

CHAPTER IV

FINDING AND DISCUSSION

This section contains the description of data from the research results by the research problem formulated in Chapter I, namely **1) what type of language identity does Mark have? and 2) what context causes Mark's language identity?** The researcher elaborates on the data using two parts. The first part is the research findings containing the language identity findings of Mark in the YouTube video "One Good Lemonade for One Good Talk Johnny Mark's Lemonade Stand". The second part is the discussion, which will interpret the research results based on Holmes' language identity theory.

4.1. Finding

The results obtained from this research used observation techniques on the videos selected for research as a form of direct data search carried out by researchers. The observations made by the researcher is using the table indicators which focus on analyzing type and context of Mark's language identity. The research findings consist of two parts, namely language identity type and language identity context using descriptive forms that have been carefully classified using indicators of each research question.

4.1.1 Language Identity Type

The data on the types of language identity of Mark were utterances that had been analyzed using indicators of language identity types. The researcher also presented findings related to each type of language identity one by one as follows:

Social Identity

The utterances had been analyzed based on indicators of language identity types. 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!"
2. Minute of 4:29
Mark: " He needs something to drink"
3. Minute of 4:54
Mark : "Yo, dude. It's really nice to meet you."
4. Minute of 5:18
Mark: "We've been to Osaka together!"
5. Minute of 8:01
Mark: "Yo! We had lemonade at Miami Beach, too!"
6. Minute of 10:36
Mark: "We are in the middle of business right now!"
7. Minute of 16:49
Mark: "But anyways, that was totally wort it man!"
8. Minute of 18:29
Mark: "I want you guys to taste it first!"

9. Minute of 20:06

Mark : “Oh okay~”

First, 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 occurred. This was shown in data numbers 2, 4, 5, and 6. Second, in data numbers 1, 3, 7, and 8, Mark spoke using contemporary slang, reflecting his membership in the yout group. Third, in data number 9, 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. Mark’s ethnic identity through his way of communicating can be seen in the data below:

1. Minute 3:55

Mark : “Yo! we need to get coin!”

2. Minute 4:27

Mark : “Yo yo yo! He’s dehydrated”

3. Minute 5:58

Mark: “How does it taste though”

Jungwoo: “(It’s really good—in Korean)”

Mark: "Heheheyy! You hear that?!"

4. Minute 8:34

Jungwoo: "(I used to like sauced chicken more, now I like to dip fried chicken in the sauce—in Korean)"

Mark: "Wooo.. That could be the right answer!"

5. Minute 11:10

Mark : "Ayy, lemonade mates!"

6. Minute 20:24

Mark: "We've already added a lot."

Taeyong: "(Really? Already added?—in Korean)"

Mark: "Yeah."

7. 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~"

Firstly in data number 3, 4, 6, and 7, 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". Secondly, through data number 2, Mark spoke 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. Thirdly, in data number 1, 2, and 5, Mark used typical Canadian expressions such as 'yo yo' and 'ayy'.

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). The data found in the video "One Good Lemonade for One Good Talk" are presented below:

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!"

From the two data sets above, 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. The resulting data are presented below:

1. Minute 4:27

Mark : "Yoyoyo! He's dehydrated"

2. Minute 5:58

Mark: "How does it taste though?"

Jungwoo: "(It's really good—in Korean)"

Mark: "Hehehey! You hear that?!"

3. Minute 8:34

Jungwoo: “(I used to like sauced chicken more, now I like to dip fried chicken in the sauce—in Korean)”

Mark: “Wooo.. That could be the right answer!”

4. Minute 13:55

“Mark: I think Slytherin would be pretty cool.”

5. Minute 20:24

Mark: “We’ve already added a lot.”

Taeyong: “(Really? Already added?—in Korean)”

Mark: “Yeah.”

6. 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’s Canadian national identity, derived from the video, includes his preference for using English as seen in data numbers 2, 3, 5, and 6. Furthermore, in data numbers 1 and 4, Mark used the characteristic of North American pronunciation. This is evident in his pronunciation of words like ‘dehydrated’ and ‘pretty’, where Mark pronounces the letter ‘t’ similar to how it is pronounced by American English speakers, sounding more like a ‘d’.

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).

The data related to bilingual identity are described below:

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?”

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

4.1.2 Language Identity Context

The data from the context that shaped Mark’s language identity in video One Good Lemonade for One Good Talk consisted of utterances that had been analyzed using contextual indicators of language identity. These indicators were devised to analyze utterances, through which the researcher could then identify the contexts that influenced Mark’s speaking style/language identity. The researcher presented findings related to each language identity one by one from each context as follows:

Geographical Context

Based on the formulated indicators, 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. The findings of Mark's utterances, which can be concluded to have been influenced by the geographical context in the video One Good Lemonade for One Good Talk are as follows:

1. Minute 4:22

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

2. Minute 13:55

Mark: "I think Slytherin would be pretty cool."

3. Minute 18:35

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

4. 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"

In data numbers 3 and 4, Mark was found to speak using two languages, English and Korean. In data numbers 1 and 2, 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'.

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. The findings in terms of the ethnic context that shape Mark's language identity are as follows:

1. Minute 3:55

Mark : “Yo! we need to get coin!”

2. Minute 4:27

Mark : “Yo yo yo! He’s dehydrated”

3. Minute 5:58

Mark: “How does it taste though?”

Jungwoo: “(It’s really good—in Korean)”

Mark: “Hehehey! You hear that?!”

