# CHAPTER I

# INTRODUCTION

## A. Background of Study

Every person meets with various individuals with different characteristics such as communicating to share or get information. People use a variety of speech patterns to make the conversation more enjoyable and explain the news well. Everyone speaks differently because they have unique ways of communicating or expressing themselves. In expressing themselves people use language style as a way to express an idea with a unique language that shows the speaker's soul, spirit, and concern ( Gorys keraf, 2016:113 )

Language style is a key element of communication that reflects a speaker's personality and emotions through language. It plays a crucial role in the exchange of information and effective collaboration, as speakers need to consider their language style to effectively convey their ideas. In generating and collaborating ideas, language styles give importance to the speaker to communicate clearly. language style has an important role in communication in terms of modes of expression, ranging from complex to limited (Linneman & Jucks, 2016).

The way a speaker use language can influence those who hear or see them. In using language style need to take attention to the types of language style used when communicating such as formal style used in formal situation, informal and colloquial style used in daily conversation ( Gorys Keraf, 2016 ). This indicates based on a person's linguistic style may determine how they presented their views

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using a specific trait that reveals their personality. For instance the language used by influential individuals such as artist, entertainers, presidents, influencers, communities, and content creator. Content creator is an individual who produce media for entertainment or educational purposes and become as significant factors in language evolution in this modern era. Content creator has their own characteristic of language style. When discussing about content creator it refers to social media because this is the working environment for content creators.

Social media are defined by Yates and Paquette (2011: 6) as instrument for the open online exchange of information through discourse and Interaction. According to Rohmadi (2016) social media is a media that allows users to socialize and interact with each other, for sharing information and establish cooperation. Based on the theory definition of social media above, can be conclude that social media is an online site that allows users to not only consume, but also participate in creating various content in various format such as text, image, audio or video.

Instagram, YouTube, and TikTok are examples of social media platforms that are used to share information and amusement via videos, According to Shelley Walsh (2022) in the top media social sites & platforms tell that Facebook, YouTube, WhatsApp, Instagram, and TikTok are application that has active users. TikTok is the fastest growing app on the market today with hundreds million of users,videos, and memes (Weimann & Masri, 2020). Based on the theory of Weimann this application is very famous and accessed by many people, especially

young people. Therefore this application can involve the language and social style of human interaction.

According Gerry (2018) in no limit blog, he stated that TikTok was introduced in 2016 by the Chines company named Byte Dance. Before famous in worldwide this application was named 'Doyin'' and just known in China. TikTok has the largest increase in the number of users, in a very short time (Aparajita, 2022). TikTok entered Indonesia in September 2017. According to Viv Gong, TikTok's head of marketing, Indonesia is ranked 6th in the world in the number of internet users. So that underlies the TikTok application to enter Indonesia and become one of the company's main product targets. Utilizing influencer marketing is the main way for the TikTok company to introduce its application.

In no limit blog, proposed by Gerry Ardian ( 2018 ) he told that on July 03, 2018 the Ministry of Communication and Information blocked the TikTok application from Indonesia. The Ministry of Communication and Information provided several reasons for blocking the application, such as negative content. The government also received 2,853 negative reports from the public regarding the application. TikTok immediately responded to the blocking of its application in Indonesia. CEO of TikTok, Kelly Zhang, immediately came to Indonesia to respond to the blocking of the application. Rudiantara as part of the Ministry of Communication and Informatics also welcomed this positively. Zhang agreed to the conditions put forward by the Indonesian government, by changing the minimum age setting of 16 years and removing negative content in the

application. Based on the agreement, TikTok has recruited 20 new employees whose job is to oversee content made in Indonesia.

Gerry (2018) also said that by cooperating with the TikTok company and the Indonesian government, Rudiantara said he would unblock the application, if there is a commitment from the development team with the Indonesian government. Rudiantara admits that he will always be open to marketing technology products in the form of applications from outside to within the country (Gerry, 2018).

According Yule (2020) colloquial language is words or phrases that used in everyday communication among young speaker and other group with specific interest. Colloquial language frequently used by youth generation because of young generation using and access the internet a lot now days. Young people frequently use colloquial style in communication because they are upbeat, imaginative, and full of fresh ideas. People believe that using colloquial language makes communication easier and simpler (Sato, 2012).

