LANGUAGE IDENTITY OF MARK MEMBER OF KPOP GROUP NCT IN NCT YOUTUBE CHANNEL : SOCIOLINGUISTIC STUDY

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ABSTRACT

Sociolinguistics is the study of the relationship between language and society. Every people has a different language identity when they interact with each other. By many variations that they have, it is possible for them to have different language identities due to several things. This happens to one of the well-known phenomenon, Youtube NCT which has a group member named Mark Lee. Therefore, this research focuses on the language identity that appears on Mark Lee on NCT YouTube channel. The purpose of this research is to find out types and contexts of language identity that appear in Mark Lee and NCT group members' videos on NCT YouTube channel. This research uses a qualitative descriptive method and the human researcher is the main instrument in this research. In collecting data, this research focuses on analyzing the type of language identity and the context of language identity defined by Holmes' theory in the book entitled "An Introduction to Sociolinguistics".

Key words: *sociolinguistic, language identity, mark lee NCT, YouTube.*

INTRODUCTION

Identity is defined as a characteristic or identity inherent in a person that distinguishes him from others and language is a fundamental aspect that is closely related to language identity. According to Block (2007), language identity can be understood as the assumed and attributed relationship between one's sense of self and the means of communication that may be known as language, dialect, or sociolect. Janet Holmes (1992) said that language identity is related to how language can reflect a person's identity.

Language identity is shaped by various sociolinguistic factors, including linguistic proficiency, social affiliation, cultural background, and historical experience. In sociolinguistics, language identity refers to the way individuals or groups perceive and express their relationship with a language or several languages in a social context. According to Holmes (1991: 1), sociolinguistics is the study of the relationship between society and language. Language identity is a phenomenon that refers to the relationship between language and social identity. Language can play an important role in shaping one's identity. The phenomenon of language identity also exists on social media which is widely used by everyone in today's modern era, one of the platforms used is YouTube. YouTube can be found many videos with various genres and themes, one of which is a video on the NCT YouTube channel. On the NCT YouTube channel, there are many phenomena of language identity.

This paper discussed the Language Identity of Mark Lee who is a member of the K-pop group NCT. NCT stands for "Neo Culture Technology" which means

Neo Culture Technology is a boy band under the SM Entertainment agency. NCT is a South Korean boy group that has 26 members. They also use YouTube as one of the social media to promote albums and share their group activities. In one of the video content on the NCT YouTube channel, Mark as an NCT member also participated in one of the NCT YouTube channel video content. In the NCT YouTube channel, this research focuses on Mark Language Identity.

The theory according to Janet Holmes (2013), in her book entitled "An Introduction to Sociolinguistics". Her work focuses on the social aspects of language use and how they shape identity. The types of language identity highlighted in Holmes' study include:

a. **Social Identity**: This type relates to how language is used to align with particular social groups, such as peers, gender groups, and social classes. Language choices reflect social affiliations and group memberships.

b. **Ethnic and Cultural Identity**: Language is a critical marker of ethnic identity. It involves the use of heritage languages, dialects, and specific linguistic practices that signify one's ethnic background and cultural heritage.

c. **Gender Identity**: Language is also used to express gender identity. There are differences in the way men and women speak, in which can reflect gender roles and expectations in society.

d. **National Identity**: National identity is closely tied to language, especially in terms of national languages and official languages. It includes the

promotion and use of a standard language that represents the nation and fosters a sense of national belonging.

e. **Bilingual and Multilingual Identity**: For individuals who speak multiple languages, their language identity can encompass the fluid and dynamic use of these languages. It involves code-switching, language mixing, and the ability to navigate different linguistic and cultural contexts.

Language Identity Contexts

As stated by Holmes (2013), that there is a range of varieties from which people select based on the context on their communicating. It can be said that the context behind communication influences the language variation of the speaker. The context of language identity stated by Holmes is generally indicate people's awareness of the influence of the participants (who is speaking and who are they speaking to), the setting of the interaction (where are they speaking?), the topic (what is being talked about?), and the function (why are they speaking?).

Holmes (2013), emphasizes the importance of context in shaping language identity. Based on her research and analysis, the context that causes language identity is:

1. **Geographical Context**: The region or country where a person grows up significantly impacts their language identity. Local dialects, regional languages, and the dominant language of the area shape linguistic practices and preferences.

2. **Cultural and Ethnic Context**: Cultural traditions, values, and norms influence language use. The language(s) spoken within one's cultural

community contribute to cultural identity and the preservation of cultural heritage.

3. **Social Context**: Social interactions and relationships play a crucial role in shaping language identity. Peer groups, family, and social networks influence language choice, style, and code-switching practices.

