language, they often lack a granular, in-depth sociolinguistic analysis of the specific, strategic linguistic choices employed by *individual, highly influential content creators*. For instance, a common weakness is the failure to dissect the *nuanced communicative purposes* behind the use of particular slang terms in specific influencer contexts. Research might categorize slang types but often does not fully explore *why* certain terms are chosen over others by a specific influencer and *what precise effects* these choices are intended to achieve beyond mere informality.

Furthermore, a notable gap exists in the direct and explicit linkage between an influencer's specific linguistic output (such as slang usage) and its measurable impact on audience engagement and loyalty. While a general correlation between authenticity and audience rapport is often acknowledged (as discussed by Burgess & Green (2009)). There is a scarcity of studies that provide a detailed analytical bridge, showing *how* these linguistic choices concretely foster community, increase relatability, and drive sustained audience interest and allegiance. Many analyses of viewer responses remain descriptive rather than deeply analytical in connecting specific linguistic features to robust indicators of engagement and loyalty.

2.1.2 Previous research gaps

Building upon the identified limitations in previous scholarship, this research aims to address the following critical gaps, thereby offering significant update or novelty to the field:

Firstly, this study provides an in-depth, qualitative sociolinguistic analysis specifically focused on the strategic deployment of diverse slang types by a prominent individual influencer, Emma Chamberlain. Unlike broader studies that might generalize across platforms or multiple creators, this research offers a micro-

level examination of Emma Chamberlain's unique linguistic style. It moves beyond mere identification of slang to meticulously dissect the *nuanced communicative purposes* of her chosen terms within specific conversational and video contexts, exploring *why* she uses particular slang and *what precise effects* these linguistic choices aim to achieve in terms of expressing identity, fostering humor, and enhancing relatability. This focused approach allows for a deeper and more granular understanding of influencer-specific linguistic strategies, a void often present in previous general analyses of digital language (e.g., in contrast to broader studies like Huang (2018) or Sari (2020) which do not delve into individual creators' strategic choices and their specific communicative functions).

Secondly, this research endeavors to establish a more direct and explicit analytical link between Emma Chamberlain's specific slang usage and its tangible influence on young viewers' engagement and loyalty. While previous studies acknowledge the general importance of authenticity, this study provides a concrete demonstration by examining *viewer comments as direct textual evidence of audience response*. By analyzing how viewers react to, echo, and comment on her slang-infused communication, this research illustrates *how* these linguistic choices contribute to fostering a sense of shared community, building stronger parasocial relationships, and ultimately driving sustained audience interaction and dedication. This offers a more robust and empirically grounded understanding of the *mechanisms* through which informal language shapes online influence and audience dynamics, providing a more comprehensive perspective than analyses that merely infer correlation (e.g., moving beyond the general discussions of audience rapport in works like Burgess & Green (2009) to specific linguistic features).

Therefore, the novelty of this research lies in its holistic and focused approach, combining a detailed sociolinguistic analysis of an influential figure's specific slang usage with a meticulous examination of its precise communicative functions and its demonstrated influence on observable audience engagement and loyalty. This integrated perspective fills a critical void in the literature, contributing a nuanced understanding of the strategic power of informal language in contemporary digital communication and online identity formation.

2.2 Theoretical Framework

The theoretical framework for this thesis will draw upon several key linguistic and sociolinguistic theories to analyze the use of slang in Emma Chamberlain's YouTube channel. By integrating these theories, we can better understand the implications of slang usage within the context of digital communication, youth culture, and community building.

2.2.1 Varieties of Language

Sociolinguistics is a multifaceted field that investigates how language varies and changes within different social contexts, focusing on the intricate relationship between language and society. This discipline examines how various social factors—such as class, gender, age, ethnicity, and context—affect language use and how language, in turn, influences social interactions and identities. Sociolinguistics encompasses a wide range of topics, including dialectology, which studies regional language variations; language change, which explores how languages evolve over time; language attitudes, which investigate how speakers perceive different languages or dialects; and the relationship between language and identity, which examines how language reflects and shapes personal and group identities.