Colloquial style, according to Epoge (in Hasanah, 2020), is a set of utterances in a familiar, informal situation, such as at home, a place of relaxation, or the workplace. According to the previously stated idea, the colloquial style is a language style that combines popular words, morphologies, and syntactic elements with the form of an unofficial word, expression, or phrase. Colloquial language is a language that made through a different process of word formation in creating a new terms or new word and in colloquial language the word can be shorter than the original word through the morphological process.

According O'Grady and Guzman (1996) that the term of Morphology is the study of word formation and its analysis which has system of class and rules involves in it. Human as a user of language sometimes do not think about how language formed and how the word can be used in daily communication. The phenomena happened because of the morphological process which the process of a word modified to fit into a particular context. It is the act of modifying a word's form and function to match a situation and the result create a new word that used for communication as colloquial style. In terms of its correlation with morphology, colloquial language often employs a variety of morphological process to create new words or alter existing ones.

The researcher is interested in analyzing the Colloquial style through the morphological process used in the TikTok application. The Colloquial style chooses as the subject of the study because frequently use in communication of social media and influences social interaction also can create the new word thorough the morphological process. From there we can know the process of utterances become a sentence through morphological process in creating a word. Understanding someone's language style may influence how a speaker speaks and how listeners interpret the meaning of the communication, whether it is serious, humorous, or doubtful.

In analyzing colloquial style in TikTok videos, the researcher chose one TikTok account. The account name is @Al Fathan this account contains talking content which means the content is made for sharing information and entertaining people by way of Al Fathan's language style as a Medan young man. This TikTok

account has success in attracting the attention of TikTok users with various videos segments. In the video, Al fathan used his own characteristic of natural language as Medan people and use colloquial style when speaking so it's related to phenomena of colloquial style used by young generation in social media especially TikTok account in this era.

It can be proven by the total of his followers around 380.7K and likes for his TikTok videos around 14.5M. He is known for his natural and authentic style, as evidenced by the positive responses and comments from his followers, such as :

1. @Debby Febrianty "Sangat mendalami peran" (*very deep into the role*)

2. @indomiesedap "seru bat ceritanya" (*the story is so interesting*)

3. @Rahmi Mulianda " sereng-sereng cerita gini biar moodku naik terus" (*Stories like this often keep my mood up*)

4. • @Om_Polos_Banget " Cuma bg Fatan yang dapat mensrinkonkan bahasa medan" ( *Only Fathan can synchronize medan language*)

5. @afiqa "duta kamus medan " ( *Medan dictionary ambassador* )

6. @claudee74 "dosen jurusan bahasa Medan cocok kau bang" ( *be as a lecturer in Medan language is suit to you bro* )

In analyzing the videos the researcher will analyze ten TikTok videos of Al Fathan. those are Melalak Check Part 10 *Travelling Check Part 10* (176.3 K), Belajar bahasa medan part 13 *Learning Medan language part 13* (51,7 K), Belajar Bahasa Medan Part 17 *Learning Medan Language part 17* (51,4 K), Cakap-Cakap eps.31 *Talking eps. 31* (45,1 K), Besibuk Pagi-Pagi 2 *Busy in the*

*morning 2* (40,7 K) , Orang Medan Kalo Belanja Bulanan *Medan People if Shopping in the monthly expenditure* (28.4 K), Melalak Check Part 33 *Travelling check part 33* (17,0 K), Melalak Check Part 7 *Travelling Check part 7* (15,0 K), Besibuk Pagi-Pagi 1 *Busy in the Morning 1* (11,5 K), Cakap-Cakap eps 18 *Talking eps 18* (11,0 K).

This study used Yule's theories to analyze the types of morphological process on colloquial language styles in Al Fathan's TikTok videos. Yule (2020) classified the morphological process of colloquial language style into ten categories: a) coinage, b) borrowing, c) compounding, d) blending, e) clipping, f) backformation, g) derivation, h) acronyms, i) conversion, and j) multiple process. The preliminary data from the morphological process of colloquial style in Al Fathan's TikTok videos will analyze in this way :

**Al Fathan:** "nih kau yang tidur jangan pulak mamakmu yang bersihkan. Nantik Ku tokok pake baygon jadi orang sukses kau. Gak mungkin."

"*If you were sleeping here clean it, do not your mom clean it. Later I will beat you with Baygon and you will be a success person. No that is impossible.*"

The word baygon refers to the types of morphological process that is Coinage. Coinage is the creation of new terms that have become commonplace in languages and are frequently used when discussing commercial brands.

