CHAPTER I

INTRODUCTION

A. The Background of the Study

One of the characteristics that distinguish humans from other organisms is language. Furthermore, language has a social purpose, both as a tool for communication and for distinguishing social groups. The idea of Saussure (1916) that language is one of the community organizations, similar to marriage and inheritance, has highlighted the significance of paying attention to the social dimension of language Human language has always evolved, and Indonesia recognizes Bahasa as a national language that has served as a unifying language for the country's society. The tendency of society, particularly the millennial age, to use slang in everyday conversation outnumbers the use of Bahasa itself.

The transfer of meaning from one person to another is at the heart of communication. To meet their social media needs, humans require a means of communication. Electronic media such as television, radio, telephone, and handphone are used to facilitate communication. Information may be understood more quickly and readily with the help of electronic media. The evolution of the age has had an impact on communication and interaction methods. The terminology employed in this scenario is also influenced.

People are inextricably attached to social media nowadays. Facebook, Twitter, and Instagram are just a few examples of major social media networks.

Instagram is a social networking platform where people may share photographs and videos. Many Instagram accounts act as a news or information source, as well as a supply of entertainment.

Instagram's conditions allow for the sharing of users' information with organizations relevant to them, and Instagram may utilize this information or advertise without compensation or notification to users were amended on Instagram's privacy policy (Babb,2013).

Instagram is a photo and video-sharing service that allows users to submit photos and videos. Users can add content to a feed by following, liking, and commenting on the content of other users. When users publish a photo or video, they can also include a caption and a location. A caption is a brief remark or sentence that describes the content of the posting. Users can put whatever they like in the captions. As a result, linguistic rules are not obeyed, which may result in a linguistic style.

According to Dennis (2014), Instagram began by providing functions for altering and sharing photographs and subsequently expanded to include functions for sharing videos and direct photo messaging to another user. In the case of Instagram, leaving and receiving comments on photo posts may assist you to obtain further feedback from purchasers about your products. Followers are typically interested in observing how the company interacts with the users, thus paying attention to the comments can help enhance the relationship with customers.

There are various definitions of slang. Slang is characterized as the casual use of words and phrases that are more figurative, whimsical, elliptical, colourful and transient than Standard English. Furthermore, Slang does not exist a dictionary-defined language. It's only a formalization language utilized design by a certain people's gathering. Agha (2015, p.306) proposes another definition of slang as "an ideological framework for reasoning about language that defines a class of erroneous linguistic registers." It denotes that phrase is slang an entirely different language than the slang's native tongue. Only people who employ such jargon understand what it means most of the time.

According to Holmes (2001), in reaction to varied social conditions, People in a society may communicate in a variety of ways a variety of languages. When people speak, it is critical to choose suitable terminology that will be used in a formal or informal setting.

In today's world, when Technology is in charge globe, the following characteristics are developed as a result of people's language technologies. For instance, consider the web. Others using the internet have the freedom to interact with others who speak in a variety of styles and dialects. People in online communication, particularly on social media, typically utilize a variety of styles or slang phrases to interact with one another. Here are some instances of more contemporary slang:

a. Have you seen her new car? It was turned on.
This means that the term "lit" refers to something extraordinary.
b. My hair looked great this morning.

This means that the word "on fleek" refers to anything excellent.

  c. Hey, do you want to hang out in my crib with my pals and me?

This means that the term "crib" refers to a person's living quarters, such as a house or an apartment.

Writing (White 1986: 10) is the process of conveying ideas, information, knowledge, or experience through writing and comprehending the writing to obtain knowledge or some information to share and learn. Furthermore, Tarigan (1994: 3) stated that writing is an activity that produces or draws graphic symbols that represent a language that people understand so that other people can read the graphic symbols presented. People will understand the graphic symbol provided if they understand both the language and the graphic. Tarigan Ramelan (1992: 14) asserted that writing is a representation or sign of language as well.

Writing, according to Kellogg (1990), is a cognitive process that challenges memory, critical thinking skills, and verbal communication to correctly convey those concepts in the written language since the proficient production of a text implies successful learning.

