

## Analysis of Slang Word Variations in The Youtube Comment Section on Ive's 'Attitude' Music Video

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### ABSTRACT

*This study explores slang words found in the top 100 most-liked comments on the Youtube music video of IVE's "ATTITUDE". Employing a descriptive qualitative approach, the data were analyzed based on Allan and Burridge's (2006) theory of slang classification and functions. The analysis found a total of 15 slang words and categorized it into five types: Fresh and Creative, Flippant, Imitative, Acronym, and Clipping. The findings show that Acronym is the most dominant slang type, while the most common function is to express impression. The results highlight how the original meanings of these slang words shift in digital fandom contexts and how slang is used by K-pop fans not only to convey enthusiasm and emotional responses but also to strengthen social bonds and shared identity in digital spaces. This study contributes to the understanding of language variation in online fan discourse and the role of slang as a tool for expression and solidarity.*

**Keywords:** Slang, Semantic Shift, YouTube Comments, K-Pop

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## INTRODUCTION

In this digital era, individuals frequently use social media to interact with people, especially younger generations. One of the standing out platforms is YouTube. According to Ginting et al. (2023), YouTube is a well-known video-sharing website where users from all around the world can view and comment on videos made by media individuals. Within the comment sections of such videos, people often share their thoughts, feelings, and reactions in expressive and creative ways. A notable example of this is the use of slang.

Slang is a form of verbal and informal side of human interaction, representing as symbols of culture, innovation, and creativity in expression (Alawiyah et al., 2021). Slang words are unofficial style language commonly used in letters and conversations among youngsters but not used in speeches or writings (Prasetyo et al., 2023). People also use slang to create jokes, conceal words and modify elegant statements. In online communities such as K-Pop fandoms, slang facilitates the development of a common identity and allows fans to communicate in ways that are genuine and intimate.

According to Allan and Burridge (2006) in Aulya and Binawan (2025), slang words are classified into 5 types namely, *fresh and creative*, *flippant*, *imitative*, *acronym* and *clipping*.

1. *Fresh and Creative*

Slang words that offer a new and casual way to describe something that we might already use without realizing they are slang. For example, the term “babe” is often used as a form of addressing to the lover.

2. *Flippant*

Slang words created by combining two or more words that don't match their literal meaning. For example, the term “break a leg” which means “good luck”.

3. *Imitative*

Slang words that comes from Standard English words but has a different meaning or mixes two different words. For example, the word “gotta” which is derived from the phrase “got to”.

4. *Acronym*

Slang words formed by taking the first letter of each word in a phrase and pronouncing them a new word. For example is “OMG”, which is from “Oh my God”.

5. *Clipping*

Slang words made by shortening a longer word but keeping the same meaning. For example is “’bout” which is derived from the word “about”.

In addition, the functions of slang in communication are also examined. Allan and Burridge (2006) in Habibiloyevna (2021) stated that there are 7 different functions of slang words.

1. To address

Slang can be used for addressing someone to emphasize closeness. It helps maintain a sense of connection among friends.

2. To initiate relaxed conversation

Slang helps initiate a more casual and comfortable tone.

3. To humiliate

Sometimes slang is used to express dislike or unpleasant feeling toward someone or something.

4. To form intimate atmosphere

Slang can be used to create a sense of emotional closeness so that the speakers feel comfortable.

5. To express impression

Slang can be a way to show excitement or admiration in conversation.

6. To reveal anger

Slang can be a way to express frustration or anger more subtly, rather than using harsh words.

7. To show intimacy

Slang can connect the speaker to share mutual understanding with another speaker, emphasizing a sense of unity.

The purpose of this study is to analyze the slang words used in the comment section of the "ATTITUDE" music video by IVE, a globally recognized Korean pop (K-Pop) girl group formed by Starship Entertainment. With more than 30,000 comments from fans worldwide, it provides a wealth of linguistic diversity where fandom-specific expressions and English slang frequently coexist. Due to the large volume of data, the study selects the top 100 most-liked comments, which are considered to represent commonly accepted and popular expressions among fans.

