

BRO-SPEAK SLANG IN MIKE LACHER'S *ON THE BRO'D*

Yusita Astriana

*Program Studi Sastra Inggris – Fakultas Sastra
Universitas Katolik Widya Mandala Madiun*

ABSTRACT

This study discusses bro-speak slang found in Mike Lacher's *On the Bro'd*. Bro-speak slang is slang which is usually used by American youngsters whose hobbies are chugging, partying, hanging out and getting drunk. They name their group bros. The members of the group are from middle to high social level families. They have the same belief that the most important thing in life is to enjoy themselves. Therefore, some of their parents do not support them financially. It focuses on the kinds of slang and the purposes of using slang in the novel.

This research is descriptive in nature. It was conducted through the following steps: collecting, classifying, and analyzing the data. The data were obtained from a seminal novel by Mike Lacher entitled *On the Bro'd*. The population of this research was all of the sentences containing slang within them. To get the sample, this research applied total sampling. Therefore, all the data were analyzed one by one.

To describe the kinds of slang referential equivalent method is used and to determine the purposes of using slang pragmatic equivalent method is used.

Based on their kinds, slangs included sexual slangs, criminal slangs, slangs related to alcohol, drug slang, and slang related to money. In this case, sexual slangs were the highest frequency in use, while criminal slangs were the lowest.

Moreover, based on the purposes of their use, slangs were used to express intimacy, express humor, show group identity, grade or score, show pleasure, degrade or put down, and keep secret. Most of the slangs were used to express humor, while just a few were to keep secret.

Key Words : *sociolinguistics, slang, bro-speak slang, kinds of slang, purposes of using slang*

A. Introduction

Sociolinguistics is the study of language in relation to society. One of varieties of language is slang. Hartman and Stork defined slang as a variety of speech characterized by newly coined and rapidly changing vocabulary, communication and thus sending to prevent understanding by the rest of the speech community (1972:210). It means that slang terms may not be the same from time to time in a certain group and it happens in order to exclude the outsiders from the conversation.

This research discusses bro-speak slang. Bro-speak slang is used by bros to show their group identity. The members of the group are American youngsters both living in city and suburb. They are mostly from middle to high social level families. Moreover, they have the same belief that the most important thing in life is to enjoy themselves. They like chugging, partying, hanging out, having sex, and getting drunk. Therefore, some of their parents do not support them financially.

This research focuses on the analysis of slangs in Mike Lacher's *On the Bro'd*. It is important to conduct this research because it can be used to get information about slang especially to describe the kinds of slang in Mike Lacher's *On the Bro'd* and the purposes of their use.

B. Research Method

This research is descriptive in nature. The data are obtained from a seminal novel by Mike Lacher entitled *On the Bro'd*. To describe the kinds of slang, referential equivalent method is used. According to Djajasudarma, referential equivalent method is a method to

analyze the data based on the extra linguistic factors (1993:58). It deals with the kind of the references. While to determine the purposes of using slang, pragmatic equivalent method is used. In line with the statement above, Djajasudarma (1993:60) stated that pragmatic equivalent method refers to the institutional setting in which a piece of language occurs and embraces not only the subject-matter in hand but also the whole activity of the speaker of participant in setting.

C. Discussion

This research discusses the kinds of slang and the purposes of using slang in Mike Lacher's *On the Bro'd*.

1.1 The Kinds of Slang Used in Mike Lacher's *On the Bro'd*

The kinds of slang are classified based on some categories such as: sexual slang, criminal slang, slang related to alcohol, drug slang, and slang related to money.

1.1.1 Sexual Slang

Measor et al (2000:9) classifies sexual slang into sexual organ, gender identity, and sexual activity. The examples are given in the following datum:

(89 / SS/ 73) Bros don't get themselves all up in other bros' *slam pieces*.

In bro-speak slang, the term *slam piece* refers to a girlfriend who usually makes a date for having sex. A man who has a *slam piece* can easily ask her to have sex without either paying or marrying her. Therefore, the term *slam piece* is classified as the slang related to sex because this term refers to a gender identity. Another example of sexual slang is given below:

(62 / SS/ 44) Meanwhile Derek *lays pipe* to Maryann over at her hotel so I get on my party shirt and do some grooming.

The term *lay pipe* is commonly used to show that Derek and Maryann are having sexual intercourse. Therefore, the term *lay pipe* is classified as the slang related to sex because this term refers to a sexual activity.

1.1.2 Criminal Slang

Sullivan defined criminal slang as low, vulgar and unauthorized language which is used by the doer of criminal (1972:210). It means that slang can be used to exclude the outsiders from the conversation. Criminal slang is classified into criminal activity and criminal tool. For instance:

(88/ CS/ 72) Sometimes Ricky and I would go and try to shoot some shit like birds. Ricky sneaked up crazy cloze to one of the birds and blasted the *.32*. Motherfucker missed. His big-ass laugh made me fell fucking deaf.

