THE PHONOLOGICAL NON STANDARD ENGLISH IN YOUTUBER *DANIEL HOWELL'S* VIDEOS

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Abstrak

Perkembangan Bahasa non-standard Ingrris menjadi ideologi yang muncul dalam hubungan sosial dan berlaku di komunitas – komunitas dengan hubungan yang baik (Coupland, 2007). Hal ini, bisa dilihat dari video Daniel Howell dimana Bahasa non-standard Inggrisnya mengalami perubahan. Dari dua video Daniel Howell berjudul "Hello Internet" (2009) dan "Draw My Life" (2013), artikel ini membahas analisis dari fitur – fitur linguistic yang berbeda di kedua video dan kenapa perbedaan tersebut dapat terjadi. Descriptive qualitative adalah metode yang digunakan dalam penelitian ini. Pengumpulan data dilakukan dengan mengelompokkan dan menganalisa kalimat Bahasa non-standard Inggris dari kedua video. Alat yang digunakan adalah peneliti sendiri yang menggunakan laptop, pemutar video VLC, dan earphone untuk membantu peneliti dalam mengumpulkan data. Hasil penelitian menunjukkan bahwa terdapat 4 fitur linguistic yang terjadi; fonologi, morphologi, syntax, dan lexical. Di fitur fonologi antara lain*; realization of final /ŋ/, the velar nasal, as the alveolar nasal /n/; -r deletion; final consonant cluster reduction; devoicing; and the change of vowel sound.*

Kata kunci: *Non-standard, Youtubers, Daniel Howell.*

Abstract

Non-standard maintenance later becomes an ideology which is work within social network, and it usually operates in tight communities (Coupland, 2007). This can be seen in Daniel Howell's videos in which his non-standard English Language experiencing the changes. From Daniel Howell's video "Hello Internet" (2009) and "Draw My Life" (2013), this research tries to analyse what linguistic features differ from both of the videos and why the distinction of non-standard language between both of the videos occur. Descriptive qualitative method is used in this research. The data collection was done by gathering and analysing every sentence which contain of non-standard features of English by Daniel Howell. The instrument was the researcher himself who uses a laptop, VLC player, and the earphone to help the researcher to collect the data. The finding of the research show that there are four linguistic features acquired by Daniel Howell, they are phonological, morphological, syntactical, and lexical. In phonological features, there are realization of final /ŋ/, the velar nasal, as the alveolar nasal /n/; -r deletion; final consonant cluster reduction; devoicing; and the change of vowel sound.

Keywords: *Non-standard, Youtubers, Daniel Howell.*

INTRODUCTION

YouTube is one of the most visited website on the internet. YouTube is a video-sharing website established on 2005. By now, YouTube is the 3rd biggest website in the world. Youtubers are people who become famous because of their videos on YouTube. They film their thoughts and do interesting observations for thousands of follower to enjoy online (Chawla, 2014). As language changes rapidly over time, the use of Standard English as the main variety of English will also experiencing the modification. With the grown up of mass media and internet which is very fast, the changes of the language cannot be avoided. Today, the use of Non-standard English

by teenagers is likely to be increased, especially the grown of the Non-standard English used on the internet.

Non-standard English have features that distinguished them from Standard English. Certain feature that is popular is in the field of phonology is that Non-standard English language has tendency to reduce final consonant clusters. For example, in phonology, words ending in two consonant clusters "left hand" often pronounced as if there is only one "lef han." Another feature is /ing/ in alteration. So, the word as singing often pronounced as if 'singin'.

Non-standard language most often used on the internet and internet also becomes the first major factor on how fast the non-standard can be spread. People on the internet also shares different Language as Crystal (2001, p. 10) argues that context is still an important aspect to know the choice of language use in specific domain on the internet. YouTube as one of the biggest websites on the internet also has its attraction as it is famous with its "youtuber" community. what Youtubers have said or done on the videos take such a big influence for the youth who watch their videos. The youth likely to follow the Youtubers, even when the Youtubers use Non-standard English language on their videos, the youth are likely to follow the language spoken by them.

