

CHAPTER I

INTRODUCTION

This chapter consists of the background of the study, the statement of the problem, the objective of the study, the significance of the study, the scope and limitation, and the definition of the term.

1.1. Background of the Study

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. He argues that language identity is about the interaction of three main factors namely language expertise, language affiliation, and language heritage. Language identity is also closely related to the social context which includes age, gender, racial identity, and others (Rassokha, 2010). Language identity is used in everyday communication because identity is essentially an abstract and multifaceted concept that plays an important role in all communication interactions (Samovar, 2007). Language identity is the feeling of being connected or disconnected with one's language or a foreign language. It also serves as a bond between people who share the same language, as well as people from other countries who speak the same language. Language can play an important role in shaping one'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 as an object in sociolinguistics is seen and approached as a means for interaction and communication in society. Therefore, between language and society cannot be separated from the issue of language and social activities or aspects of language with activities or aspects of society.

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 unique concepts and expressions in a language can reflect the values and traditions of a particular community. Therefore, for those who speak multiple languages, the language they use can be an important part of their identity and can influence how they perceive the world and interact with others, we can find things related to language identity in the environment around us. Talburt and Stewart (1999) state that in identity there is an influence of race and Kinginger (2004) says in other research social class also influences identity. Language identity can be influenced by parents, peers, and regions at different ages, these factors can affect one's language use and can shape 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 New Culture Technology is a boy band under the SM Entertainment agency. NCT is a South Korean boy group that has 26 members who are not only from South Korea but from various countries namely South Korea, Japan, Canada, China, Taiwan, Macau, and America. The group is divided into sub-units namely NCT 127, NCT DREAM, WAY V, NCT DJJ, and NCT WISH. NCT is unique in that they are placed and focused in several different countries, NCT 127 is focused in Europe, NCT DREAM in Korea, WAY V in China, and NCT WISH will be focused in Japan. Their song genres are Hip-hop, R&B, EDM, teen pop, and K-pop. Each NCT unit has a different theme and concept. They also have their own fandom or fan name, NCTzen. 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.

1.2. Statement of the Problem

Based on the research background above, the problems in this study were:

1. What types of language identity does Mark NCT have?
2. What contexts cause Mark's language identity?

1.3. The Objective of the Study

Related to the statement of the problem above, the objectives of this research were :

1. To describe types of language identity Mark NCT has.
2. To explain contexts that cause Mark's language identity.

1.4. Significance of the Study

For lecturers, researchers hope that this research can increase knowledge about language identity and that lecturers can use YouTube as an attractive learning media for the millennial generation.

For students, the researcher hoped that with this study students will gain a deeper understanding of language identity in the surrounding environment and use YouTube as one of the learning media to improve their English skills.

For another researcher, the researcher hoped that this research provided motivation and innovation for further research to find existing language identity and this research can be a reference for research on language identity.

1.5. Scope and Limitation

The researcher formulated the scope and limitations to clarify the focus of the research to be discussed:

1. The scope of this research is the types of Language Identity used by Mark NCT.

2. The limitations of this research are Mark's NCT language identity in the NCT YouTube channel, the way Mark communicates with NCT members, and the contexts behind Mark's language identity.

1.6. Definition of Term

Language Identity

Language identity referred to the relationship between an individual's sense of self and their use of language.

Language Identity Contexts

The context of language identity referred to the situations and conditions in which language plays a role in shaping individual or group identity.

Sociolinguistic Study

A sociolinguistic study was research investigation that explores how language and society interact.