The term *.32* refers criminal tool, that is, centerfire pistol cartridge which is semi rimmed. This term is used to show that Ricky and Sam possess a pistol and they always bring it with them wherever they go to do their criminal activity.

1.1.3 Slang Related to Alcohol

Slang related to alcohol is very inoffensive, and can also refer to drinking small amounts of alcohol rather than drinking to excess. They are classified into alcohol name, and drunkenness. For example:

(43/ AS/ 26) Mississippi Chad was a this lanky tan dude who surfed couches across the country, never making a real dough but just chilling, slamming *brews*, and keeping up a real solid natural tan.

Brews is derived from word brewskis, it refers to cold driveway beer. The term *brew* itself is usually used by Canadians but lately it is used by its consumers around America.

1.1.4 Drug Slang

Reid states that users and sellers of illegal substances often speak about them in roundabout ways, constantly developing new drug slang (2006: 107). In other words, the users and sellers use the slang referring to drug. It is clarified by the following:

(127/ DS/ 124) Derek was pretty fucking heavy to hold, too. He took his shirt off and just partied that way, even when we hit a fast *blunt* outside.

In American-English, the term *blunt* refers to a cigar hollowed out and filled with marijuana so that it can be smoked inconspicuously in public. Moreover, the drug addicted can consume marijuana without feeling afraid of being caught by police.

1.1.5 Slang Related to Money

Hotten stated that money has been remarked as the bare, plain, simple word itself has a sonorous, significant ring in its round, and might have sufficed, one would have imagined for all ordinary purpose (1859: 27). It means that the word money is simple and common to use in the daily life. The following datum contains slang which refers to money.

(140/ MS/ 115) In Athens we went to a sick Ohio University party and got shit real. One of the dudes who lived there—it was late as hell—heard us talk about how much we could drink and offered to give us fifty *bucks* if we could hit a kegstand longer than his buddy.

Buck is classified as one of money slangs. One *buck* refers to one dollar note. In the sentence above, Sam and friends will get fifty *bucks* if they win the game. It means that they get fifty dollar notes.

1.2 The Purposes of Using Slang in the Novel

The purposes of using slang, according to Eric Partridge (1898:6) are to express intimacy, to express humor, to show group identity, to grade or score, to show pleasure, to degrade or put down, and to keep secret. It is clarified by the following data:

(180/ SS/ 255) I pounded knucks with Derek. “What’s shaking bro?” Derek was like, “Looks like shit is pretty tight out here. What up, what up, what up,” he was like to all of us. “Aw shit, Tom Grover, Steve Sharpford, what the fuck is up!” He met Cathy. “Hey. What up. How’s it going? This is my buddy Ray Jeffries, a totally solid *dude* who came with me, yo! What up! Sup? Sup? You totally look like Milhouse,” he was like to Tony, who just looked sorta pissed and confused.

Dude in the datum (180) is used to show the intimacy between Derek and Ray. It can be created because they have a close relationship. Besides that, they have known each other and committed something as teamwork at the past time.

(71/ SS/ 58) So I took Tina Bellingfort back to my place. I got her to chill on my bed after some bullshitting out in the living room. She was an aight chick, like a *seven-point-five-out-of-ten*, but prude as hell.

The term *seven-point-five-out-of-ten* in the datum numbered (71) is used by Sam to show that Tina has a good performance. It can be seen through the number used to describe how attractive enough Tina is. Thus, *seven-point-five-out-of-ten* is classified as slang used to grade or score the performance of people.

(38/ SS/ 26) There was this other dude named Chad who looked like a total *redneck*. “Where are you from?” I was like. We were sitting next to each other, shotgunning; there was no way you could shotgun standing up cause the RV has shitty suspension. The dude turned to me, finished his brew, and was like, “Montana, bro.”

The term *redneck* refers to lower class white male from Southeastern States of America. It is related to gender sexuality identity. They are called as *redneck* because they spend their time by working outside on manual labour and get reddish neck from the heat of the sun.

D. Conclusion

This research entitled *Bro-Speak Slang in Mike Lacher’s On the Bro’d* discusses bro-speak slang. The research focuses on the kinds of slang and the purposes of using slang in the novel. Due to their frequency of use in the novel, sexual slangs are the highest, while criminal slangs are the lowest. Moreover, based on the purposes of their use, most of the slangs are used to express humor, while just a few are used to keep secret.

The findings of the research are beneficial for both linguistics and society. Slangs may contribute to elaborate vocabularies, especially English. Besides, understanding slangs may help people to increase their ability in understanding a text, particularly the one which contains slangs within it. Therefore, slangs are useful for language development itself or for people as the member of society.

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