Many famous youtubers are come from England and many of them who choose Youtubers as a career do not come from lower social class. Most of the Youtubers have high educational level, but still in their videos they use Non-standard features. Some youtubers even surrounded by high educated people, but almost on their videos cannot get out of the Non-standard features. One of the famous Youtuber comes from England is *Daniel Howell.*

Daniel Howell is one of the youtuber comes from England. He was born and raised in Wokingham, Berkshire. He uploaded his first video titled "Hello Internet" on October 16, 2009 using his channel on YouTube named @danisnotonfire. Daniel Howell is considered as high educated people, since he went to the University even though he gave up his study. Daniel on his videos has a very strong of British accent. He also uses various kinds of Non-standard features on his videos, conscious or unconscious. Internet gave big influence on Daniel himself and as language always change overtime, Daniel's way of speaking is also changing from time to time. The non-standard features that he used on first video entitled "Hello Internet" that he had uploaded must be different with the last video he has uploaded when this study is conduct entitled "Draw My Life." Of course, there are some social factors influencing the changing of the language that is used by him.

Here, this journal research focused on the phonological non-standard linguistic features used by Daniel Howell as a YouTuber and educated people. The purpose of the study is to see the differences of phonological features in Daniel Howell videos, later on the result will show that non-standard English changes and spread rapidly, also the function of its use. This research uses two videos of Daniel Howell, first is the video when he started his career on youtube entitled "Hello Internet" which he uploaded in 2009. Second is his video when he is already become a famous youtube star entitle "Draw My Life" which he upload in 2013. By the time he uploaded his videos, there is four years gap between the first and the second video.

A theory used in this article is the language variation from Fromkin, Rodman, & Hyams (2011). In language variation, people shares different dialect with each other. According to Fromkin e al (2011) different groups of people speak the 'same' language differently. In speak different language, Fromkin et al (2011) argues that there are systematic differences called dialect. Brown and Attardo (2000, p. 87) states that dialect is a variety of language that may certainly include accent, accent itself is someone else's way of speaking. They also discusses that dialect also may be defined by its vocabulary; "that large item in the living room may be a *sofa, couch, davenport, chesterfield, or divan"* (Brown & Salvatore, 2000, p. 87).

The language variation is divided into regional dialect and social dialect. Regional dialect is language variation of different regions of speakers in the same language (Yule, The Study Of Language, 2005, pp. 241-242). Meanwhile, social dialect concerns with speakers in towns and cities (Yule, 2005, p. 254). Regional dialect based on Holmes (Holmes, 1992, p. 135) includes the differentiation of grammar, vocabulary, and pronunciation based on the geographical of where the speaker lives. While, social dialects, is how people from different social group uses different of pronunciation, vocabulary, and grammar, as Holmes claims (Holmes, 1992, p. 144). The important point from both of them is that the regional variation is how people speak the same language in different way with other people because of the differentiation of geographical area. And the social variation is the different that occurs according to speaker' social groups such as education, occupation, income level, etc.

This article uses the theory of AAE by Green (2002) in analyzing the non-standard phonological features, also the theory of Berkshire Dialect by Lowsley (1888). As opposed by Green (2002), phonological deals with phonological environment. Phonology related to the production of sound segments. It is widely known that non-

standard English have some different phonological features with Standard English. Non-standard English may have different pronunciations for the same word with Standard English. The differences can be seen from: Devoicing (where a voiced consonant becomes voiceless), final consonant sound reduction, realization of final *ng* as /ŋ/. The pronunciation of some words is also much likely different. As vowels and diphthongs, such as in the word *term* is often give to the letter *a*, and *mark* becomes *merk*. Another variety happen in the letter *l* dropped, so the words such as *already*, *almost*, and *almighty* becomes *a'ready*, *a'most*, and *a'mighty*. The final ng in words of more than one syllable in terminating *ng* is also always dropped. The word such as *smelling* becomes *smellin*, and ringing becomes *ringin* (Lowsley, 1888). Even though, there might features that differ from both of the theories.

Later, hopefully this article can be proof that nowadays, the non-standard English not only used by lower-class people, but also high educated people. This study is conducted to see the rapid changes of non-standard English nowadays, since people prefer to use their non-standard English language than their Standard one.