4. Minute 8:34

Jungwoo: “(I used to like sauced chicken more, now I like to dip fried chicken in the sauce—in Korean)”

Mark: “Wooo.. That could be the right answer!”

5. Minute 11:10

Mark : “Ayy, lemonade mates!”

6. Minute 20:24

Mark: “We’ve already added a lot.”

Taeyong: “(Really? Already added?—in Korean)”

Mark: “Yeah.”

7. 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~"

Firstly in data number 3, 4, 6, and 7, 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. Secondly, through data number 2, Mark spoke with the characteristic pronunciation of a Canadian. In Canadian accent, the pronunciation of 't' are emphasized like 'd', like American accent. Thirdly, in data number 1, 2, and 5, Mark used typical Canadian expressions such as 'yo yo' and 'ayy'.

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. The findings regarding the social context that shape Mark's linguistic identity are as follows:

1. Minute 4:29

Mark: "He needs something to drink"

2. Minute 5:18

Mark: "We've been to Osaka together"!

3. Minute 8:01

Mark: "Yo! We had lemonade at Miami Beach, too!"

4. Minute 10:36

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

5. Minute 20:06

Mark : “Oh okay~”

From the findings above, it is known that Mark used standard language structures through grammatical rules in English. In data number 5, 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. The findings from Mark's historical context behind his language identity are as follows:

1. Minute 5:58

Mark: ” How does it taste though?”

Jungwoo: “(It’s really good—in Korean)”

Mark: “Hehehey! You hear that?!”

2. Minute 8:34

Jungwoo: “(I used to like sauced chicken more, now I like to dip fried chicken in the sauce—in Korean)”

Mark: “Wooo.. That could be the right answer!”

3. Minute 19:23

Taeyong: “What is practical?”

Mark: “(Practical—in Korean)”

4. Minute 19:28

Mark: “(It kind of suits you—in Korean)”

5. Minute 19:46

Mark: “(It seems right—in Korean)”

6. Minute 20:24

Mark: "We've already added a lot."

Taeyong: " (Really? Already added?—in Korean)"

Mark: "Yeah."

7. 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~"

From data numbers 1, 2, 6, and 7, it can be observed that 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. Additionally, in data 3, 4, and 5, and overall, 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. The findings from Mark's psychological context are as follows:

1. Minute 4:22

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

2. Minute 4:29

Mark: "He needs something to drink."

3. Minute 12:00

Mark: "When were you guys born?"

4. Minute 18:35

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

5. 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?”

From data numbers 4 and 5, it is evident that Mark is capable of speaking two languages, Korean and English. In data numbers 1, 2, and 3, 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 identity 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 :

Table 3. i. Total Language Identity Types

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
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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 :

Table 3. ii. Total Language Identity Context

No	Language identity context	Total
1	Geographical context	4
2	Ethnic / Cultural context	7
3	Social context	5
4	Historical context	7
5	Psychological context	5

4.2. Discussion

This research revealed that Mark NCT's language identity in the video One Good Lemonade for One Good Talk encompasses several types of identities: social identity, ethnic/cultural identity, gender identity, national identity, and bilingual identity. Each type of language identity appears because of different contexts, reflecting the complexity of Mark's language identity. The context behind Mark language identity such as geographical context, ethnic/cultural context, social context, historical context, and psychological context.

In the video, several prominent events demonstrated how Mark expresses his social identity. When talking with his friends in NCT, Mark often uses

informal language and slang, highlighting his closeness and youth generation in social context as an NCT members. For example, when they talk about their updates, Mark uses slang phrases like ‘what’s up guys’, which shows his close relationship with the other members. Mark’s social identity is also reflected in his communication using standard English. This indicates Mark’s social class as someone educated in the environment where he grew up.

His ethnic identity is reflected in his alternating use of Korean and English. As an individual with a Canadian-Korean background, Mark frequently switches between these two languages, showcasing his mixed and multifaceted ethnic identity. However, as someone who grew up in Canada, where English is the national language, Mark is more comfortable speaking in English. His Canadian accent is also very prominent, such as his pronunciation of the letter ‘t’ sounding like a ‘d’ (Shane Dubbelman, 2023).

In several situations, Mark’s gender identity is also reflected through his choice of words and intonation. This can be observed in how he speaks in different situations, showing how he expresses his gender identity through language. For instance, he uses slang often used by males, such as ‘man’ and ‘dude’. Additionally, Mark’s national identity as a Canadian frequently emerges throughout the video “One Good Lemonade for One Good Talk”. This shows how Mark uses language to assert his national identity.

Mark’s ability to switch and mix between Korean and English seamlessly demonstrates his bilingual identity. This is especially important in the context of the global K-Pop industry, where the ability to communicate in multiple

languages is a valuable asset. This bilingual identity allows Mark to connect with a broader audience and showcases the linguistic flexibility characteristic of many K-Pop idols. It highlights his identity as a multicultural individual who can navigate various linguistic contexts smoothly.

These findings were consistent with the language identity theory outlined by Janet Holmes in “Introduction to Sociolinguistic”. Holmes emphasizes that a person’s language identity is influenced by various contextual factors, including social, ethnic, geographical, historical, and psychological elements. This research supports Holmes’ view by showing how Mark’s language identity is shaped by these contexts. For instance, Holmes’ theories on bilingualism and code-switching are highly relevant in understanding how and why Mark switches between Korean and English. Mark’s code-switching not only functions as a communication tool but also as a way to express his multicultural and multilingual identity.

