ABSTRACT

Maghfiroh, Ismi Ainul. 2023. *An Analysis of Segment Insertion, Add New Feature, and Phoneme Change of The Indonesian Pronounced by Korean Youtuber.* Thesis, English Language Department, Faculty of Letters and Philosophy of Panca Marga University. The advisors are (1) Sri Andayani, S.S., M.Hum. and (2) Hosnol Wafa, S.S., M.Hum.

This research is about the segment insertion, add new feature, and phoneme change of the Indonesian pronounced by Korean YouTubers. Indonesian is a famous language in other countries, specifically South Korea. Then, the relevant field of study is phonology. So, this study aims to describe segment insertion, add new feature, and phoneme change of the Indonesian language spoken by Korean YouTubers. This study analyzes used phonology theory by Fromkin (2017) and Abdul Chaer (2013).

The research design in this study is a descriptive qualitative method. The utterance of Korean YouTubers on Short YouTube is the data of this research. This research's data source is the utterances of a Korean YouTuber in Short YouTube. The data collection methods used in this research are observation of the video in Short YouTube, then analysis based on library study (word by Korean YouTuber in Short YouTube), and validate the analysis by rechecking data and ensuring the data is relevant to the video. The data analysis description method in this research used formal and informal method.

The contents used in this research are nine video contents. For the nine YouTube short contents are 80 pieces of data from three Korean YouTubers. The result of 80 data includes 16 data on segment insertion, 44 data on add new feature, and 20 on phoneme change. But, at the first subject, no phoneme change was found. Based on the amount of data, the dominant data was found at the add new feature. The result of this study is the segment insertion, add new feature, and phoneme change were found at the object of this research.

Key words: Phonology, Indonesian, Korean People, YouTube