METHOD

This article uses descriptive qualitative method. The qualitative method is investigating the types of strategy – the qualities – in the data and determining why particular speakers used in specific context with particular people (Wray, Trott, Bloomer, Reay, & Butler, 1998). Qualitative method is proper to use in an analysing of "Non-standard English Language by Daniel Howell". This article intend to analyse the phonological non-standard English Language which are shown in British YouTuber, Daniel Howell's videos, whether to identify and describe non-standard English features uttered by Daniel Howell. This study uses videos that the youtuber has posted on YouTube as the source of data. This study uses two videos, the first video "Hello Internet" (2009) and the last video of the youtuber where this study is conduct entitled "Draw My Life" (2013). In addition, the research instrument in collecting data is the researcher herself. In qualitative method, the instrument is a human (Ary, et al., 2010), also a laptop was needed to help the researcher to do this research. The researcher uses VLC media player in order to play the video of Daniel Howell, also an earphone. The writer also uses *online slang dictionary* (cited onlineslangdictionary.com) and the third edition of *Cambridge Advanced Learner's Dictionary* to provide translation of lexicon (slang or taboo words) that exist. The data analysis technic was done in three steps; 1. Data

Reduction; 2. Data Display; 3. conclusion drawing or verification

RESULT AND DISCUSSION

Phonological Features

In this article found 5 features of phonological features used by Daniel Howell in both of the videos. The feature which happens in both of the videos is realization of final ng. Other features such as the change of vowel sound which happens in first video, also devoicing, final consonant cluster deletion, and –r deletion which happen in second video. Here, the language he used is influenced by his regional dialect. Daniel Howell is a Youtuber from Berkshire. Berkshire is known as the royal county which develops its own dialect. The non-standard dialect he used is more likely influenced by the dialect from his regional hometown, Berkshire. There are features which same such as the pronunciation of the final ng in words more than one syllable as stated in Lowsley (A Glossary of Berkshire words and phrases, 1888). Even though Daniel moves to London later on, he still uses the features of non-standard English by his regional dialect, it can be seen in the second video where there is the same feature as the first video, it is the pronunciation of the final ng in words more than one syllable. In addition, the features in second video are more various since his regional dialect get influenced by the dialect where he lives now, London.

The use of phonological non-standard English features by Daniel is in his unconsciousness condition, which means he does not intend to use the phonological features of Non-standard Language, but the language has come out by itself. Daniel was once a student of Manchester university majoring law. As an educated person, Daniel prefers to use the non-standard language in everyday life. Almost of all Daniel's videos contains non-standard English, which means the Non-standard language has become an identity to him. In another word, he tends to show his identity by using a language with different linguistics features as listed in standard form. As language becomes an identity, it will affect the use of the language itself.

In addition, because of Daniel's working environment is the community of Youtube, where the members of the community not only come from England, but also America. It can be seen that the social networks is very strong it also affects the language he used. Because his phonological non-standard language is also get influenced by non-standard American Language. As there are only few features in AAE that also become the features of non-standard language used by Daniel Howell. Green (2002) argued that

there 5 features of phonological environment in AAE, there are: 1. Final consonant sound, 2. Devoicing, 3. Sound pattern [th], 4. r and l liquid vocalization, and 5. Realization of final ng /ŋ/. Among those five features only one which happens in first video, there is realization of final ng /ŋ/. In contrast there are 3 features of AAE which happen in second video, there are devoicing, final consonant cluster, and realization of final ng /ŋ/. Here are the following data:

1) Realization of final ng /ŋ/

Table 1 the result of realization of final ng /ŋ/

No.	Video	Sentence
1)	Hello Internet	It was rainin
2)	Draw My Life	This is just goin to be horrible

The case of realization of final [ŋ], the velar nasal, as the alveolar nasal [n] happens in both of the videos. As in table 1 the sentence he uttered is the sentence when Daniel gave the example of a person who does a boring video show and he acts as if he is the one who do the video, he acts as a weird guy and says the sentences. He tells the viewers that it was raining when he went to college that day. The speaker intentionally pronounce the word "raining" as [reɪnɪn] where in standard English form it should pronounced as [reɪnɪ ŋ].

In the second video the case happens in the word "goin" as in the first video, Daniel also pronounced the final sound of the word with the velar alveolar sound. The standard form of "going" is [ˈgəʊ.ɪŋ] with the velar nasal [ŋ] at the end of the sound word.