4. **Historical Context**: Historical events and shifts, such as colonization, migration, and cultural exchanges, play crucial roles in shaping language identity. For example, the influence of British colonization on the widespread use of English in many parts of the world.

5. **Psychological Context**: Individual psychological factors, such as personal experiences, cognitive abilities, and preferences, influence language identity. Personal identity development and self-concept are closely linked to language use and proficiency.

METHOD

Research can be defined process of steps used to collect and analyze information to improve our understanding of a topic or problem (Creswell, 2012: 3).The research used descriptive qualitative research. The data of this research were Mark's language identity type and the context behind Mark's language identity. The source of this research data is obtained from the NCT YouTube channel entitled One Good Lemonade For One Good Talk, JOHNNY MARK'S Lemonade Stand in NCT YouTube channel.

The data collection procedures as follows the researcher determined qualitative indicators that are relevant to the research objective, selects videos, record detailed, makes a note of the findings regarding the language identity type by using the theory of Holmes. The data analysis, first the types of language identity of Mark, the researcher would elaborated on Mark Lee's language identity based on his way of communicating, social interaction with other members and behavior based on YouTube video in One good Lemonade For One Good Talk, JOHNNY MARK'S Lemonade Stand.The context that causes Mark Lee's language identity concluded the language identity and factors behind the language identity of Mark.
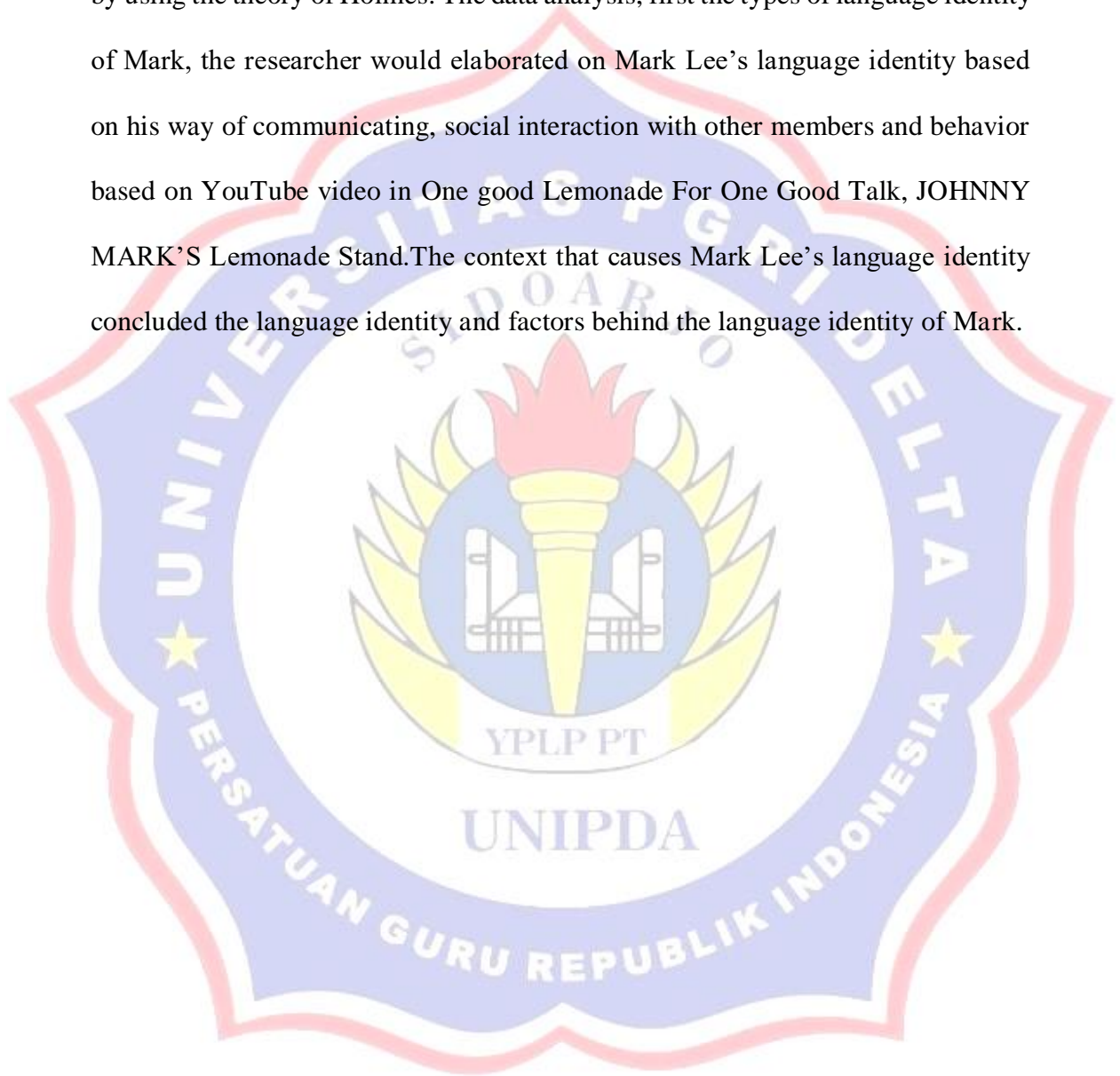
RESULT AND DISCUSSION

Language Identity Type

Social Identity

Social identity was indicated through the manner of speaking that reflects social class (standard or non-standard language), the use of language that shows specific social groups (particularly in Mark cases is age groups), and the variation of formal or informal language used.