The researcher has mostly examined language attitude and its roles in sociolinguistics in this work. As we all know, language and attitude are inextricably linked. It is because it serves a purpose in its utilization. In sociolinguistics, attitude is regarded as a quality that humans should possess to communicate effectively with one another. Some studies on language attitudes concentrate solely on attitudes toward the language itself. However, most commonly, the concept of language attitudes refers to attitudes toward speakers of

a particular language; if the definition is expanded, It has the potential to treat any type of language-related behavior (for example, attitudes toward language maintenance and planning attempts) (Fasold 1984: 148).

Attitudes play an important role in Language development or decline, restoration, or annihilation: the status and importance of a language in society and within an individual are largely determined by adopted or learned attitudes. A person's attitude is unique to them, but it is based on collective behavior.

The attitude of a person defines or promotes specific behaviors. Even though an attitude is a fictitious psychological construct, it affects the reality of language life. Baker emphasizes the significance of attitudes in the debate over bilingualism. Baker emphasizes the importance of attitudes in the bilingualism debate. Attitudes are learned, rather than inherited, predispositions that are likely to be relatively stable and to persist. Attitude change, on the other hand, is an important concept in bilingualism because attitudes are influenced by experience. Attitudes range from positive to negative. Attitudes are multifaceted constructs; for example, a language situation may elicit both positive and negative feelings (Baker 1988:112- 115).

The first previous study entitled "Students Language Attitudes Toward the Use of English in Indonesian Advertisements" was conducted by March Buana Tungga Dewi Alfons Patandean (2017). The research's goals are to identify the meanings of the English slogans in 8 cosmetic and body treatment advertisements and to analyze students "language attitudes toward the use of English in Indonesian advertisements. To achieve these objectives, the writer used the

qualitative-quantitative method. There were two types of data in this thesis. The first data were collected by downloading and recording the advertisement videos on the internet. Furthermore, the second data were obtained from the questionnaire given randomly to 22 English Department Students, Hasanuddin University. The qualitative method was used in analyzing the meanings of the slogans using 7 types of meaning theory by Geoffrey Leech. The qualitative-quantitative method was used in analyzing students" language attitudes toward the use of English in Indonesian advertisements using the sociolinguistics approach. The result indicates that from the 7 basic types of meaning (conceptual, connotative, social, affective, thematic, collocative, and reflected meaning) that proposed by Geoffrey Leech, not all types can be found in the slogans" advertisements. The most dominant types of meaning found are conceptual, connotative, affective, thematic, and social meaning. In the research, the students are enthusiastic about the use of English slogans in advertisements. Students can exhibit positive attitude responses like interest or attraction. In addition, the students also consider that English in the advertisements is essential since it could be a strategy to attract the consumers and give high prestige to the value of the products.

B. The Problems of the research

The researchers discovered some fascinating items to analyze based on the subjects that have been explained, as follows:

1. What language attitudes are produced toward written slang occur in an Instagram Account?
2. How are the language attitudes produced the way they are?

C. The Objectives of the Study

The study's goals are as follows:

1. To classify the language attitudes produced toward written slang in an Instagram Account.
2. To explain how the language attitudes are produced as the way they are.

D. The Scope of the Study

The researchers focused on language attitudes toward written slang in the comments of followers on the Kampunginggrislc Instagram account in this study. In this study, the researcher applied Garvin and Mathiot's (1968) theory to classify language attitudes toward written slang in the Kampunginggrislc Instagram account. The researcher then employed the descriptive qualitative method. The researcher also applied Sumarsono's (2002:363) theory to explain how the attitudes of language attitudes are produced as they are. In this case, the researcher used data from the Kampunginggrislc Instagram account's posts on Saturdays and Sundays in July 2021.

E. The Significances of the Study

The research's implications are classified into theoretical and practically helpful categories, which are as follows:

1. Theoretically

   - The research is expected to contribute to the field of Sociolinguistics, and it can also be used as a reference for language attitudes.

2. Practically

   - The findings were supposed to be valuable for scholars interested in performing relevant research, as a comparison for studies on the same issue, or as resources for their research.