THE FUNCTIONS OF ENGLISH TERMS IN KOREAN POPULAR MUSIC (K-POP): A REGISTER ANALYSIS

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ABSTRACT

This study is a part of register research aimed at investigating the functions of English terms in Korean Popular Music (K-Pop). There are many English terms used in K-Pop, and those terms are assumed to have some purposes. The researcher completed this study through several phases called data gathering, data analysis, and data presentation. The present study reveals that there are at least eleven functions of English terms in K-Pop. The terms are utilized for promoting the singers' music projects, showing self as something different from the others, communicating briefly, praising the singers' physical appearances, appreciating the singers' achievements, giving comment on the singers' attitudes, commenting on the singers' fashions, joking, giving appreciation to the music agencies, appreciating the fans, and showing hatred toward the singers.

Keywords: Register, English Terms, K-Pop, Term Functions.

ABSTRAK

Penelitian ini merupakan bagian dari kajian register yang bertujuan untuk meneliti fungsi istilah bahasa Inggris dalam Korean Popular Music (K-Pop). Terdapat banyak istilah bahasa Inggris yang digunakan dalam K-Pop dan istilah tersebut diasumsikan memiliki beberapa tujuan tertentu. Peneliti menyelsaikan penelitian ini melalui beberapa tahapan, yaitu pengumpulan data, analisis data, dan penyajian hasil analisis. Penelitian ini menunjukkan bahwa setidaknya ada sebelas fungsi dari istilah-istilah bahasa Inggris dalam K-Pop. Istilah-istilah tersebut digunakan untuk mempromosikan proyek musik para penyanyi, menunjukkan diri sebagai sesuatu yang berbeda, berkomunikasi secara ringkas, memuji penampilan fisik penyanyi, memuji prestasi penyanyi, berkomentar terhadap perilaku penyanyi, berkomentar terhadap gaya berbusana penyanyi, bercanda, memberi pujian terhadap agensi musik, memuji penggemar, dan menunjukkan rasa benci kepada penyanyi.

Kata kunci: Register, Istilah Bahasa Inggris, K-Pop, Fungsi Istilah.

INTRODUCTION

Nowadays, Korean Popular Music (K-Pop) gains a lot of attention from all around the world. The popularity of South Korean popular music has spread from neighbouring Asian countries, such as Japan and Taiwan, to farther ashore in Europe, the Americas, and the Middle East (Lie, 2012; Messerlin & Shin, 2017). K-Pop itself is a combination of several genres. Leung (2012) explains that Korean popular music (K-Pop) is a musical genre that incorporates a variety of styles including pop, hip-hop, rap, rock, R&B, and electronic music. Messerlin & Shin (2017), moreover, describe K-Pop as music sector which focused on boy and girl group that features singer-dancer.

The growth of K-Pop causes the occurrence of language phenomenon called "terms". Terms commonly emerge in a certain job or community. According to Holmes (1992), terms like *silly mid-on, square leg, the covers,* and *gully*, for instance, to describe positions, *an off-break, googly,* and *leg break* to describe delivers are examples of peculiar vocabularies to cricket. Peculiar vocabularies or terms in a certain job is one of the register features. Holmes (1992) states that a language in a certain field of a social group (register) will develop more and more characteristics such as lexical, syntactic, and even phonological. Overall, terms in K-Pop are one of the register features generally examined in register analysis.

People inside K-Pop life like the singers and the fans commonly use many terms in their communication. The terms are normally in Korean, English, or combination between English and Korean. This study is only concerned with 105 English terms found in K-Pop. The occurrence of these terms is assumed because of English status as an international language and the importance of English in South Korea. Here is one of the English terms in K-Pop.

> 5-member ***boy group***100%dropped the music video for title track "U Beauty" off of its cool summer album "Sunkiss." The group already started its promotion for the album on the main three broadcast stations, showing off their improved vocal and dance skills.
>
> (Source: www.soompi.com)

In the dictionary written by Hornby (2010), the word *boy* means 'a male child or a young man person', and *group* means 'a number of musicians who perform together, especially to play pop music'. It can be concluded that the term *boy group* means 'a group of male singers'. Meanwhile, in K-Pop, the term *boy group* has a specific meaning. It is only used to call a male group that sings and dances in their performances or a male group with singing and dancing concept. In the news above, the term *boy group* is used to call a group named 100%, and they are called a *boy group* since they have the ability in singing and dancing. In K-Pop, this term is used to show that K-Pop has something different from the others.

