

CHAPTER I

INTRODUCTION

A. Background

Language plays an important role in human life, even it is a basic need. They use it to deliver their thoughts, ideas, will, etc. Language is all pervasive in our lives, and its function is that of communication. Basically, this is carried out by two related but separate activities, speaking and listening. (Kess, 1992:1). Because of the importance of language, there are so many branches of science that talk about it such as sociolinguistics, psycholinguistics, and the history of language.

Psycholinguistic concern about: how people understand spoken and written language, how people produce language, and how language and speech acquired are. (Clark and Clark, 1977). In this thesis the writer will talk about language from the sociolinguistics aspect, it is about language shift.

Language is changing day after day because it is dynamic. Social changes produce changes in language and it is happened slowly by the process of human interaction. Each community of speaker has its own history that has helped shaped both lexicon and grammar over time. (Goldin, 2003:21).

According to the *Sumpah Pemuda*, language is the parameter of ideology, behavior, and personality for the people of Indonesia. So the change of language may bring change to the way of life of Indonesian people.

The development of language in the world, especially in Indonesia has been happen from time to time. Nowadays, there are many languages are developing in Indonesia. The ethnic language, and also *Bahasa Indonesia* itself has been changed in several ways of use. Some people mix it with their ethnic language, some of them mix it with another language and even the Bahasa Indonesia itself, has its own formal changes that are legalized by the government. Besides these third changes, the Indonesian youth has used *Bahasa Indonesia* with their own way. They use it to communicate in their daily live.

Example :

1. In 1980's there is prokem language (Sumarsono and Pratana).

“*segokin aja?*” (Is that all?).

2. Nowadays there is bahasa alay

“*Aq Chayank kamoe*” (I love you)

Sumuarsono and Partana (2004:105) say that the will to make an exclusive group caused the youth create their own “secret” language, which is only used in their group. Even finally this language will be recognized by the people around them, they still keep it as their “secret” language.

There are many new words or vocabularies that are appeared during the development of language. Some of these words bring positive meaning in our life. For the example, the word *komputer* which is adopted from English ‘*Computer*’ has brought a positive meaning. This word brings an image about something that gives a lot of benefit in people life. This word was appeared when the computer itself appeared

Beside the words that bring positive meaning in people's life which come along with the appearance of the new technology, there are also some words which occurred because of the creativity of the user; Usually this language is used by the youth. (Sumarsono and Pratana, 2004). This new style bring new word variation in language so that the language will be more colorful and not bored, but it is worried that the continuity of using this kind of language will bring shift in the use of formal language that has been legalized by the government.

In this thesis the witer will analyse *Bahasa alay* as the newest youth language that is appear nowadays. According to Kuntjara (2010) besides showing the youth creativity, the use of *Bahasa Alay* also influence the daily language of the youth. They tend to use *Bahasa Alay* in formal case just like what they do in social network. Kuntjara gives some example: 'tempat' (place) become 't4'; 'kamu' become 'U', etc. (<http://www.topix.com/forum/world/indonesia>).

It is worried that the use of *Bahasa Alay* will damage the essence of *Berbahasa satu, Bahasa Indonesia*" (One national language, Indonesia), which has stated in Sumpah Pemuda. Some people hate *Bahasa alay* but the other really enjoy to use it. This is why the writer want to analyse this language, because it is one of the language phenomenon that happen among the youth.

There are a lot of meanings for youth. Tga (2012) in her poetry said that youth is not a time of life, but it is a state of mind (<http://tga.hubpages.com/hub>). So, it is not a matter when you are thirty, as long as you have a big idea to be young, you may be called as youth. Youth is the quality or state of being young, youthfulness. (<http://www.brainyquote.com/words/yo/youth241247.html>).

So the youth language (*bahasa alay*) itself is a kind of language that comes from teenager or adolescence from the low class at the beginning. In Psychology Today (2001-2012), states that adolescence is about 13 to 19 years old, but nowadays the user of the youth language is not only the youth. Mature people who are close to the youth world also use this language.

