CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Communication is one of those human activities that everyone recognizes but few can define satisfactorily (Fiske in Thompson, 2003). The purpose of communication is social interaction through messages. Communication very important to interact with other people, one of its purposes is giving information. According to Shannon in Thompson (2003) there are three models of interaction: first is transmitter (the person initiating the communication, second is receiver (the person being communicated with), and the third is noise (the set of factors which can interfere the communication between another two elements). The transmitter communicates with the receiver by using noise or sound.

In past, people use body language to communicate, then use sound, with the development of era, people use language to communicate. Language functions are to share ideas, feelings, desires, and most of human's knowledge and culture stored and transmitted through language. Every group of people has certain language, but because of the civilization of England, English become world language. Many people over the world use English to communicate.

In past, we should face to face with other to communicate, then via letters, next via telephone, and then email, chatting, blog and nowadays

there is one area in the internet that the users can communicate with many people all over the world, named social media. Social media or also known as Instant Social Networking (ISN) is online virtual worlds and simulations, for example World of Warcraft (Kariman, 2011). First known social network is Friendster, then Facebook, Twitter, Bolgs, Myspace, Skype, Google +, etc. Most of people use Facebook rather than the other social network because Facebook has many applications and usage.

Facebook is one of social networks with all over the world users. In Facebook, people can communicate with others all over the world who use Facebook too, find an old friend, make new friend, seek and share information, share idea, play games, even make an advertisement or sell product. If one wants to find an old friend, for example, can write her name on the *search* box, and the Facebookers will appear then click *add friend*, request will be sent to the Facebookers. One can be friend with the Facebookers if the she accepts one's friend's request. One can also share information or song using Facebook by putting the link in one's status and other Facebookers will be able to see information, songs, photos, or videos. Facebookers can write public messages to *Friends* by posting on their *Wall*. Private messages can be sent through an inbox system similar to email, and Facebookers can have real-time conversations with another using *Chat*. Facebookers can associate themselves with other profiles through *Groups* and *Fan Pages*. On Facebookers individual profile, they can post photos, videos, notes, and can fill out various fields of information, ranging from

Basic Information, like one's birthday and political references, to *Personal Information*, like *About Me* section and *Favorite Quotation* section.

Besides that, there is a box on the top with the sentence "What's in your mind?" where the Facebookers can share their feelings, thoughts and information. It is called Facebook status. For instance:

Facebooker's status: "Terpujilah engkau wahai ibu Bapak guru. Engkau pahlawan tanpa tanda jasa, namun bagiku pengabdian, pengorbanan, dan kesetiaan wajib kami berikan setulusnya. Selamat Hari Guru buat guruku, dosenku, guru besarku, dan seluruh guru yang telah mengorbankan banyak waktu untuk mencerdaskan kehidupan bangsa. Semoga selalu diberikan kesehatan dan kemudahan dalam melaksanakan tugas mulia. Amin. ☺"

Another Facebookers can give their thumbs (*Like*) if they like the status and also give comment to the status. For instance:

YP (male status) : "Aku tau aku salah, maafkan aku synk…."
Commentator:
Vony Strg (female) jsd : "Ya sayank,, tak ape2 ko,, huhahhahhahaha,, kddg"
Eny Slyvia (female) : "Tiada maaf bagi mu.. heheheee"
Ninie Nak Gigi (female) : "Iye z mfkn jki, wkkk"
Winda Siregar (female) bru : "ngomong lgsung k org tau fbnya bang tu tanggung jwb
Jumriah Rhya (female) : "Iyaae,,aq dah ma'afkan khiee,,,,"
Yengheng Ndut Nababan (female) : "Sekarang lg bnyak tu cow brni'y cm ngomong dibelakang…"

Boyd and Ellison (2007) describe a social networking site as a place "to make visible your social networks". Furthermore, they argue that it is not a place to meet strangers but a place to connect with people already on a

user's extended social network. Thus, a social networking site is an online extension of a user's everyday social circle.