The significance of this study lies in its contribution to the field of language variation and semantics, especially in the context of digital communication. Although spoken slang and general internet slang have received a lot of attention, fewer studies have explored how slang is used in specific pop culture communities, such as K-pop, through platforms like YouTube.

It can be concluded that the objective of this study is to analyze the types and functions of slang found in the comment section of IVE's "ATTITUDE" music video, using Allan and Burridge (2006) theory and how the original meanings of the slang words shift semantically in the context of digital communication contexts.

## METHOD

This study used a descriptive qualitative method. According to Furidha (2023), descriptive qualitative method is a research method used to systematically and accurately describe the characteristics and relationships of a phenomenon being researched. This approach helped the researcher to explore the use and the variation of slang in natural settings, without manipulation. The researcher carried out the study by collecting the data, classifying the data and analyzing the data. The data for this study consisted of the top 100 most-liked comments from the YouTube comment section of a music video named "ATTITUDE" by IVE. These comments were selected purposively to reflect the expression and representative of the online community's voice. The video can be accessed through the following link: <https://youtu.be/38xYeot-ciM?si=iGc3bq3pIPIWaR1f>.

To collect the data, the researcher conducted these following steps:

1. Watching the music video to understand the meaning of the considering slangs in the comment section.
2. Reading and observing English comments in the comment section.
3. Highlighting and listing words that may be qualified as slang.

For the analysis, the slang words were categorized based on Allan and Burridge's (2006) typology of slang: *fresh and creative, flippant, imitative, acronyms, and clipping*. Each slang term used contextual interpretation to determine its implied meaning and function. This step made it easier to understand how slang functions in online culture and fan communication.

## RESULTS AND DISCUSSION

### Results

This research analyzed the top 100 most-liked comments from the YouTube comment section of IVE's "ATTITUDE" music video. From these 100 comments, 15 slang words were found and further analyzed based on their types using Allan and Burridge's (2006) theory. The slang words were extracted from full comment sentences to ensure contextual clarity. To further understand the communicative purpose behind each slang word, the research also classified their function based on seven different functions of slang proposed by Allan and Burridge (2006). The findings are presented in the following tables.

**Table 1.Types of Slang Words**

No.	Comment	Slang Word	Type of Slang
1	@RiquelmeComQ.: <i>That's Definitely Gaeul's era she <b>devoured</b> that MV and concept so much!!</i>	Devoured	Fresh and Creative
2	@diveintomonza.: <i>THOSE HIGH NOTES??!! REI'S RAP <b>SLAY</b>??!! GAEUL IN THE BREAKDOWN?! INCREDIBLE SAMPLE?! WHAT CANT THEY DO?!!</i>	Slay	Fresh and Creative
3	@Mandahaya: <i>Finally Gaeul gets the attention she deserved this whole time and it's SO GOOD!!! And the ascending runs for Liz require such good technique, she will absolutely devour this live. Stellar comeback, this Ive is <b>celestial</b></i>	Celestial	Fresh and Creative
4	@ReigningSupreme.: <i>Wonyoung twirl, lucky vicky mindset, more Gaeul lines, Liz high notes, Rei's rap, Yujin and Leeseo <b>eating up</b> the prechorus and chorus. ICONIC.</i>	Eating up	Flippant
5	@gabrielagardeano2456: <i>gaeul's "dress up to impress but i'm impressing everyone" can't <b>get out of my head</b> im addicted</i>	Get out of my head	Flippant
6	@lybaon: <i>Gaeul is the starrrr this comeback omg!! Obviously everyone is shining but she <b>jumps out of the screen</b></i>	Jumps out of the screen	Flippant
7	@wested_kibo.: <i>MY BABY GAEUL AND REI GETTING MORE LINES, i know <b>y'all</b> gaeul stans r soo happy rn ~ I'm so obsessed with this song couldn't stop repeating ittt</i>	Y'all	Imitative
8	@guruprasath8788.: <i>IVE always comes up with song that boosts people's confidence. Recently I used to think "I'm not lucky and my fate is like that" but hearing this song today made me think differently. The line "when fate plays a trick, I <b>gotta</b> roll with it" hit me hardddd</i>	Gotta	Imitative
9	@SitiAisyahUmrah: <i>Ive Attitude be like "Love me, Hate me, but still you are not <b>gonna</b> be me" really well delivered to all haters out</i>	Gonna	Imitative
10	@monstiez.mp4: <i>wow, y'all need to chill <b>tf</b> out. when i praise wony's visuals, am i saying that she is completely talentless otherwise? no. so use your brains and see how im trying to compliment each member differently. god these toxic stans.</i>	Tf	Acronym

