CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Globalization refers to the dynamic development of cross-border movements of goods, money, information, ideas, and people, together with the interdependency of people and institutions around the world. This interconnectedness, and the changes it brings in living conditions and perspectives, creates both opportunities and challenges. Globalization processes are driven by science and technology, particularly new information and communication technologies. At the same time, globalization has strongly influenced the ways in which scientific knowledge and new technologies are produced and disseminated.

Technology and human and society have the interrelationship. Human needs technology and technology only works if it is operated by human. Moreover, technology is created by human need as the main reason. A society involves number of people in a social space or network held together by the sense of understanding and obligation towards the betterment of the community and promotes a sense of togetherness within the members. Then, technology itself can be defined as the process of applying established knowledge to meet identified market and social needs.

Technology sources are the tools which have been developed over time to help people to get to lifestyles and increase comforticity levels and efficiency. Technology sources can be said to have existed in people lives since time since the early life. Some examples of the

technology is electricity, telephones, medicinal discoveries, transportation etc., All the things has exist for comfort and performance. Since the discovery of different invention, different technology sources have come to the forefront and have known to affect the lifestyle of humans.

It can be concluded that the most important contribution of technology to society is making people live much easier and helping them. The usage of technology has added a new dimension to the work related community. Now with the use of Internet, pagers, mobile phones, the working member of the family can be attend to the office work while at the same time providing due attention to his/her family.

Technology has touched every part of human's life as in communication. The use of modern inventions like cellular phones, television and internet has become common in live, moreover in world. Internet as modern life inventions helps people to get information faster and allows them to stay connected with friends and other people. Previously, people used to have a business meeting where they had a chat with each other and discussed their problems. The distance is not an issue when communication is available through a phone or computer that is easily at hand. Nowadays, all considered about is checking emails and text messages without the true emotional bond and relationship with others. It is keeping today's people connected.

One of the trends in internet used is Instant Message. Instant message, often shortened to simply "IM", is a form of online communication that allows real-time interaction through personal computers or mobile computing devices. Users can exchange messages privately, similar to e-mail, or join group conversations. Although typed text remains the primary

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convention for Instant message (IM), the technology has grown significantly from early versions and now allows users to send images, audio and video files, and other attachments.

IM is gradually gaining acceptance in business organizations in recent years. Because of its supports of spontaneous and opportunistic communication, there are potential benefits not provided by e-mail or other forms of computer-based communications. The unique presence awareness feature of IM is useful in filling some of the gaps in traditional business communication systems for connecting distance workers, telecommuters, and business partners. For example, such capabilities geographically separated workers to work on the same project, such as writing an agreement.

Hundreds even thousands of people use IM to connect, send and receive messages almost every hour, from a wide spectrum of devices, while doing several other things at the same time. An important function of IM at the work place is to facilitate team work between separated co-workers. With increasing use of outsourcing and off shoring, teams located on different places desperately need a coordination tool that will allow them to conduct formal meetings and transfer documents, and respond to unanticipated events quickly. IM is also ideal for spontaneous communications such as brief questions, clarifications, coordination, scheduling, and other tasks that require the rapid exchange of information.

In writing, the Instant Message (IM) users have developed an evolving syntax that includes shorthand, acronyms, symbols, and other elements that constitute a unique lexicon, encouraging users to interact in ways not possible either in person or with other forms of electronic communication. While this dynamic development expands access to workers, who are uneasy with other types of communication, it also provides new modes of expression for

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that group and to be accepted by the other member of the society. Those can be seperated from each society. On the other hand, it is necessary to realize that instant message world has their own culture.

IM users belong to a group of people who have the agreement to understand each other so they stay connected. This medium force them to share information and try to understand each other. This is a great finding to know how the medium change the people, since they have to adapt, and how this new share information effected the culture.

1.2 The Problems of the Study

The influence of the language of IM is not merely in the conversation of the network, but has already spread into user culture and become a new developing language. IM has brought different enjoyment to the dialogue of the daily life. In order to discuss the relation and condition of language style of IM in communication, especially on the business people. There are some questions need to be answered:

1. What are the types of language use in IM communication?
2. What type of code mixing is applied in IM communication?
3. Why do the business people apply the IM?

1.3 The Objectives of the Study

IM is a form of online in internet, which is more instantaneous than emails. In this way, IM is a direct form of communication. The objectives of the study are:

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1. To find out the types of language use IM communication.

2. To find out the type of code mixing applied in IM communication.

3. To find out the reason of business people apply the IM.

1.4 The Scope of the Study

Due to the existance of the language particularly used in IM, people may unrealize that they have made changes. The frequency of the changing might affect the users. People need to adapt as they are a social human being. The study is focused on the linguistics and semantics analysis dealing with the code mixing. Linguistic analysis is divided into two categories: discourse scaffolding (that is, how the overall conversations were constructed) and lexical issues (that is, issues relating to specific words).

The discourse scaffolding analysis includes:

a. Average length (in words) of an IM transmission

b. Average number of IM transmissions per minute

c. Average length of conversations (number of transmissions and time in minutes)

d. Grammatical character of utterance breaks

The lexical analysis includes:

a. Use of abbreviations and acronyms

b. Use of emoticons

c. Spelling errors and self-corrections

Former research on type of language has been been done by Craig, David (The Boothe Prize Essay, Winter 2003 Honorable Mention) in 2003. He devides the type of IM

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language base on the lexical item, those are the use of abbreviations, acronyms, emoticons and spelling errors/self-corrections.

1.5 The Significance of the Study

The study about the language style of Instant Message Communication has a great significance in this era of technology. In the communication technology, it will be interesting to explore how the IM language affects the users, the young generation workers in language and culture development. Many people might not have good impressions of IM language using when they hear it, but if it is not really negative in every part. It is hoped that the exploration would lead to better understanding about do the IM language really affect to the users, especially the worker's language and culture. An addition, the purpose is that this research, hopefully can provide data that may help to find out the the points that considered to be filtered in order to keep the culture exist and avoid the effect of negative issue that might exist.