

CHAPTER V

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 identities. 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 includes his use of standard English, reflecting his social class. His ethnic and national identities are reflected in his use of English throughout the video, emphasizing 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.

