

CHAPTER I

INTRODUCTION

This chapter provides an overview of the variables that will be explored in the following sub-chapters. Background of the study, research problems, research purposes, conceptual framework, and definition of key terms are the six sub-chapters that constitute the introduction.

1.1 Background of the Study

Language is a media used by humans as the ability to communicate and exchange ideas and thoughts. Being the social figures, humans must understand the function of language to enhance harmony within the social context. Language and its use in society are not observed on a separate basis but are associated with an activity that occurs in that community. Therefore, society and language are a unit that is tightly related to one another. Without language, connection will be out of picture as it builds a fundamental space of any society from multi various communities speaking different languages.

Social interaction compels speaker to use the right language choice which depends on the domain of the usage and the linguistic repertoire of speech participants (Ansah, 2016). Language choice, then, become the product of communication within. The use of language, in general, is exemplified by diverse factors, not only linguistics aspects but also non-linguistics aspects, in particular social, psychological, and cultural facets. Thereby, the study of language choice in a community stimulates the way of thinking as it is representative of the social element of the living environment. The writer aims to describe the phenomenon of language choice in a multilingual community and its underlying factors which influence it on a sociolinguistics paradigm.

Sociolinguistics refers to studies of two different disciplines: sociology and linguistics. It beholds how language and society are affected in a correspondent manner, including social settings, social education, cultural norms, and other social constructs. In the sociolinguistics course, language variety is an underlying aspect of language. Kridalaksana (1978, as cited in Chaer and Agustine, 2004, p. 61) defines sociolinguistics as a branch of linguistics that explains the characteristics of language variation and determines the correlation of language features with social traits and qualities. Language variation, according to Poedjosoedarmo (1978, as cited in Suwito, 1996, p. 28), is the form of variants in language, each of which has general patterns of its mother language. Nababan also argues that language variations are differences in language that arise due to the basic aspects of language, namely its form and meaning that show kinds of distinctions (Nababan P. , 1993).

As a social phenomenon, the use of language is not only implemented by linguistics factors but also non-linguistics factors –one of which is social occurrence. On the basis of Fishman (1970, as cited in Novalia, 2011, p. 10), linguistics traits that are developed in society can describe a phenomenon that occurs. The connection between society and language influences a wide range of encounters –from broadly based international correlation to narrowly defined interpersonal connection.

In actuality, the language choice situation occurs in a bilingual or multilingual living community. Choosing the language to be used, a community must have a diverse range of historical backgrounds. Referring to Fishman (1972), the language choice used by the speakers does not occur arbitrarily but after considering several factors. Language choice and use may depend on the speaker's experiences situated in different settings, different language repertoires that are available to the speaker, different interlocutors, and different topics (Mei, Abdullah, Heng, & Kasim, 2016).

The choice of language occurs in community to pass information and ideas across and to understand what is said. The way to communicate can be approached by a medium/tool for the information delivery process. Communication and media, then, cannot be discussed separately. Following the current technological development, there have been significant changes in the use of media (e.g., TV, radio, newspaper, magazine, and social media/internet). In a sense, the latter is a computer-based technology that facilitates and makes people easier to express, interact, and get information online worldwide. The internet utilizes website or in-build application-based technology. For the past few years, human has taken communication to the next level. In the modern-day, communication is unlike anything humans have ever seen before. Albeit on the telephone and in-person communication still happen, it has largely taken a back seat to communicate via the internet. The Internet becomes the world's most important invention ever (Luna, 2019). The growth of Internet has been the main spark off of the shifting of how media is used in the 21st century. People can find social media helpful in their daily lives as it makes it easier for them to share basic elements, such as various informations, personal ideas, works, thoughts, etc., with anyone across the globe conveniently. Social media functions around giving people a platform to connect with fellow internet users and change the scale, pace, and cost of communication. But the essence of communication and interaction itself is as old as civilization that is known. Humanity builds technology such as internet to help them go through stages of life but it does not, in any way, change the essence of message that is being delivered. What differs is how the communication itself takes place while still be able to unite people globally on a virtual scale.

Cyber community is the central feature of bringing a community based on online contact into the open. It is a community that comes together and interacts in carrying out certain activities (Q&A, open discussion, consultation, learning, sharing or seeking informations and resources, announcements, sharing joys and

sorrows, etc.) through networks and internet proficiencies. Holmes stated how cyberspace allows the emergence of virtual communities (Holmes, 2005). He explains that cyberspace exists within the connection and networks of communication technologies. This study will take its data from social media communication platform that is Twitter. Through this, Twitter has been becoming a tool for communication and holds common core to allow people all around the world communicate with each other from anywhere and anytime as long as the members are connected to the internet.

BTS ARMY community on Twitter is the object of this research because linguistics phenomenon is evident within the community. It is a multicultural and multilingual fanbase of BTS. Their agreed speaking-language is English. While its demographics are hard to pin down—the most prevalent age-group range from 20s to 40s—the BTS fanbase, ARMY, is broadly diverse, cutting across lines of gender, age, religion, and nationality (Dooley & Lee, 2020). It is formalized by the way the BTS ARMY organizes multiple team accounts on Twitter based on each member's respective domain. As the biggest multilingual community in the entire platform of Twitter (BTS is reported attracting a 38,3 million diverse group of supporters as per August 20th, 2021 on @BTS_twt twitter page). They are bonded and connected on a personal level, despite the identity differences. Twitter facilitates sharing ideas, thoughts, stories, and narratives, etc. for fans all over the world, crossing lines of gender, age, various cultural backgrounds, nationality, and other important aspects that used to be seen as a barrier to build a sense of connectedness between members of a global community.