Within the realm of sociolinguistics, slang is often regarded as a dynamic and informal aspect of language that serves as a reflection of social identities, group affiliations, and cultural trends. Slang is characterized by its playful, creative, and often transient nature, making it a rich area for sociolinguistic analysis. The study of slang reveals several key roles it plays in social interactions. First, slang acts as a marker of identity, allowing individuals to signal their membership in specific groups or communities. For instance, teenagers frequently use slang to differentiate themselves from older generations, fostering a sense of belonging and solidarity among peers. This linguistic choice not only conveys meaning but also helps to create a distinct group identity, reinforcing social bonds and shared experiences. Terms like "lit," "fam," and "savage" are examples of slang that resonate within youth culture, expressing excitement, camaraderie, or approval, respectively.

Second, slang serves as a tool for social interaction, facilitating communication by creating a sense of familiarity and rapport among speakers. It can function as an in-group language that fosters connection and understanding

within a particular community. The use of slang often signals informality and approachability, making conversations more engaging and relatable. For example, in casual conversations, employing slang can break down barriers and create a more relaxed atmosphere, encouraging open dialogue and camaraderie among participants. Third, slang reflects broader cultural values and social dynamics. The emergence of new slang terms can indicate shifts in societal values, attitudes, and experiences. For instance, terms like "ghosting," which refers to abruptly cutting off communication with someone, highlight contemporary dating culture and the impact of digital communication on relationships.

Several prominent scholars have significantly contributed to our understanding of language variation and change, particularly in relation to slang. William Labov, a foundational figure in sociolinguistics, argues that language is not a fixed entity but rather a fluid system that evolves in response to social factors. His research emphasizes that slang serves as a linguistic marker of social identity, allowing individuals to signal their membership in specific groups or communities. Labov's studies demonstrate that different social groups, such as teenagers or urban communities, develop their own slang to express their unique identities and experiences. He highlights how slang can reflect broader social dynamics, such as class, ethnicity, and age, illustrating the intricate relationship between language and social identity. In the context of Emma Chamberlain's videos, Labov's theory of language variation helps explain why her slang usage might differ across various video themes (e.g., a "day in my life" vlog versus a cooking challenge), reflecting the specific social context and audience interaction.

Another influential scholar, Penelope Eckert, has explored the connection between language and identity, particularly in her research on youth language. Eckert posits that slang is a crucial component of the linguistic repertoire that young people use to construct their identities. She argues that the use of slang allows adolescents to express their individuality while simultaneously aligning themselves with particular social groups. Her studies reveal that slang terms often carry specific connotations and meanings that resonate with the experiences and values of youth culture. This perspective underscores the importance of slang as a tool for identity construction, enabling young people to navigate their social worlds and assert their

uniqueness. Emma Chamberlain's widespread popularity among Generation Z, facilitated by her authentic and slang-rich communication style, can be analyzed through Eckert's framework, as her use of slang not only expresses her individuality but also solidifies her connection with her youth audience who share similar linguistic practices.

Allan Bell has also made significant contributions to the understanding of language variation through his concept of "style". He suggests that individuals adjust their language use based on the social context and the audience they are addressing. This adaptability is particularly evident in the use of slang, which may be employed in informal settings to create rapport and establish a sense of familiarity. Bell's work highlights how slang functions as a social resource, allowing speakers to negotiate their identities and relationships with others. By using slang, individuals can signal their social affiliations and create a sense of belonging within specific communities.

In conclusion, sociolinguistics provides a comprehensive framework for understanding the complex interplay between language and society. The study of slang within this field reveals its significance as a marker of identity, a tool for social interaction, and a reflection of cultural values. Through the insights of scholars like William Labov, Penelope Eckert, and Allan Bell, we gain a deeper understanding of how language varies and changes in response to social factors. By examining slang and its role in communication, we can appreciate how language serves not only as a means of communication but also as a powerful instrument for social connection, identity formation, and cultural expression. This exploration enriches our understanding of human interaction and identity in diverse contexts, highlighting the vital role that language plays in shaping our social realities.

2.2.2 Language and Identity

This section will provide a clear definition of slang, highlighting its informal nature and the specific vocabulary, expressions, and phrases that characterize it. It will discuss how slang is typically used within particular social groups or communities and the implications of its non-standard vocabulary.

1. **Informality and Context of Use** This subsection will explore the informality of slang, emphasizing its prevalence in casual conversations rather than formal

writing or speech. It will examine the contexts in which slang is commonly used, such as everyday interactions among friends, peers, and social circles.