The development of technology also has main contribution in the development, change, and spread of language. The fast growth of electronic tools around the twentieth century, bring new style of communication. Radio, television, fax machines, mobile phone, iPad, computer and so forth, bring a drastic change in social, economic, cultural, and language styles. One of the electronic technologies that bring a big effect in human languages is the computer

Facebook as one of social networks which is operated by using computer and of course take a big part as tools of youth language spread is an interesting media to be analyze. Almost all youth of the world, there may be thousands or millions people, and also Indonesian youth are included in facebook daily user. They use this social network for many reasons; doing business such as having online store, use it as free album to collect photos, to find old and new friend from all over the world and the biggest reason is to have fun by making communication with people among the world. These are why facebook can be a place where the language can be mixed, changed, produced and lost. This condition may bring a situation where the youth no longer use *Bahasa Indonesia* in proper way.

The appearance of facebook has encourage changing in the way of communication. Facebook which is used as written communication tools that

should use formal language, has prompted a shift in the use of spoken language become written spoken language.

Example :

1. Saya akan pergi ke Medan bulan depan (Formal)

Aku mau ke medan lah bulan depan (informal)

From the examples above, the first example is formal because it is compatible with the structure and the diction of Bahasa Indonesia. The second one is informal because there are words *aku* and *mau* and *lah*.

2. A: Would You Come to the party tonight? (formal)

B: Yes, of course (formal)

A: Hei , dude wanna join us tonight (informal)

B: Mmm, yups. gonna be there. (informal).

From the second example, the first conversation is formal because it use right diction while the second dialogue use ‘wanna’, ‘yups’, ‘gonna’ which are part of slang.

The other things that are usually found in informal written language is abbreviation and emoticon usage. People use abreviatons to make it simpler to be written or typed

Example:

Word

Abbreviation

yang

yg

paling plg

harus hrs

[illegible]

:) smile

∴ $\langle \rangle$ shock

:-? Smoking

These abbreviations and emoticons are used commonly in informal written language and understood by almost people. But nowadays, the youth have created a new style, not only modify the formal to informal or use abbreviation, they make a new style to write such as mix alphabet with usual letter.

This study concerns about the sociolinguistic aspect, in this case language shift. Language shift may happen when a speaker chooses to use another language, makes it as daily language and does not maintain the original language.

The study that used language shift theory is in *Bahasa Gayo*. (elok fitriya, 2011). In this study, Fitriya analyze the shift that is happened in Bahasa gayo. After analyzing the data, the writer found that there are some new words which occurred of new vocabularies.

Another study that concern about the appearance of new language is The use of Bahasa gaul in Transgender Community (Dulia Novelita Sitohang, 2009). The writer found that there are some new language that is shaped by the transgender community which is used among them. They create new style of language , especially in vocabularies.

This study focuses on the use of youth language in social media (facebook). In facebook, people are allowed to express their thought as free as they want. They can write anything with their own style. So, here we can see how the youth use their own language.

B. The Problems of Study

The problems of this study is formulated as the following:

1. What types/ character of youth language (Bahasa alay) are used in facebook status?
2. What are the dominant types/ character in teenager's communication, especially in facebook?
3. What is the meaning of the most dominant types/ character of language that is used in the status?

C. The Scope of the Study

This study is limited to one of sociolinguistics field, language shift that happened in facebook. This study will be limited to types of youth language based on Shinta (2011) as found in Facebook status of the user's friends (personal account).

D. The Objective of the study

Based on the problem of the study, the aims of the study are

1. To describe the types of youth language which are used in the status of the writer's friend in facebook.
2. To observe the tendency of the youth using their own language.

3. To explain what does the dominant mean.

E. The significance of the study

This study is expected to be useful as a means for:

1. Preventing of losing information and words in Bahasa Indonesia
2. Adding more knowledge about youth language in Indonesia in order to decrease misunderstanding when words of bahasa gaul are used in social media.
3. To be a reference and a comparison for further study in the same topic.