11	@pinksoft39: Every day im proud to be a DIVE. Their talent is unique, everything they do is priceless. They are part of the 4th gen leaders <i>fr</i> .	Fr	Acronym
12	@wested_kibo.: MY BABY GAEUL AND REI GETTING MORE LINES, i know y'all gaeul stans r soo happy <i>rn</i> ~ I'm so obsessed with this song couldn't stop repeating ittt	Rn	Acronym
13	@LunaSuJu: Liz's high notes!!! Gaeul's rap that actually suits her!!! Wonyoung's turn getting into the choreography!!!! <b>OMG</b> such a win for Dives!!!!	OMG	Acronym
14	@DELUUUUSIONAL: FINALLY I SEE GAEUL SHINING. MY GIRL DESERVES MORE, SHE IS SO HARDWORKING <3 EVERY MEMBER IS SHINING, A PERFECT MV	MV	Acronym
15	@AndersLorneWilson: Liz looked heavenly in this <i>vid</i> like her visuals are insane.	Vid	Clipping

**Table 2. Functions of Slang Words**

No.	Slang Word	Function of Slang	Contextual Meaning
1	Devoured	To express impression	Describes someone performed very well
2	Slay	To express impression	Describes someone did something excellently
3	Celestial	To express impression	Describes something or someone as heavenly gorgeous
4	Eating up	To express impression	Describes someone did something effortful
5	Can't get out of my head	To express impression	Refers to something is catchy and memorable
6	Jumps out of the screen	To express impression	Describes something or someone's appearance is captivating
7	Y'all	To address	Informal plural form of "you all", addressing to other fans
8	Gotta	To initiate relaxed conversation	Short for "got to", an informal way of saying "have to"
9	Gonna	To initiate relaxed conversation	Short for "going to", an informal way of saying "will"
10	Tf	To reveal anger	Shows a frustration of something or someone
11	Fr	To initiate relaxed conversation	Acronym for "for real", an informal way of agreeing or ensuring something
12	Rn	To initiate relaxed conversation	Acronym for "right now"
13	OMG	To express impression	Acronym for "oh my god", to express strong emotion of surprise
14	MV	To initiate relaxed conversation	Acronym of "music video"

15	Vid	To initiate relaxed conversation	Shortened form of "video"
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## Discussion

The findings of this study reveal significant patterns in the use of slang words within the YouTube comment section of IVE's "ATTITUDE" music video. From the analysis of the top 100 most-liked comments, 15 slang words were identified and classified based on Allan and Burridge's (2006) theory. These findings provide new insights into how language variation, particularly slang, functions as a tool of expression, identity-making, and emotional solidarity among K-pop fans in digital spaces.

The data show that **Acronym** is the most frequently occurring slang types in the comment section. Acronyms such as *OMG*, *fr*, *rn*, and *tf* appear prominently, demonstrating the influence of online language conventions in shaping fan communication. According to Xursanovna (2025) that acronyms have become increasingly widespread in youth and internet culture due to their brevity and expressive power. These identified slang words in the digital spaces caused a shift semantically from its lexical meaning. Understanding these shifts can occurred because of the frequent use within specific social community like this digital fan community (Lutfiah et al., 2024). It also occur when words are borrowed from standard English but are repurposed in digital contexts to convey meanings that are more metaphorical. Below are examples of how some of these slang words experience a semantic shift.