Besides the term "boy group", there are still for about 104 terms in K-Pop, and the writer has examined those terms form there different points of view namely the term forms, the term formation, and the term meanings. The analysis has been reported in an article entitled "Exploring Register Variation in Korean Popular Music (K-Pop)" in 2019. The writer then decided to do further analysis on those English terms. This present study, therefore, discusses another aspect of English terms in K-Pop called the functions. By investigating the function, a better understanding of English terms in K-Pop might be obtained.

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METHODOLOGY

This study is a continuation of the researcher's previous article entitled "Exploring Register Variation in Korean Popular Music (K-Pop)" published in 2019. That article only investigated English terms (105 terms) from three different points of view called forms, formations, and meanings. The writer, therefore, decided to conduct a further investigation of the English terms. Another aspect that might be discussed is the term functions. All the English terms obtained in the previous study were examined by observing the use of each term and considering a relevant theory about register functions from Biber (1994). After the data analysis, the writer presented the result in words and tables.

FINDINGS AND DISCUSSION

There are at least 105 English terms found in Korean Popular Music. Each term is assumed has a certain function/purpose. After considering the usage of each term and the theory of register functions from Biber (1994), the writer concluded eleven functions of English terms emerged in K-Pop. Here is the explanation.

1.   Promoting the singers' music projects

The success of K-Pop is influenced by the creative and varied ways in promoting the singers' music. It is shown through a lot of terms that refer to several ways in promoting the singers' music. The researcher assumes that the terms related to this are employed to promote the singers' music projects. It is in line with Biber's (1994) theory. He point outs that one of register purposes is to sell. One of the terms used for promoting the singers' projects is *teaser*.

Table 1. The Use of the Term

Term	Meaning	The Use
teaser	'an information or an advertisement which contains an incomplete information about the singers' music project'	Miss Right is a fresh track with an easy to remember melody line. After realizing a few *teasers* that show off a darker image, it was surprising the see them end up with colorful music video and playful choreography.
		Source: www.soompi.com

Based on the news above, it can be concluded that *teaser* is used to attract the fans' attention before the singers release a music video (MV). The singers expect their fans to enjoy their pieces of music. The unique thing in K-Pop is the variety of *teasers* used. There are several types called *video teaser, audio teaser, music video teaser, image/photo teaser, jacket image/jacket photo teaser,* and *cartoon teaser*. The other terms used for promoting music projects are *debut, album, debut album, full album, mini album, single/track/song, title track/title song/title single, sub unit/unit group, tour, rehearsal, special stage, dance practice video, good bye stage, concert tour*, *fan meeting, fan cafe,* and *comeback.*

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2. Revealing self as something different from the others

Biber(1994) explains that one of purposes of register is to reveal self including expression of personal feelings, attitudes, or efforts at enhancing interpersonal relations. In K-Pop, there are some terms used to revel self especially to show that people inside K-Pop world have something different from the others. The example is the term *visual*.

Table 2. The Use of the Term

Term	Meaning	The Use
visual	'A member of group who has a role as a center and face of the group because of the stunning physical appearance'	The visual of A-Pink showed exactly why she is the *visual* with her perfectly shaped face, doe eyes and long curled hair. Source: www.soompi.com

Every singer group or normally called idol group has *visual* in their groups. The member normally was chosen by the agency to be the center or face of the group. The main reason of a member to be a visual is the stunning physical appearance. This concept probably does not exist in other music industries. Based on this fact, the writer conclude that this term is used to show that K-Pop is different from the others. The other terms that have the similar function are *idol, idolization, idol group, boy group, girl group, idol band, vocal group, leader, main vocal, main dancer, main rapper, line, trainee, rookie, bias, bias wrecker, ultimate bias, fandom, multifandom, kpopers, uncle fan, fanboy, fangirl, light stick, stage mistake video, selca, v-pose, high five, stan, ship, shipping, shipper,* and *successful fan.*

3. Communicating briefly

In K-Pop, there are some terms used to communicate briefly. These terms are normally manufactured by clipping, alphabetism, and blending. Several English terms are shortened or blended since people inside K-Pop want to communicate briefly, for example, the term *bromance.*

Table 3. The Use of the Term

Term	Meaning	The Use
bromance	'a close friendship between twomale singers'	Going back for an 80's concept, "Delicious" promises to be fun and upbeat track showing ofd Woohyun and Key's playful sides and their obvious *bromance*. Source: www.soompi.com

The term *bromance* is formed by combining words *brother + romance.* However, for communicating briefly, that term is blended into *bromance.*The other terms used for communicating briefly are *fanfic, PV, MV, fan sign, fandom, kpopers, UB, VCR, anti, selca,* and *fancam.*

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4. Praising the singers' physical appearances

As the public figures, all K-Pop singers (idols) are demanded to care many aspects such as physical appearance, attitude, fashion, achievement, and personality. Everything done by the singers normally attracts the fans' attention so that they have to be very careful. One or the aforementioned aspects which is very crucial in K-Pop is physical appearance. Some terms refer to physical appearance used to praising the singers' physics, for example the term *bagel boy*.