1. Minute of 4:22

   Mark: "Hey, what's up guys!"

   Mark spoke using contemporary slang, reflecting his membership in the yout group.

2. Minute of 4:29

   Mark:" He needs something to drink"

   Mark was found to use standard English through his grammatically correct speech patterns, using present tense when talking about current events and past tense when discussing events that had occured.

3. Minute of 20:06

   Mark : "Oh okay~"

   Mark was found to speak using informal language by expressing agreement in a more relaxed and casual manner.

Ethnic/Cultural Identity

The utterances indicated as forms of ethnic identity according to linguistic identity indicators include the use of primary language, pronunciation, and the use of words specific to certain ethnicities. Mark is a member of NCT who is of Canadian ethnicity, so the classified utterances are characteristic of Canadian English

1. Minute 3:55

   Mark : "Yo! we need to get coin!"

   Mark used typical Canadian expressions such as 'yo yo' and 'ayy'.

2. Minute 4:27

   Mark : "Yo yo yo! He's dehydrated"

   Markspoke with the characteristic pronunciation of a Canadian. Based on lived in canada and means that language identity of Mark is Canadian. In Canadian accent, the pronunciation of 't' are emphasized most likely 'd', like American accent.

3. Minute 5:58

   Mark: "How does it taste though"
   Jungwoo: "(It's really good—in Korean)"
   Mark: "Heheheyy! You hear that?!"

   Mark was found to speak in English while his interlocutors spoke in Korean. This shows the primary Canadian English language Mark is comfortable using when communicating, particularly in the video "One Good Lemonade for One Good Talk".

Gender Identity

The utterances reflecting gender identity that had been formulated by the indicators included the use of words frequently used by a specific gender, in Mark's case, male, as well as voice (pronunciation and word stress).

1. Minutes 4:54

   Mark: "Yo, dude. It's really nice to meet you."

2. Minutes 16:49

   Mark: "But anyways, that was totally worth it man!"

Mark was found to use words frequently used by men, such as 'man' and 'dude'. These words are slang forms of 'friend' specifically used for men.

National Identity

National and ethnic identities were known to have similarities as both involve discussing a particular regional language. In national identity, the analyzed utterances included the use of Canada's national language and regional Canadian (North American) accent.

1. Minute 4:27

   Mark : "Yo yo yo! He's dehydrated"

Mark used the characteristic of North American pronunciation. This is evident in his pronunciation of words like 'dehydrated' and 'pretty', where Mark pronunces the letter 't' similar to how it is pronunced by American English speakers, sounding more like a 'd'.

2. Minute 5:58

Mark: "How does it taste though?"
Jungwoo: "(It's really good—in Korean)"
Mark: "Heheheyy! You hear that?!"

Mark's Canadian national identity, derived from the video, includes his preference for using English.

Multilingual/Bilingual Identity

Mark had a background of living in Canada and Korea recently. Therefore, Mark also had a bilingual background. In identifying bilingual identity, the researcher used indicators that analyzed the use of code-switching (switching between two language structures in one sentence or topic) and code-mixing (mixing two languages in different sentences).

1. Minute 18:35

   Mark: "Trust us! (We made it ourselves for real—in Korean)"

2. Minute 23:08

   Mark: *"(Our members have a lot of good memories in Miami, like Jungwoo also mentioned it—in Korean). Did you guys like our drink?"*

Mark perfomed code-switching by speaking in English and then in Korean. In the second data set, Mark engaged in code-mixing by sepaking in Korean then in English in different sentences.

Language Identity Context

Geographical Context

The geographical context can be indicated through the use of two languages by someone with a history of geographical mobility and the regional dialect of their origin.

1. Minute 4:22

    Mark : "Hey, what's up guys!"

    , Mark spoke with a characteristic North American dialect, particularly Canadian. This dialect includes slang style, as seen in data number 1, and distinctive phonological features, notably the soft 'd' pronunciation of the letter 't' in the word 'pretty'.

2. Minute 18:35

    Mark: "Trust us. (We made it ourselves for real—in Korean)"

Mark was found to speak using two languages, English and Korean.