**Al Fathan:** "Abis itu mandi, skincare, baru mau ku ajak kelen jalan jalan."

"*After showering, skincare, then we went for a walk.*"

**Al Fathan:** "gak mandi gak papa yang penting jangan lupa pake sunscreen wak."

*"It is okay if you don't take a shower, the important thing is don't forget to use sunscreen bro."*

The word Skincare and Sunscreen refers to the types of morphological process that is Borrowing. According Yule (2020) Borrowing is taking words from other languages. The word skincare and sunscreen are from English word. The meaning of skincare is "perawatan kulit "and the meaning of sunscreen is "pelindung matahari ".

**Al Fathan:** "BTW aku belum mandi."

*"BTW I have not showered yet."*

**Al Fathan:** "Ok, kira-kira kek gini lah yak an OOTD kita pagi ini untuk beli buah." *"Ok, this is our OOTD in this morning for buying fruit."*

The word OOTD and BTW it refers to the Acronyms of morphological process. According Yule (2020) Acronyms means as a process form new words from the initial letters or beginning segments of a set of words. OOTD (Outfit of the Day) and BTW (By the Way).

The preliminary data above is from Al Fathan's TikTok videos entitled "Besibuk Pagi-Pagi part 1." in the video, Al Fathan frequently uses a colloquial style that the word is easy to understand, using popular word and there are types of morphological process such as coinage, borrowing, and acronyms.

Theoretically, the gap of this research in line with research about morphological process on colloquial language style that used the same proporsional object that is social media. Fauziah Khairani Lubis & Syamsul Bahri (2022) analyzed Colloquial style with the title *Colloquial Words in Indonesian*

*social media*. The research aims to learn more about colloquial words in Indonesian social media captions, which are mostly used by young people. The subject of this study are captions of social media users.

Chotibul Umam and Yuriskia Purniada (2016) also conducted research on Morphological Process with the title *Slang Words and Their Morphological Process On Jeff Kinneys's Diary Of a Wimpy Kid*. This research aims to understand the various slang terms used in Jeff Kinney's "Diary of a Wimpy Kid" book as well as the various morphological processes that occurred in those slang terms.

All of the previous research examined the language style especially in colloquial style and the morphological process of the other object. This study is more focused on the morphological process of colloquial style used by content creator in TikTok application. By conducting a preliminary analysis as a sample of morphological process on colloquial style in Al Fathan's TikTok videos, the researcher has observed certain types of morphological process in Al Fathan TikTok videos that will further explore in this study.

Through this analysis, the researcher aims to understand Al Fathan's unique way of expressing himself and engaging with his audience on TikTok. In types of morphological process of colloquial language style and the reason that reason for the existency of dominant types of morphological process on colloquial language style found in Al Fathan's TikTok videos. Overall, this study aims to contribute to the existing research on language style specifically in colloquial

style in social media by analyzing the morphological and colloquial style used by content creator in TikTok.

## B. Problem of Study

Based on the background explained above, the problems of this study are formulated the following:

1. What types of morphological process in colloquial language style are found in Al Fathan's TikTok videos?

2. Why there are the existency of dominant types of morphological process on colloquial language style used in Al Fathan's TikTok videos?

## C. Objective of Study

Concerning the problems, this analysis is intended to achieve some objectives:

1. To investigate the types of morphological process on colloquial language in Al Fathan's TikTok videos

2. To Explain the reason for the existency of dominant types of morphological process on colloquial language style used in Al Fathan's TikTok videos

## D. Scope of the Study

The scope of this study is focusing on analyzing the morphological process of colloquial style used by Al Fathan in TikTok regarding the types of morphological process and the reason for the existence of dominant types of morphological process on colloquial language style used in Al Fathan's TikTok videos. In analyzing the data this study used the theory proposed by Yule (2010)

in types of morphological process. He stated that there are several types of morphological processes in colloquial language, which are categorized as follows: a) coinage, b) borrowing, c) compounding, d) blending, e) clipping, f) backformation, g) derivation, h) acronyms, i) conversion, and j) multiple process.

**E. Significance of Study**

The significance of this study was expected to be useful as follows:

1. Theoretically, the study was considered to enrich the understanding of colloquial  style and morphological process in the object, And to give additional references to other researchers to conduct further research on language style.

2. Practically, This study was supposed to add significance to the evolution of colloquial style description for anyone interested in learning more about colloquial style that can be found in TikTok or other applications of social media