Similar to Boyd and Ellison (2008), Lampe, Ellison, and Steinfield (2006) find out that the majority of students use Facebook to maintain existing relationships. In a follow up study conducted in 2008, they find out that this trend has not changed. This study reveals that the trend of connecting with friends is continuing and people do not typically use the medium to seek new friendships.

Shen and Khalife (2009) conducted a research titled "Facebook Usage among Arabic College Students: Preliminary Findings on Gender Differences". They say Arabian female students have limitation in interaction with their male friend because of the norm, conservative, and traditional culture, but in Facebook, they are free to speak and communicate with male students. It is supported by the researchers' statement "Facebook seems more important for female students in UAE to extend their social network, get information, and experiment different identities". In this study, the researchers identify a wide range of activities with Facebook and also found the female students were reported to be significantly more active than male students.

The researchers found that (1) female students were reported to be more active in information seeking and contributing activities; (2) both male and female students consider Facebook as a social venue for networking and seeking social support, although such demands seem more salient among the

female students; (3) Facebook was found to be an important venue for the female students in experimenting different roles; while such role not salient among the male students; (4) the usage of Facebook for female students is consistent with its basic function, social networking; while for female students, Facebook seems fulfill various roles and constitutes as an important complement for limitations in their physical social life. This study shows that male and female communication differently in Facebook.

Traditionally, male and female are believed to communicate in different ways. Theoretically, male and female use different way of communication (Tannen: 1992). She says traditionally, a male usually uses his logic to tell something and female usually use feeling. She also finds six differences between male and female, such as: Status versus support, independence versus intimacy, advice versus understanding, information versus feeling, orders versus proposals, and conflict versus compromise. Tannen in Bress (2000) say a male's world focuses on competition, status, and independence (the guiding principle being "we're separate and different"). Meanwhile, a female's world focuses on intimacy, consensus, and interdependence (the guiding principle being: "We're close and the same").

As observed various language styles are used in Facebook such as formal and causal style. The examples are as the following:

Formal : "Mahasiswa Reguler jurusan Pend. Bahasa & Sastra Indonesia Semester 1B UMN AL-Wasliyah Medan. Besok mata kuliah Keterampilan Menyimak, kita masuk pukul 16.00 (4 sore) ya. Saya

1.2 The Problem of the Study

Based on the background of the research has detailed above, the problems are formulated as the following.

1. What type of language styles is dominantly used by male and female in Facebook Status?

2. How are different ways of communicating between male and female realized in Facebook status?

3. What are the reasons of communication of male and female in Facebook status?

1.3 The Objectives of Study

In line with the problems of the study, the objectives of the research are:

1. to find out the dominant type of language style used by male and female in facebook status.

2. to describe the way of communicating between male and female is realised in facebook status.

3. to describe the purposes of communication of male and female in Facebook status.

1.4 The Scope of the Study

Facebook offers various functions, such as: to communicate with all people in the world who use Facebook too, find old friends, make new

friend, seek and share information, share idea, playing games, and even make an advertisement and also components such as: *home, profile, friends, inbox* messages, *status (what's in your mind?), comment* and *like status, wall* (public messages), *groups, events, places,* post photo, video or share link. This study is focused on Facebook status because Facebookers share what they are thinking and feeling in status.

Language use consists of speech act, grammatical construction, language style, etc. Thus, the study is focused on language style according to Joos (1967) that exists in Facebook status. The language styles are frozen style, formal style, consultative style, casual style, and intimate style. On other words, the study is concerned with stylistics.

According to Tannen (1992), there are 6 differences of communicating between man and woman, such as: Status versus support, independence versus intimacy, advice versus understanding, information versus feeling, orders versus proposals, and conflict versus compromise. The writer will find out whether the differences also happen in social network, like Facebook or not.

1.5 The Significance of Study

It is expected that the findings of the study will be beneficial and give contributions theoretically and practically. Theoretically, the findings of the study will be the additional resources for lecturers in teaching sociolinguistics, especially language and gender in social network. Besides

that, the findings are also expected to be beneficial for learners who are depicted of sociolinguistics in social network, especially in Facebook communication.

Practically, the findings are expected to be the guides for those who are interested in social network communication, especially language and gender in Facebook communication.