Ethnic/Cultural Context

The ethnic context is identified through the speaking style of a particular ethnicity. As formulated in the indicators, this can include the selection of ethnic language, ethnic phonological features, and ethnic specific words. In Mark's case, the ethnicity here specifically refers to Canadian ethnicity.

1. Minute 20:24

    Mark: "We've already added a lot."
    Taeyong: "(Really? Already added?—in Korean)"
    Mark: "Yeah."

Mark was found to speak in English while his interlocutors spoke in Korean. This shows the primary Canadian English language Mark is comfortable using when communicating.

Social Context

Social context is identified through the speaking style that reflects social conditions. As formulated in the indicators, this can include the choice between standard or non-standard language and formal or informal language styles.

1. Minute 10:36

    Mark: "We are in the middle of business right now!"

2. Minute 20:06

    Mark : "Oh okay~"

    Mark used standard language structures through grammatical rules in English. In data number 2, Mark uses informal forms. Both ways Mark communicates indicate the social contexts behind them.

Historical context

Based on the formulated indicators, historical context can be identified through the use of languages learned from early childhood and language adoption following migration history.

1. Minute 22:33

    Taeyong:" (So I had a haircut on the terrace, I really liked it—in Korean)"
    Mark: "Oh, like with the wind blowing~"

Mark comfortably speaks English even though his interlocutors speak Korean. This indicates his primary language, which he likely learned and grew up with in Canada.

2. Minute 19:46

    Mark: "(It seems right—in Korean)"

    Mark understands and also speaks Korean due to his migration history to Korea.

Psychological Context

Based on the formulated indicators, psychological context can be identified through language proficiency and comfort in using language styles.

1. Minute 23:08

    Mark:" (Our members have a lot of good memories in Miami, like Jungwoo also mentioned it—in Korean). Did you guys like our drink?"

    Mark is capable of speaking two languages, Korean and English

2. Minute 12:00

    Mark: "When were you guys born?"

    it shows the linguistic styles used by Mark. This includes slang reflecting his psychological disposition as a young person and the grammatical structure of English.

The following table will display the frequency of language identity types and language identity context used to show a comparison of the most frequently used language identi ty types and language identity context.

Table of language identity type

Based on the findings, the researcher found the total types of language identity that are often used in the following table :

No	Type of language identity	Total
1	Social identity	9
2	Ethnic / Cultural identity	7
3	Gender identity	2
4	National identity	6
5	Multilingual / Bilingual identity	2

Table of language identity context

Based on the findings, the researcher found the total types of language identity context that are often used in the following table :

No	Language identity context	Total
1	Geoghrapical context	4

2	Ethnic / Cultural context	7
3	Social context	5
4	Historical context	7
5	Psychological context	5

CONCLUSION

This research revealed that Mark's language identity in the video One Good Lemonade for One Good Talk is highly complex and influenced by various contexts. Mark demonstrates several types of linguistic identities, including social, ethnic, gender, national, and bilingual identites. His social identity is clearly evident when he uses informal language and slang while interacting with NCT members, indicating his closeness to them. This also incluudes his use of standard English, reflecting his social class. His ethnic and national identites are reflected in his use of English throughout the video, emphasiszing his identity as a bilingual individual and part of the global community. Mark's choice of words revealed his gender identity. Additionally, Mark's ability to switch seamlessly between Korean and English underscores his bilingual identity, which is highly relevant in the global K-Pop entertainment industry.

The findings supported Janet Holmes' language identity theory in "Introduction to Sociolinguistics," which emphasizes that a person's language identity is influenced by various contextual factors, including social, ethnic, and

geographic elements. In the context of the global K-pop entertainment industry, the ability to communicate in multiple languages is an important asset. The research demonstrated that the language identity of celebrities like Mark is shaped not only by individual backgrounds but also by the global contexts they navigate. The implications of these findings are broad, providing insights into how K-pop idols. use language as a tool to build relationships with international audiences and express their complex identities.

However, the study had limitations, such as data being derived from a single video, which may not fully capture Mark's complete language identity. The contextual interpretations made could also have subjective biases. Therefore, for future research, it is recommended to utilize more data from various videos and situations, and to conduct direct interviews with Mark to gain deeper insights into his language identity. Research could also be expanded by examining the language identities of other K-pop idols to identify common patterns or significant variations.

Overall, this study makes a significant contribution to understanding language identity in the context of multicultural and multilingual celebrities, laying a strong foundation for further research in this field. Mark NCT's language identity demonstrates that language is a crucial tool for expressing complex and diverse identities, reflecting how individuals in the global entertainment industry use language to navigate various social, ethnic, and geographic contexts and build connections with wide-ranging audiences.

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