Table 4. The Use of the Term

Term	Meaning	The Use
bagel girl	'a baby-faced male singer with amazing abs/body'	On the 25th, 2AM's twitter was updated with the photo of Jinwoon with the caption: Jinwoon visited the office yesterday! With this ***bagel boy*** image, our twitter is refreshing and starting again.
		Source: www.soompi.com

Based on the use of that term, *bagel boy* is employed to appreciate a male singer who has amazing body and cute face. The other terms used for giving appreciation to the singers' amazing appearance are *11 abs, chocolate abs, milky skin, porcelain skin, eye-smile, V-line, S-line, honey tight, gummy smile, bagel girl,* and *flower boy*. From the terms emerge in K-Pop, it can be concluded that physical appearance is completely significant in K-Pop industry.

5. Appreciating the singers' achievements

It has been discussed in the previous purpose that everything related with the singers is always interesting especially for the fans. There are several terms used to appreciate the singers' achievement. One of the terms is *all-kill*.

Table 5. The Use of the Term

Term	Meaning	The Use
all-kill	'The singers' song that top most of the official charts'	The tract itself achieved an ***all-kill a***cross real-time charts, which included Melon, Mnet.com, Bugs Music, Olleh, Soribada, Genie and Never Music within seven hours. To be even more exact, "Overdose" began sweeping up all major charts within an hour of it release!.
		Source: www.soompi.com

Based on the news above, it can be seen that *all-kill* is used as a predicate for a song that is ranked in the first place in most of the major music charts in South Korea. In short, this term is used as an appreciation to the singers' achievement. The other terms used for the similar function are *monster rookie, triple crown,* and *dancing machine*.

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6. Making comment on the singers' attitude

Everything done by the singers will always be attractive thing for the fans including the attitude. If the singers do the expected things, they will get praise and vice versa. One of the terms used for this purpose is *fan service.*

Table 6. The Use of the Term

Term	Meaning	The Use
fan service	'every single thing done by the singers to make the fans happy'	After the concert, as the girls were making their way to leave the venue, Crayon Pop member Geummi noticed the guys on the street and made heart signs for them. The three guys reciprocated Geummi's **fan service** and threw more hearts to her and the other girls.
		Source: www.soompi.com

The news above reveals that a trivial thing might be considered as a fan service, and that thing is considered very positive in K-Pop. Many fans totally appreciate it. The other terms normally used to give comment in the singers' attitude are *manner hand* and *manner legs*.

7. Commenting the singers' fashions

In K-Pop, the singers' sense of fashion is an essential matter. There are two terms used for giving comment on the singers' fashion style. Both terms have positive meaning. They are *fashion terrorist* and *fashionista*. The use of those two is displayed on the following table.

Table 7. The Use of the Term

Term	Meaning	The Use
fashion terrorist	'a singer who has bad sense of fashion'	Already know my oppa is **fashion terrorist**. But he still look very good in what he wears.
		Source: www.youtube.com
fashionista	'a singer who has good sense of fashion'	WINNER'sSong Mino and Block B's P.O. went hunting for some **fashionista** friends!
		Source: www.soompi.com

The term *fashion terrorist* and *fashionista* are commonly used to give comment on the singers' sense of fashion. The singers who are considered not having a good sense of fashion will be called as a *fashion terrorist*. However, this terms does not have any negative meaning. It is used only for giving suggestion to the singers so that they will pay attention more on the way the choose clothes. As we can see on the news, the fan did not seem angry or give bad critics to the singer. Meanwhile, the term *fashionista* is normally used to give very positive comment to the singers who know fashion well. They are called as fashion icons.

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8. Joking

There are two terms in K-Pop that commonly used to give comment on the singers personality. They are *4D personality* and *8D personality*. These two terms are used to joke especially among the fans since the singers are considered having unique or sometimes weird personality. The use of those two is displayed on the following table.

