

CHAPTER I

INTRODUCTION

1.1 The Background of Problem

The development of technology has brought people to a better life and surely makes us easy to run and finish our problems in this world. The easiness to get information and communication can be felt the most. Since internet service came to Indonesia, all sorts of information have overloaded. It was so hard to access internet, but now in school, campus, office, and even boarding house has been completed with Wi-Fi that allows an electronic device to exchange data wirelessly (using radio waves) over a computer network. And also there have been modem (modulator-demodulator) and smart mobile phone which link home network to the Internet through Internet Service Provider so that everyone can easily access Internet wherever they are.

Young people's use of technology to communicate with one another is certainly nothing new; consider the telephone in the 1950s and 1960s. What has changed in the past decade, however, is the form that communication takes. New text-based technologies are picking up where phones left off. Text messaging and instant messaging allow for rapid, asynchronous communication within one's peer network. Moreover, these socially interactive technologies are relatively thrifty, especially when used to keep in touch with friends who would normally be a long distance or international call away.

Adoption of socially interactive technologies is high among adolescents. Aside from instant messaging, the most often used Internet tool for peer

communication is text messaging which is found in social networking sites. In cyber world, communities who are not bound by one politic ideology, but individuals compete one another in the duel arena to reach its existence (Piliang, 2003). One of the fighting arenas is through social networking sites. A site is formerly intended to connect with people all over the world, and then it finally becomes public space, a place where new communities are formed. They are formed with some reasons; it can be because of the same cities, fondness or organizations (Candra, 2010).

Social networking sites such as Facebook and Twitter allow individuals to present themselves, articulate their social networks, and establish or maintain connections with others. The users may use the sites to interact with people they already know offline or to meet new people. Facebook enables its users to present themselves in an online status updates, accumulate “friends” who can post comments on each other’s status.

Facebook is used by various circles, either younger people or adult. The use of Facebook today is rising to follow the style or mode of technology which is also increasing. Formerly, communication via internet can be done via *chatting room* and the like. However, social networking site is more interactive and attractive. That is the reason why Facebook becomes very popular as a social media of communication.

Today Facebook becomes one of the important vocabularies in social interaction globally. Circles of professionals, businessmen, politicians, celebrities, college students, students, even housewives in every country in whole the world, including Indonesia, now are registered in social networking site Facebook.

Facebook has become trend, so that they who are rare using internet, now likes to have fun on internet. Or they, who are formerly blind in technology, now want to learn internet because they desire to join in this social networking site. As stated above that not only young folk who is attracted to be its member, but adult also. With various features which are easily to be used, Facebook doesn't hinder anyone to join.

Facebook itself has one of the main popular features and frequently used by its member, namely *status update*. Status update is a feature which enables its member to express or inform their feeling, whereabouts, or actions to their friends. As it is mentioned that this status updates contain text messaging or written text.

The arrival of the internet (and related technologies, such as text-messaging on mobile phones) has begun to significantly “change” language. The Internet of which Computer Mediated Communication forms a major aspect in changing the language partly it gives rise to new vocabulary (Kariman, 2011). In other words this has led young people to communicate in their own ways, and then some teenagers break the rule of good and correct bahasa Indonesia. One of new communities which appear and caused by the trend of social networking sites is Alay community. It is shown off from the use of Alay language. They deconstruct the system of standard language and change it with written Alay language which is hard to be understood by people who are out of the community.

This Alay phenomenon also reminds us of phenomenon of Slang language which always exists in every young generation. Slang language has not disappeared at all. For instance, term *bokap* or *nyokap*, these Slang terms are often used in daily conversation nowadays. Slang is quite different with Alay language,

this language are more complicated in its spelling or writing style. For instance, the terms *53r1u5*, *sErIuS* or *ciyuus* can be instead of saying *serius*.

One thing which makes it a problem is this Alay language has deviated from our mother tongue. Since it breaks the standard rule of bahasa Indonesia and also too much misspells and missues words. There is no fixed or standard rule for this language. The only rule is precisely the irregularity itself. Do not discuss what the formula for *gue*, it can be *gw*, *W*, or even *G* only. It doesn't declare an expression yet, the possibilities are more endless. For example, to laugh, if you only knew *hehehe... or he3x...*, now there must be *wkwkwk*, *xixixi*, *haghaghag*, *LOL*, and so on. Do not imagine how this will be also pronounced orally, because fortunately this is for written language only. There are lots of chaotic occur in this Alay language. One word itself can be written in several forms in Alay language, word "*setuju*", for instance. Firstly, the use of the upper and lower case letter within the intended word, for example, *SeTuJu*. Secondly, the use of number within the intended word, for example, *53tuJu*. Thirdly, the use of alternative letter/number which looks like the intended word, for example *Se7*. Fourthly, misspelling or misusing of punctuation within the intended words, for example, *cetujuu*. Finally, the use of inisialization or abbreviation form which sounds like the intended word, for example, *stju*.

The chaotic in language, then, makes the researcher is interested in doing a research about the use of Alay language, especially in social networking site Facebook.