2. **Variability and Evolution of Slang** This section will delve into the dynamic nature of slang, discussing how its meaning and usage can vary widely depending on social context and the group using it. It will highlight the rapid evolution of slang in response to cultural trends, technological advancements, and social changes, with a focus on the role of social media and popular culture in driving the emergence of new terms.
3. **Examples of Contemporary Slang** This subsection will provide specific examples of contemporary slang terms, such as "lit" and "fam," explaining their meanings and how they are used in everyday language. It will illustrate how these terms reflect the values and experiences of the groups that use them.
4. **Slang as a Marker of Identity** This section will discuss how slang functions as a marker of identity, enabling individuals to signal their membership in specific social groups. It will explore how the use of slang fosters a sense of belonging and camaraderie among speakers who share similar linguistic practices.

2.2.3 Language Function

Halliday and Matthiessen (2014) propose the theoretical concept of language metafunctions, viewing language as a functional system within communication. These three metafunctions are ideational, interpersonal, and textual. For the purpose of this research, which focuses on language variation and the intended meaning conveyed through slang, the primary analytical focus will be solely on the ideational metafunction. The interpersonal metafunction is not included as the data does not involve interpersonal dialogue. While the textual metafunction serves as analytical support, it will not be a main focus, aligning with the study's scope on meaning conveyed via slang rather than a comprehensive structural analysis derived from Halliday's broader theory.

The ideational metafunction explains that language serves to express experiences and represent the world around us. In this research, Emma Chamberlain utilizes slang to vividly articulate her personal experiences, perceptions, and thoughts within her vlogs. Her use of slang in narrating daily events, reacting to trends, or sharing personal anecdotes allows her to present these experiences in a

more authentic and relatable manner. The slang terms she chooses become linguistic tools that help her convey specific ideas and feelings about her activities, making her content more accessible and engaging for her audience.



CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Approach

The research approach for this study is primarily qualitative, focusing on the analysis of slang used in Emma Chamberlain's YouTube channel. A qualitative approach is particularly suitable for this research as it allows for an in-depth exploration of language use, social interactions, and cultural contexts. This section will elaborate on the rationale for choosing a qualitative approach, the specific methods employed, and the theoretical underpinnings that guide the analysis.

Rationale for a Qualitative Approach Qualitative research is characterized by its emphasis on understanding the meanings and experiences of individuals within their social contexts (Creswell, 2014). This approach is particularly effective for exploring complex phenomena such as language use, where the nuances of communication and the subtleties of social interaction are critical to understanding the subject matter. In the context of this study, the use of slang in Emma Chamberlain's videos is not merely a linguistic feature; it is a reflection of cultural trends, social identities, and community dynamics among her audience. By employing a qualitative approach, the research aims to capture the richness of language as it is used in real-life contexts. This allows for a more comprehensive understanding of how slang functions within Emma's content and how it resonates with her viewers. As noted by Denzin and Lincoln (2011), qualitative research provides the flexibility to explore the complexities of human behavior and social interactions, making it an ideal choice for this study.

The qualitative approach will involve several data collection methods to gather rich, contextual information about slang usage in Emma Chamberlain's YouTube channel. The primary methods include: This method involves systematically analyzing the language used in Emma's videos and the comments section. Content analysis allows for the identification of specific slang terms, phrases, and patterns of usage, providing insights into how language is employed in her content (Krippendorff, 2018). By examining both the videos and viewer comments, the research can explore the interplay between Emma's language and her

audience's responses. By analyzing the discourse surrounding slang, the study will uncover how Emma's language choices reflect her identity and resonate with her audience.

The qualitative approach is grounded in sociolinguistic theory, which examines the relationship between language and society. According to Holmes (2013), language is not only a means of communication but also a tool for social interaction and identity construction. This theoretical framework will guide the analysis of slang in Emma Chamberlain's videos, focusing on how her language choices reflect her identity as a content creator and foster a sense of community among her viewers. The sociolinguistic perspective emphasizes the importance of context in understanding language use. By situating Emma's slang within the broader cultural and social landscape, the research aims to reveal how her language reflects contemporary youth culture and the dynamics of digital communication. This approach aligns with the qualitative methodology, as it prioritizes the exploration of meanings and social contexts over quantitative measurements.