2) The Change of Vowel Sound

Table 2 the result of the change of vowel sound

No.	Video	Sentence
3)	Hello Internet	I've lut of
4)		Of idees
-	Draw My Life	-

The case happens in the first video as in table 2 is the vowel shift of the sound [ɒ] to [u] and [ə] to [i]. In data number 3 where Daniel pronounced *lot* as *lut,* Daniel says to his listener that he has a lot of ideas in creating the videos and keep the listeners interesting, since it is the first video that he uploaded on Youtube. Standard form of lot is sound as [lɒt] while in the video the speaker changes the pronunciation of [ɒ] to rounded vowel [u], so the pronunciation becomes [lut]. This change is not found in second video.

The case also happens in the change of pronunciation of the word "ideas." Standard English form pronounce the word idea as [aɪˈdɪəs], here, the speaker pronounces the word as [aɪˈdɪɪs] as in table 2. Both [ɪ] and [ə] are vowel sounds. The speaker changes the pronunciation of [ə] into [ɪ]. The sound [ɪ] is same with sound that occurs before it. In phonology this case is called as diphthong.

3) Final Consonant Cluster Deletion

Table 3 the result of final consonant cluster

No.	Video	Sentence
-	Hello Internet	-
5)	Draw My Life	This was the mos requested thing.
6)		And fel so bad about it, I cried.

The speaker pronounced the word *most* as *mos* and the word *felt* as *fel* without pronounce the *t as* in table 3 It is pronounced as *mos* because it reduces the final *st* cluster to *s* by deleting the final *t*. This case is called as consonant cluster reduction. As in data number 5, the sentence is actually opening sentence. Before make the video, Daniel was asking his viewers what type of video that his viewers want Daniel to make. That is why, before Daniel continuing the video, Daniel says that "Draw My Life" is the most requested video from his fans.

Daniel tells the viewers that he has unforgettable memories with his friends when he was in high school senior as in data number 6. At that time, he was going to a surfing holiday and he did a stupid thing to the girl on a beach. That is why he cried and felt so bad about what he did. Here, the case happens when pronounce the word "felt", the speaker pronounce the word by reduce the *t* so, it becomes [fel], where the correct one is [felt].

4) Devoicing

Table 4 the result of devoicing

No.	Video	Sentence
-	Hello Internet	-
7)	Draw My Life	Would ever, ever, ever happen

Devoicing process that has been done by Daniel only showed in second video as in table 4, in the first video there is none of this features. The sentence as in number 7 is the sentence with the sound consonant alveolar nasal, where in the past tense form it becomes *happened*. The voiced

alveolar nasal [d] included into environment where when the verb ends in a voiced segment other than [d], the verb should be added with a voiced [d]. So, *happened* should pronounce as *happened* with the final consonant sound is voiced [d] instead of [t]. Dan turns the voiced alveolar stop [d] into voiceless alveolar stop [t]. So, the words *happened* which should pronounced with voiced [d] become voiceless because the final voiced consonant is devoiced, that is, made voiceless.

5) –r deletion

Table 5 the result of –r deletion

No.	Video	Sentence
-	Hello Internet	-
8)	Draw My Life	So what [ɑ] you doing with your life?

There is letter *a* in the sentence in number 8, *a* here stands for *are*. The speaker pronounce the word *are* in the sentence sounds like *a*, it happens because the *r* in *are* becomes voiceless or not being vocalized. The correct sentence in data 8 is "So what [ɑː r]you doing with your life?" where *are* should be pronounced as [ɑː r] but in this case, the speaker pronounce *are* without vocalize the *r*. So, in the sentence the word "are" only pronounced as [ɑː]. The sentence uttered by Daniel because he was asking himself about what he wants to do with his life as Daniel talks about his senior high school graduation.

All in all, In phonological environment found total 5 features of phonological. In first video found two features of phonological, there are realization of final ng [ŋ] and the Great Vowel Shift. In second video appears three features, there are final consonant cluster reduction, devoicing, realization of final ng [ŋ], and –r deletion. The phonological feature of realization of final ng [ŋ] happens in both of the videos.

CONCLUSION

Based on result and discussion above, it could be concluded that the second video has more various features of phonological non-standard English than the first video. Here, it can be seen that the spread of the non-standard English is very rapid. The influence of the environment is the main reason why someone can change the language he acquired very fast. In addition, the use of Non-standard English is widely spread and known by people around the world, since the non-standard make one person become more intimate with the other. In addition, the fact that Daniel as an educated person uses features of phonological non-standard English became the proof that nowadays, the non-standard English not only used by lower-class people.

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