The language skills of the members of BTS ARMY on Twitter becomes interesting to study because of each own ability to speak only certain languages but having a strong urge to connect with as many fellow fans as possible. In the setting of social media, the researcher tried to find out what matters in studying the language choice in a social media setting and if it is not any less important

than an in-person communication. Hence, a proper study is conducted surrounding language choice to help analyze the occurring phenomenon.

To look through how to use language accordingly in a multilingual community, consider an appropriate, vivid, inclusive, and familiar measurement to which the language is used in the right domain for an in-sync idea and to come in terms of understanding the various point of views with the aid of language. This requires the use of a theory to aid in the analysis of the study. The researcher will apply Dell Hymes's theory (1974) of *SPEAKING* (Setting and scene, Participants, End, Act sequences, Key, Instrumentality, Norm of interaction and interpretation, and Genre) in language choice. Language choice used by BTS ARMY when communicating emerges the underlying factors that influence this phenomenon, hence a theory by David (2006) is present to also guide this study. It varies and includes the context that surround the speaker and explains why language choice happens.

This paper will explore the data from a sociolinguistics approach. It is titled "Language Choice of BTS ARMY as a Multilingual Community on Twitter". The underlying reason for taking this topic is to dig deeper into the human communication and how the language spoken between BTS ARMY as multilingual internet members on Twitter and identify what causes the phenomenon. The researcher found the use of language choice within multilingual Twitter users interesting to study because various languages are used in communication to strengthen connection within the community followed by its variety of nuances from people of different cultures and orientations.

However, this is not the first study of its kind; numerous others have looked into the usage and choice of language in multilingual settings. The researcher used four past studies as examples, which are listed below:

The first is "Pemakaian Bahasa Pedagang Dalam Transaksi Penjualan di Pasar Kedinding Surya Surabaya: Kajian Sociolinguistik (*Language use of Merchants during Selling in Kedinding Surya Surabaya Market: A*

Sociolinguistics study)” by Indah Kurnia Waty (2018). The use of language choice by merchants and the underlying factors that influence it in Kedinding Surya Surabaya market is the main discussion of the research. In the results of their research, there are three variations of language choice, between Javanese, Madurese, and Indonesian. The similarity with this research is that both study utilized eight components of language choice theory by Dell Hymes and applied it to the data to acquire validity, but the difference lies in the use of theory to analyze factors, instrumentality, and source of data.

The second is “Pemakaian Bahasa Komunitas Pedagang di Pasar Klewer Kota Sala: Sebuah Peran Kajian Sociolinguistik Menjaga Tradisi (*Language Use of Trader Communities in Klewer Market at Sala: A Role of Sociolinguistics in Maintaining Traditions*)” by Triyoga Dharma Utami (2010). Utami explained that the phenomenon of language use and verbal interaction patterns, also knowing registers in transactions, technic of sociolizing, and identifying factors that determine it (Utami, 2010). It is the study between language of the traders who inherit Javanese ethnicity and speech partners who do not speak Javanese. The language used by speakers are Indonesian, Javanese, and mixed of both languages. Language factors include the Javanese language, Solo dialect, speech act, and the role of Javanese as the mother tongue. The similarity with this research is that both study the role of sociolinguistics of language variation that keeps the unity, but the difference lies in the object of the research study which will be seen in the use of the languages, instrumentality, and source of data.

The third is “Variasi Pemakaian Bahasa pada Masyarakat T tutur Kota Singaraja (*Language Variation by Speech Society of Singaraja*)” by D. P. Ramendra (2013). Ramendra suggested that language variation in Singaraja is associated with nationality, occupation, and age (Ramendra, 2013). In addition, the study describes the factors that influence it. In the results of their research, there are three variations of language used. The occurrence is closely related to the identity that the subject (speaker) wants to project. The similarity with this

research is that both studied the role of sociolinguistics of language variation of speech society that keeps the solidarity, but the difference lies in the object of the research study which will be seen in the use of languages, instrumentality, and source of data.

The fourth is “Penggunaan Bahasa antara Pedagang dan Pembeli di Pasar Tradisional Wonorejo Kabupated Pasuruan: Kajian Sociolinguistik (*Language Use between Traders and Buyers in the Wonorejo Traditional Market at Pasuruan Regency: A Sociolinguistics Study*)” by Nur Lailatul Fitria (2016). The study found several language uses between traders and buyers based on the speech component *Ends* by Hymes which refers to the intended meaning of speech; comes in the form of offering, persuasion, and gratitude. The similarity of this research is that they both examine the language choice using Hymes’s theory, but the difference lies in the object setting and the use of theory only focuses on the *Ends* component, the object, and the instrumentality as it will produce different results in terms of language use and geographic setting that affect communication.

1.2 Problem Statement

From the research background above, the researcher concludes that 2 questions will arise following the research:

1. How does BTS ARMY as a multilingual community on Twitter put language choice into practice?
2. What are the factors determining language choice in multilingual community of BTS ARMY on Twitter?

1.3 Research Purposes

Based on the conceptualization of the research questions above, the researcher is intended:

1. To describe the language choice phenomenon from interpersonal communication of BTS ARMY as a multilingual community on Twitter.
2. To find out the underlying factors affecting language choice of BTS ARMY as a multilingual community on Twitter.

1.4 Research Significances

This research can provide benefits, both theoretically and practically. The significances that can be obtained in this research include:

1. Theoretical Significance

In the results of this study, new linguistics data is provided and it is hoped that the resulting findings can be used as a reference source for further research on the language choice of a multilingual community on any social media network.

2. Practical Significance

This research is expected to add insight to internet users and the community around it and make them aware of the factors of what can a community on social media network results in something worth studying. Therefore, internet users can use language appropriately.