

CHAPTER I

INTRODUCTION

1.1 Background of the Research

Language is the most essential instrument in human communication. Crystal (2010) defines language as "a system of communication using sounds or symbols that enables people to express their thoughts and feelings and to communicate with others." He emphasizes the role of language in social interaction and personal expression, noting its complexity and its foundational role in human societies. Bloch & Trager (1942) specified that language is a system of arbitrary vocal symbols to communicate and identify our thoughts in social groups. Language is significant for human life because it is a means of communication. For that reason, language cannot be separated from human daily activities. Language development and growth can occur in grammar, meaning, and vocabulary. Vocabulary is the field with the most rapid growth and changes. Since it was formally designated as the national language, Bahasa Indonesian has also grown tremendously in vocabulary.

The phenomenon of language extensions was developed in order to fulfill the community's communication demands. Adopting the words of a foreign language, often known as borrowing, is one of the riches of the attempt to encourage the addition of a language. Grant (2014) highlighted that lexical borrowing is the transfer from a particular language to another of an identification utilized to associate a notion, and it is the most prevalent kind of contact-induced linguistic modification. Anglemark and John (2018) mention that lexical borrowing is the phenomenon in which words out of a source language (SL) become an intrinsic component of a target

language (TL). Zenner et al. (2019) specified that lexical borrowing is one of the most common ways a language acquires new form-meaning combinations. Whereas other kinds of lexicogenesis, such as word formation, ambiguity, semantic expansion, or the emergence of new origins, are vernacular processes, lexical borrowing is a vernacular process resulting from interaction between a supplier (input) and recipient (reception) language. Delahunty and Garvey (2019) defined lexical borrowing as acquiring or adopting vocabulary from other languages to develop new words. Yule (2006) described borrowing as acquiring words from other languages. Based on Havumetsa (2023), lexical borrowings frequently designate source-culture items and contribute to users' mental images of the source culture.

Durkin (2020) defined lexical borrowing as the process of replicating lexical elements from one language (the source language) in another language (the target language). It is often used more narrowly to refer to cases when the agentivity is assumed to be on the side of the receiving language. Furthermore, several experts mentioned in Ugwuona (2020) that no language has ever acquired terms from other languages, and no civilization has ever emerged fully from scratch. In other terms, lexical borrowing is the incorporation of elements from another language into one's inherent language

In recent years, lexical borrowing from other languages into Indonesian is common in many media such as newspapers, magazines, television, etc. For example, Indriani (2023) conducted a study to determine the various types of lexical borrowing terms used on Liputan6.com, an online media platform that provides news to Indonesians. The categories of over 50 lexical borrowing terms were discovered on the website. In her work, it was explored utilizing content analysis as a research approach. On Liputan6.com's social networking section, the authors discovered three

types of lexical borrowing. Loan Blends, Loan Shifts, and Loan Words were used in that media. In addition to the media, social media platforms such as Instagram, Facebook, and Twitter should be included in the example of media that frequently use lexical borrowing. Since data continues to improve and updates from anything new, current studies indicate a lexical borrowing phenomenon.

However, several social media platforms have emerged, allowing us to examine lexical borrowing people use on social media. As a result, this study aims to provide more information on lexical borrowing in Twitter, which is now one of the most widely used communication technologies in the world. Munch et al. (2021) emphasized that because the majority of users publish publicly, the platform turns out to be somewhat readily available to academics, and its application programming interface (API) continues to be relatively open in comparison to other online social networks (OSNs). This area still needs documentation to fully comprehend lexical borrowing used in this popular social media platform. This behavior is expected to continue as the number of Twitter users increases daily. Twitter is used not only as a communication medium but also allows users to share their opinions. There is a preliminary data from Fiersa Bersari twitter's account:

Datum [1]

Status

"Status" is borrowed from "status" in English as written in tweet from Fiersa Bersari's twitter account from April 18th, 2022. The tweet:

"Failed to move on, even though the status doesn't exist"

(*"Dibuat gagal Move one, Padahal **Status** saja tidak ada"*)

The lexical meaning of the word “Status” based on English and Indonesian dictionaries are;

- a) Online Cambridge Dictionary. The word “Status” is an accepted or official position, especially in a social group
- b) Language Development and Founding Agency, Ministry of Education, Culture, Research and Technology of the Republic of Indonesia, Indonesian Dictionary (*Badan Pengembangan dan Pembinaan Bahasa, Kementerian Pendidikan, Kebudayaan, Riset, dan Teknologi Republik Indonesia, Kamus Besar Bahasa Indonesia*), Online version: 3.8.4.0-20220120105146 (Last updated: Oktober 2021) The word “Status” is *keadaan atau kedudukan (orang, badan, dan sebagainya) dalam hubungan dengan masyarakat di sekelilingnya*

The Indonesian term "Status" is derived from the English word "Status." The spelling of "Status" In Indonesian and English is identical, except for a change in sound. In Indonesian, according to Indonesian dictionary, it is pronounced /sta.tus/, but in English, it is pronounced /'steɪ.təs/. The borrowing process of this word may be classed as a loanword type since there are no morphological alterations in morphological absorption.

Given the information presented previously, this current study is worth investigating to discover the lexical borrowings used by the novelists in their Twitter accounts.. The data will be taken from the tweets in the form of words found in Fiersa Bersari, Dewi Lestari, and Ika Natassa's Twitter accounts. Moreover, these authors share a similar professional background with those of widely recognized works in Indonesia. There is a significant presence of English loanwords inside the Indonesian lexicon.

1.2. Problem of the Study

Based on the background described, two research questions were formulated as follows:

1. What types of lexical borrowings were used by the novelists in their Twitter accounts?
2. How were the lexical borrowings of the tweets used in the novelists' Twitter accounts?

1.3. Objectives of the Study

Based on the research questions, the objectives of the research were:

1. To analyze lexical borrowings used in the tweets of the novelists' Twitter accounts using Hockett's Theory (1958).
2. To explain how the process of lexical borrowing occurred in the tweets used in the novelists' Twitter accounts.

1.4. The Scope of the Study

This research focused on the lexical borrowing of the tweets in the form of words. The Twitter accounts were limited to three novelists—Fiersa Bersari, Dewi Lestari, and Ika Natassa—from January to December 2023. This research covered Hockett's three types of lexical borrowing: loanword, loan shift, and loan blend.

1.5. Significance of the Study

1.5.1. Theoretically

Theoretically, the study's findings were intended to improve and develop knowledge of word development, particularly in lexical borrowing. This study was also expected to be useful to other scholars interested in word construction, mainly lexical borrowing. Theoretically, this research contributed to the field of linguistics by enhancing our understanding of lexical borrowing in digital communication. By

analyzing the tweets of contemporary novelists, the study provided insights into how languages interacted and influenced each other in real-time, informal settings. It explored the dynamics of language usage on social media, a relatively under-researched area, and added to the body of knowledge on how cultural and linguistic exchanges manifested in digital environments. Furthermore, the study's findings could inform linguistic theories on the evolution of language in response to technological advancements.

1.5.2. Practically

Practically, the research had several implications. For novelists and writers, the study offered a deeper understanding of how lexical borrowing could be effectively used in digital storytelling and personal branding on social media platforms. It highlighted the potential of incorporating foreign words and phrases to engage diverse audiences and enrich narrative style. For educators and language instructors, the research provided real-life examples of lexical borrowing that could be used as teaching materials to illustrate the practical application of linguistic concepts. Additionally, for social media analysts and marketers, the findings offered insights into language trends and user engagement strategies, helping them to better tailor content to multicultural audiences and enhance communication effectiveness.