3.1 Data Types

In this study, the primary focus is on qualitative data types, which are essential for understanding the nuances of slang usage in Emma Chamberlain's YouTube channel. Qualitative data allows researchers to explore the meanings, contexts, and social dynamics associated with language use, particularly in informal settings such as social media and video platforms. The following sections outline the specific data types that will be utilized in this research.

The first data type consists of transcripts from selected YouTube videos featuring Emma Chamberlain. These transcripts will capture the spoken language used in her videos, including the slang terms, informal expressions, and conversational styles that characterize her content. Analyzing video transcripts is crucial for understanding how Emma employs slang in context, as it provides insights into her tone, delivery, and audience engagement. Transcripts will be created by carefully listening to the videos and noting down the dialogue verbatim. This process ensures that the analysis reflects the actual language used, including any non-verbal cues or emphatic expressions that may accompany the spoken words. According to McKee (2003), transcripts serve as a valuable resource for

qualitative analysis, allowing researchers to examine language patterns and communication styles in detail.

The second data type involves the analysis of user-generated comments from the comments section of Emma Chamberlain's videos. This data type is particularly valuable as it reflects the audience's engagement with her content and their use of slang in response to her language. Comments provide a rich source of qualitative data, showcasing how viewers interpret, replicate, and interact with the slang used by Emma. By analyzing comments, the research can explore how viewers adopt slang terms, create their own expressions, and engage in conversations that reflect their shared experiences and cultural references. This interaction between Emma and her audience highlights the communal aspect of language use in digital spaces. As noted by Herring (2004), user-generated content on social media platforms offers insights into the evolving nature of language and communication in contemporary society.

In addition to transcripts and comments, contextual data will be collected to provide a broader understanding of the cultural and social environment surrounding Emma Chamberlain's content.

3.2 Data Sources

In this study, the data sources are critical for gathering relevant information to analyze the slang used in Emma Chamberlain's YouTube channel. The selection of appropriate data sources ensures that the research is grounded in authentic and diverse perspectives, allowing for a comprehensive understanding of language use in digital communication. The following sections outline the primary data sources utilized in this research.

YouTube Videos The primary data source for this research consists of selected YouTube videos from Emma Chamberlain's channel. Emma is a prominent content creator known for her relatable and informal style, which often includes the use of contemporary slang. The videos will be chosen based on their popularity, relevance to youth culture, and the presence of significant slang usage. For instance, videos released between January 2020 and December 2022 will be analyzed, focusing on specific uploads such as "Trying Viral TikTok Recipes" (January 2023),

"A Day in My Life" (July 2021), and "Reacting to My Old Videos" (November 2021).

The analysis of these YouTube videos provides direct insight into Emma's language choices, including the specific slang terms and expressions she employs. By examining the spoken language in her videos, the research can explore how slang functions in context, including its role in establishing rapport with her audience and conveying emotions. According to Alper (2019), video content on platforms like YouTube serves as a rich source of linguistic data, reflecting the evolving nature of language in digital communication. For the purpose of this study, a total of 3 videos will be selected. The selection criteria are primarily based on the relevance of their content to youth culture and the observed presence of informal or slang language, as specific view counts were not a determining factor.

The comments section of Emma Chamberlain's YouTube videos serves as an essential data source for this study. This user-generated content directly reflects audience engagement with her language and provides crucial insights into how viewers interpret and respond to her use of slang. It highlights how slang not only facilitates individual expression but also fosters a sense of community among viewers in digital spaces. As noted by Herring (2004), such platforms offer valuable insights into evolving communication patterns. A sample of comments will be collected from each of the three selected videos, with selection based on direct relevance to video content, clear presence of slang terms, and preference for top or highly interactive comments.

Social Media Platforms, additional data will be gathered from social media platforms to identify current slang trends and their usage among youth. This data source will provide insights into the linguistic landscape in which Emma operates and how her language reflects or influences these trends. By examining popular hashtags, memes, and viral content from platforms like Instagram and TikTok, the research can explore how slang evolves in response to cultural shifts and audience preferences. For instance, trending hashtags such as *#slay* or *#vibecheck*, which gained popularity in 2021, will be analyzed to understand their usage and relevance in Emma's content. Social media trends serve as a valuable resource for understanding the dynamic nature of language in contemporary society. As noted

by Tagliamonte (2016) the rapid dissemination of slang through social media platforms highlights the fluidity of language and its adaptability to new contexts.