Table 8. The Use of the Term

Term	Meaning	The Use
4D personality	'a singer who has a unique or unusual personality'	In the revealed picture, he can be seen posing with a massive snake around his neck, and showing no signs of horror, he pouts his lips for the camera. Known for his quirky *4D personality*, the star has impressed his fans once again with his carefree and fearless attitude. Source: www.soompi.com
8D personality	'a singer who has a very unique and unusual personality or more unique than 4D'	Tpi Unyu kayanya lbh dri ijuuun *8D personality.* Source: potongan hasil wawancara dengan k-popers

Those two terms are used to give comment about singers' unique personalities, and they are commonly used to joke among K-Pop fans. It is not something negative since it is only a joke. Usually, a singer who got that title will response that thing calmly, and such personality even can make them become more popular.

9. Appreciating the music agencies

The agencies in Korean Popular Music are important parties. They have a center role in developing the music industry. The agencies considered as important parties will be given a title as a means of appreciating those agencies. In K-Pop, there are two terms used to give appreciation to the music agencies. They are *Big 3* and *Big 4*. The use of those two is displayed in the following table.

Table 9. The Use of the Term

Term	Meaning	The Use
Big 3	'The title given to three big agencies in South Korea called YG Entertainment, SM Entertainment, and JYP Entertainment.'	Yang Hyun Suk (YG Entertainment), Park Jin Young (JYP Entertainment) and BoA (SM Entertainment) will soon be back on local television to judge the second season of popular audition program "K-Pop Star." On October 23, the representative of the *Big 3* met up at SBS's studio in Tanhyun, Gyeonggido to start filming for "K-Pop Star 2". Source: www.soompi.com
Big 4	'The title given to four big agencies in South Korea called YG Entertainment, SM	A: dri agensi mana mereka? B: Asline tmbh cakep sist..haha A: U dh pernah liat langsung ya?

Entertainment,	JYP	Bareng A Pink?	
Entertainment, and	CUBE	B: Agency yg lumayan d prhtungkn di hbrn	
Entertainment.'		korea…Kn masuk *Big 4* agency sist…heee	

Source: potongan hasil wawancara dengan k-popers

Based on the table, it can be concluded that the term *Big 3* is used to call the three big agencies in K-Pop, and the term Big 4 is used to called the big 3 and another agency named CUBE Entertainment. Those agencies are considered as influential agencies in K-Pop. They have been created so many famous idols/singers in K-Pop. That is why K-Pop fans (K-Popers) gave those titles/names.

10. Appreciating the fans

Fans are essential parties in a music industry including K-Pop. The importance of K-Pop fans is reflected through several terms used for giving appreciation to the fans. One of the examples is *fan art.*

Table 10. The Use of the Term

Term	Meaning	The Use
fan art	'a picture of a singer drawn by the fans'	Fans responded to the *fan art* with messages like: "This is so cute", "My hands are up, both of them…Save me", and "You have made the fan who drew this very happy…she is a lucky girl."

Source: www.soompi.com

Based on the news above, it is clear that *fan art* is a picture drawn by the fans, and that term is used to give appreciation for the fans. The other examples employed to give appreciation for the fans are *fancam, fanchat,* and *fanfiction.*

11. Showing hatred toward the singers

Even though the singers have many fans, there are many parties who still do not like them. It can be seen form the two terms in K-Pop called *black ocean* and *antifan/anti.*

Table 11. The Use of the Term

Term	Meaning	The Use
black ocean	'a massive boycott by turning off the light stick when the singers are performing'	Girls' Generation Discusses Their 10-Minute *"Black Ocean"* Incident on "Healing Camp" Although they are Korea's beloved girl group, Girl's Generation had experienced some difficulty in the past, including massive boycott by thousand people. On SBS' "Healing Camp," the girls discussed the top five significant. Source: www.soompi.com
antifan/anti	'a person who does not like a certain singer without any clear reasons'	On the show, host Shin Dong Yeop said he had heard there was a story of how Woohyun made an *anti* into a fan just with couple of words. Source: www.soompi.com

From the meanings and the news above, it is clear enough that those two terms have negative meanings since those reveal that K-Pop singers might also receive hatred form some *antifans.*

CONCLUSIONS

A certain community might develop one or more register features, for instance, specific vocabularies or terms. Korean Popular Music (K-Pop) as one of music genres which gains a lot of international attention has many terms including English terms. After doing analysis by considering a relevant theory and observing the meanings of the terms, it can be concluded that there are at least eleven functions of those terms. The terms are utilized for promoting the singers' music projects, showing self as something different from the others, communicating briefly, praising the singers' physical appearances, appreciating the singers' achievements, giving comment on the singers' attitudes, commenting on the singers' fashions, joking, giving appreciation to the music agencies, appreciating the fans, and showing hatred toward the singers.

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