1.2 The Problems of Research

The problems of this research are formulated as follows:

1. What kind of status update do the teenagers express in Facebook?
2. How do the teenagers form Alay language on their status update in Facebook?
3. Why do the teenagers express in that way?

1.3 The Objectives of Research

In line with the problem of research, the objectives of research are:

1. to find out the kind of status update expressed by the teenagers in Facebook status update.
2. to describe the forms of Alay language which is expressed by the teenagers in their status update in Facebook.
3. to describe the reasons why the teenagers express in that way.

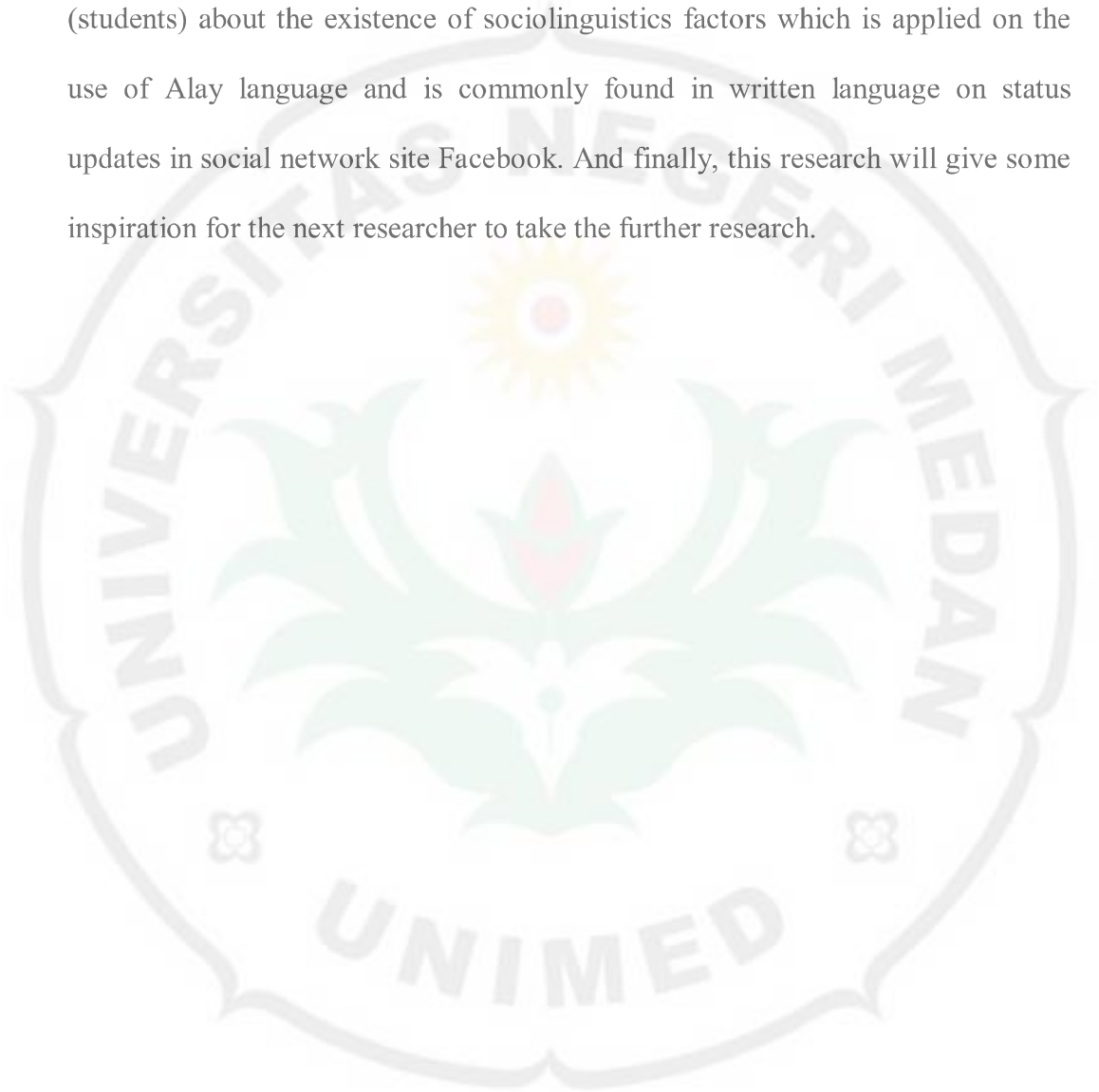
1.4 The Scope of Research

In accordance with the research problem, the research is limited to find the data on status updates which contains written Alay language in social networking site Facebook.

1.5 The Significance of Research

The researcher assumes that this research will be useful both theoretically and practically. Theoretically, it is hoped that it can enrich the treasure of theory related to Alay language.

Then practically, it is expected that gives the information for society (students) about the existence of sociolinguistics factors which is applied on the use of Alay language and is commonly found in written language on status updates in social network site Facebook. And finally, this research will give some inspiration for the next researcher to take the further research.



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