3.3 Techniques of Data Collection Methods

In this study, secondary data collection methods will be employed to gather relevant information that complements the primary data obtained from Emma Chamberlain's YouTube videos. The first technique will be a comprehensive literature review, which involves systematically searching for scholarly articles, books, and academic papers that discuss slang, sociolinguistics, and digital communication. This process will include evaluating the credibility of sources and synthesizing key findings to contextualize the research and identify gaps in existing knowledge. Another important technique will be content analysis of existing texts related to slang usage. This will involve selecting relevant articles, blog posts, and social media discussions that focus on slang and youth culture. The selected texts will be coded based on specific criteria, such as the context of slang usage and meanings of slang terms, allowing for the identification of patterns and trends in slang usage. Additionally, social media analysis will be conducted to monitor discussions, hashtags, and viral content on platforms like Twitter, Instagram, and TikTok. This will help identify current slang trends and how they influence the language used in Emma Chamberlain's videos. Finally, analyzing the comments section of her videos will provide insights into viewer engagement with her language. This will involve collecting a sample of comments to identify instances of slang usage and exploring how these interactions foster a sense of community among her audience.

3.4 Techniques of Data Analysis

In this study, we will employ various techniques of data analysis to explore the use of slang in Emma Chamberlain's YouTube videos, aiming to gain a comprehensive understanding of how slang operates within her content and its implications for youth culture. The primary technique will be content analysis, which involves systematically examining the language used in selected videos to identify patterns, themes, and specific slang usage. This process will begin with the selection of videos based on their popularity and relevance to youth culture, including notable "Trying Viral TikTok Recipes" (January 2023), "A Day in My

Life" (July 2021), and "Reacting to My Old Videos" (November 2021). A robust coding scheme will be developed to categorize slang terms and expressions. This scheme will classify each slang instance based on its specific context of usage, its conveyed emotional tone, and its intended communicative function. The coded data will then be analyzed to identify overarching trends in slang usage, with a particular focus on how these trends enhance relatability and engagement with her audience.

Table 3. 1: Slang Coding Scheme

Category	Example of Slang Application (Description)	Function / Purpose of Category
Context of Use	Used in humor, storytelling, reactions, or daily vlogs.	To identify the specific situational settings where slang is employed.
Emotional Tone	Playful, sarcastic, relatable, excited, or awkward.	To classify the emotional nuance or feeling conveyed by the slang.
Communicative Function	Engaging the audience, entertaining, building rapport/connection, expressing identity, emphasizing truth.	To analyze the specific goal or effect of using slang in communication.

Another important technique will be comparative analysis, which will be utilized to compare the use of slang across different videos or contexts, identifying variations and similarities in slang usage. This will include cross-video comparisons to analyze how slang differs between selected videos, considering contextual factors that may influence these variations, such as the video's theme or current cultural trends. The findings from this comparative analysis will be synthesized to draw conclusions about the evolution of slang in Emma's content.

Additionally, social media analysis will be conducted to monitor discussions, hashtags, and viral content on platforms like Twitter, Instagram, and TikTok. This analysis will provide insights into current slang trends and their relevance to Emma Chamberlain's videos. The process will involve tracking popular

slang terms and analyzing user engagement with slang in relation to her content, including comments, memes, and posts, to understand how these trends influence the language used in her videos and reflect broader cultural dynamics.

Lastly, comments analysis will focus on the comments section of Emma Chamberlain's videos to understand viewer engagement and the use of slang. A representative sample of comments will be collected, and instances of slang usage will be identified and categorized based on context and meaning. This analysis will explore how the use of slang in comments fosters connections among viewers and contributes to a sense of community. By employing these diverse techniques of data analysis, the research aims to provide a nuanced understanding of the slang used in Emma Chamberlain's videos, revealing its significance in shaping communication and reflecting youth culture. This approach not only highlights the linguistic creativity present in her content but also underscores the role of slang as a dynamic element of contemporary youth identity and expression.