The word *devoured* lexically means "to consume greedily or ravenously," but in the context of fan comments like "*she devoured that MV and concept so much*", it is used to describe how a performer dominates or impresses the audience intensely—transforming the physical act of eating into a metaphor for artistic power.

Similarly, *slay* originally means "to kill," yet in digital discourse, it is now used to express admiration, such as in "*REI'S RAP SLAY*". In this case, it means Rei performed a rap excellently and stood out. The meaning has shifted from a violent or negative meaning to a compliment about excellence and confidence.

The phrase *get out of my head* is ordinarily used to describe a thought that someone can't stop thinking about. In this context, it is used to express how addictive or memorable a certain lyric like in the comment *gaeul's "dress up to impress but i'm impressing everyone" can't get out of my head*". It shows that the lyric and the performance had a strong emotional effect on the viewer.

An imitative slang like *y'all* is a casual contraction of "you all", which is usually associated with Southern American English. However, in the comment "*i know y'all gaeul stans r soo happy rn*", it has been adopted to address fellow fans in a friendly way in order to build a sense of closeness.

Acronyms like *fr* (for real), *rn* (right now), and *tf* (the f\*\*\*) also carry shifted connotations in these online conversations. While originally functional phrases, their use in comments such as "*They're 4th gen leaders fr*" serves to increases agreement or validation. Acronym *tf* in the comment "*wow, y'all need to chill tf out*" shows an expression of swear or anger, but now used more casually to increase opinion. While, the acronym *rn* still means "currently," but in the comment "*i know y'all gaeul stans r soo happy rn*", it adds emotional urgency. These examples show how fans creatively repurpose common words into affective and stylistic markers of identity and belonging.

In terms of **function**, the dominant slang words in this study serve **to express impression**. Words such as *slay*, *devoured*, *celestial*, *eating up*, and *get out of my head* are used to convey admiration, awe, and deep emotional responses toward the group members' performances and visuals. These expressions help



fans articulate their affective responses, often expanding the dramatic tone that is characteristic of fan language. Because fans do not merely comment on content, but they perform admiration through language creativity, exaggeration, and common phrases that signify shared emotional opinion.

These findings contribute to a deeper understanding of how slang, as a form of language variation, functions within the K-pop digital fandom. They strengthen the idea that online fan discourse is rich, nuanced, and shaped by shared emotional experiences and identity formation. The dominance of expressive slang and the creativity seen in phrasings like *devoured* or *eating up* reflect an evolving fan language that blends affection, exaggeration, and artistry. These observations support previous study in Xursanovna (2025), stated that slang evolves rapidly in youth and internet culture. However, this study adds to that by showing how **semantic shifts in slang** are driven by collective emotional experiences in fandoms.

By classifying both the types and functions of slang, this study provides a structured lens through which future researchers can examine fan communication across other K-pop groups or platforms. Moreover, it strengthens the view that slang is not merely casual speech but a **socio-linguistic tool** with real-world implications for cultural connection and expression in the digital age.

## CONCLUSION

This study has demonstrated that slang words in online K-pop fandom discourse particularly within the YouTube comment section of IVE's "ATTITUDE" music video serve not only an informality and emotional opinion but also an evidence of semantic shift in digital space. By classifying fifteen slang words into five types based on Allan and Burridge's (2006) framework and analyzing their communicative functions, the study reveals that Acronym form is the most dominant types, while expressing impression emerges as the most common function. These findings emphasize the performative and expressive nature of fan language in digital spaces, where users actively engage in affective and creative communication to show admiration and build solidarity. Beyond classification, this research also reveals that many slang words, such as *devoured*, *slay*, or *fr*, experience semantic shifts, transforming from their lexical meanings into metaphorical and emotionally expressions shaped by the fandom context.

In addition to providing an organized linguistic explanation, this study shows how the seemingly informal usage of slang reflects deeper interactions in online fan culture, making it difficult to separate between audience and participant as well as between language and emotion. It advances understanding of how internet users, especially those in young, global fandoms, imaginatively reinterpret language to reinforce a sense of community and excitement in public environments.

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