CHAPTER I
INTRODUCTION

1.1.The Background of the Study

The growing of technology in the sophisticated era has presented online communication, this case makes the communication face to face has become scarce. People mostly prefer the online communication rather than face to face because it is quick and easy.

One of the online communications is social networking sites. Social networking sites are becoming one of the dominant way communications such as; facebook, instagram, path, you tube, skype, online shopping, blogging, campaign and online news. The communication technologies such as the Internet have potential for people to contact all the other member, building social interaction and relationship in the world. The online communication offer greater benefits to its users. Many of them use these sites not only for building social interaction and relationship but also for many purpose such as for business, politic, entertain, news, etc. The users also come from different social background such as age, education, sex, culture, economic, etc and all of the user are free to contact another user in the world easily. Through the social networking it is possible for farmer interact to businessman, politicians to people, doctor to drivers, actress to fans, and the others without face to face. The different of the user background and the various purpose raises the various language style. They communicate (write or speak) by their choice of words, different speech patterns, such as sound, words (slang, vernacular languages, private code, jargon, mixing foreign language with

national language or other non-standard languages), grammatical and graphological device.

For instance:

> Gotta post this one (cuz… I mean, look at the winged liner and the highlight!) throw back to @dendol BEATIN my face!!! Boo Thang congrats on ur marriage.

The sentence above shows the stylistic features used by the user of Instgram. The stylistics indicated from the predicator of the sentence is missing, gotta is as ungrammatical based on the standard English norm (it is more of spoken form), word choices such as *cuz, congrats, gotta* and *ur,* the capitalization of varying size namely *BEATIN,* and unconventional the using of excessive punctuation …, *!!!*.

Wardaugh (2006:51) states that the fact that speakers can adopt different styles of speaking. Based on that statement, it is known that style is the way of speaking used when we are speaking to other people. From the use of language styles, we can see and know the circumstances between speaker and addressee. The circumstances between speaker and addressee define by Holmes (2001 : 8) states that stylistic influence by some factors namely : the participants (who is the speaking and who are they speaking to), the setting or social context (where are they speaking), topic (what is being talked about), and the function (why are they speaking). From the statement it is clear that the participants, social context, topic, and the function affect a speaker’ s style in communication. In other word it can be say that different participant, different style, different setting different style, different topic different style, and different function different style. For instance

the spoken communication to the children. People generally talk differently to children and to adults though some adjust their speech style or accommodate more than others. Talking to younger brothers and sisters, even 3 years olds have been heard using sing song intonation and baby talk words. Which they no longer use themselves. Holmes (2001: 225) states that when talking or writing to a 6 year old as opposed to 30 years old, most people choose simpler vocabulary and grammatical constructions.

Holmes (2011:11) says that stylistic are analyzed along a scale of formality. It means that the spoken language takes on different levels of formality depend on the social situation and the relationship between those involved. Language style have been an interesting topic in linguistics. The branch of linguistic that studies the language styles of particular authors and their writing patterns called stylistic.

Stylistics is the study of style. Stylistic studies the principles, and effect of choice, writing patterns and usage of different language elements in rendering thought and emotion under different conditions of communication. According to Simpson (2004:5) the stylistic levels (stylistic features) of language namely graphology, morphology , grammar and lexical analysis semantics. Related to the cases, some researcher sparked some analyzed of stylistic features.

Agu (2015) examined other linguistic features that make the journalistic style peculiar thus qualifying journalists as serious nation builders. Five reports are subjected to three levels of linguistic analyses: graphological, lexical and syntactic with the semantic implication of each level highlighted. It is discovered

that some journalists report objectively, distancing themselves from the stories while some bring personal biases and emotions into their stories.

Ilhamuddin (2016) who analyzed the stylistic of the poet's language style. This study shows that the special features of the poet's language style are presented through variations of different word order, tuning over units to form sentence and tuning on the atmosphere image of thought or the poet's message.

Caparas (2017) who studied the stylistic of a essay. This research shows that the lexis-grammar complementary analysis on the personal narrative of the author focused on the vocabulary of the essay and the grammatical structure of the sentence primarily the use of sentence-initial adjuncts that leads to the unraveling of the essay' s general theme of man and nature.

Another research is from Al-Qudsy (2016) who explored the stylistic of figures of speech in the newspaper. The results of this research are there are only six of twelve types of figures of speech metaphor, simile, apostrophe, synecdoche, overstatement/hyperbole, and irony, each type of figure of speech has its particular function or functions, only two of four functions of figures of speech to add emotional intensity and to say much in a brief compass.

Furthermore, Florence (2017) investigated the stylistic features in advertising in the newspapers. The study explores non-verbal elements such as slogan, colours, logo, celebrity endorsements, pictures, social media sites, contact details that were used by GSM network providers in their advertisements. The research also investigates stylistic features such as: graphology, foregrounding, lexico-semantics, syntactic, phonological and devices such as imperative verbs,

positive adjectives, nouns, adverbs and personal pronouns, personifications in the four major GSM network providers in Nigeria.

Agbede (2016) studied how language is used to communicate meaning in bank advertisements. It also examines stylistics in advertising with specific focus on selected bank advertisements in South African and Nigerian newspapers and magazines. The stylistic elements employed in the analysis of bank adverts included graphology, phonology, lexis, syntax and cohesion. The use of capitalization and repetition for emphasis, phonemes and Gothic writing to attract the attention of readers and images to stimulate customers' aspirations were some of the findings of the study.

In this study, the researcher investigated the stylistic feature of Susi Pudjiastuti in different context that is in Instagram because Instagram is social network which used by all over the people in the world. In sharing information and ideas, people have different ways in writing status. The various languages such as mixed Indonesian with English, using alay, slang, regional language, or differences of vocabulary choices, the punctuations, and grammatical variation. There is no one writing the same way all the time and the user are free and constantly exploit the nuances of the language for a wide variety of purpose. For example, here are the example of Susi Pudjiastuti's caption

Susi Pudjiastuti captions

> ***I**ndahnya **p**esona **k**eberagaman **b**udaya **I**ndonesia. **A**yo Ke **D**anau **T**oba…*
> (the beauty of the diversity of Indonesia's cultural charm. Let's go to Lake Toba…).

The example above shows that the stylistic feature of the subject caption categorized as the graph logical level. It indicated from the usage lowercase and the capital letters are used the at the beginning of the words varied . ***I**ndahnya **p**esona **k**eberagaman **b**udaya **I**ndonesia. **A**yo **K**e **D**anau **T**oba⋯*

and the selection of punctuation mark **.. .** in the end of the caption. The subject used the capital letters in each words in the last sentence in order to attract the reader's attention to those words and to convey the main aim of the caption written through the sentence.

Based on the phenomenon, the researcher believes that the stylistic features used by Susi Pudjiastuti in conveying her ideas, feelings, and thoughts in Instagram.

1.2 The Problems of the Study

The problems of the study are formulated in the following question:

1. What types of stylistic features are used by Susi Pudjiastuti in instagram?
2. How are the stylistic features realized by Susi Pudjiastuti in instagram?
3. Why are the stylistic features applied by Susi pudjiastuti in instagram as the ways they are?

1.3. The Objectives of the Study

1. To investigate the stylistic features realized by Susi Pudjiastuti in instagram.
2. To describe the ways of the stylistic features realized by Susi Pudjiastuti in instagram.
3. To reason for the occurrences of stylistic features realized by Susi Pudjiastuti in instagram.

1.4. The Scope of the Study

This study is limited to investigate the stylistic features of Susi Pudjiastuti's caption in instagram. The data were taken from Susi Pudjiastuti's captions. This study focused on types of stylistic features in Susi Pudjiastuti's caption in Instagram consisting of (1) graphology, (2) morphology, (3) grammar, and (4) lexical semantic.

1.5 The Significances of the Study

The findings of this research are expected to be relevant and significant theoretically and practically. Theoretically, it is expected to enrich the theories of the stylistic features or add knowledge of the readers about the stylistic features especially those found in written media. And It can be advantageous as the references for the next writers in the field of linguistics.

Practically, the findings of this study can be advantageous and useful to the readers, especially to the students of English department who are interested in sociolinguistics and its aspect, teachers or public speakers to deliver speeches in various styles.