

CHAPTER I

INTRODUCTION

This chapter discusses the background of the study, statement of the problem, the purpose of the study, significant of study, scope and limitation and definition of key terms. Each of the points will be explained below.

1.1 Background of the Study

In our daily use of language, we are not often aware of clipping word processes, which create, produce or form new words in a language. Many people clipped the word to abbreviate the word itself. Most of the times we have no problem with understanding these new words. Furthermore, we know immediately the various forms of that new word and include them all in our vocabulary. Sometimes we even may build them ourselves. This ability to adapt, understand, and use such a new word result from the fact that these clipping word processes are based on certain rules and regulations.

There are two ways communication to communicate with others, they are communicating by spoken and written. Spoken is two ways of communication by two or more people while written is communication with one way communication. In written communication, people cannot get s response directly, as fast as spoken communication. We can find one of the written communication types in the caption of Instagram. Instagram is rarely close to people nowadays. Now Instagram cannot be separated from human life. Social media gave us directly information which can be accessed everywhere and people also can oversee what their friend, family, or stranger statement. Most of them often state in informal writing style and use slang words. The writer realizes that some new words become commonly used till appear on those social media. It occurred when the users post on Instagram and give description or comment of photo on Instagram. Because Instragam has limited characters, it is often found the users shortened a word and become a new word called clipping.

Clipping occurs as the effect of simplification of verbal and written words become shorter but can be understood by listeners and readers. Especially in Instagram is often find abbreviated or simplified words from the original itself. The simplification of this word is made to attract the attention of the reader save the reading space

In this research, the researcher is interested to analyze clipping words in the caption of Instagram which has a million users in the world. Hence, this is the reason why the researcher wants to analyze it because Instagram is one of the most popular social media in all circles and commonly used nowadays. People can express what they thought-through writing in any way on the caption. So the purpose of this research is to understand the formation of clipping words written in caption of Instagram morphologically and to understand the new words formation, so when people used new word especially clipping they will understand what meaning is. For example fav, the term fav is formed from favorite which is reduced morphologically thus form a new word.

In doing this research, the researcher also reviews some previous studies from other researchers who have already done similar studies. This is a relevant study that is related to word formation especially clipping word. This study has a relation to give contribution explaining about the clipping word. Angelia (2012) focuses to analyze clipping words based on Allan's clipping theory in Hello Magazine June-December 2009. Based on the result of the study she has found 38 words included the fore clipping process, 32 words black clipping, 1 word combination clipping, 7 words clipping with a little spelling change, 5 words clipping, and 1 word mixed clipping.

The second research is conducted by (Jamet, 2009). He discusses clipping but different from this research. In the first part of in his research, he defines clipping and relates to semantic differences between the multiplicity of terms shortening, clipping, and truncation. In the second part, he examines the semantic role of clipping, and in the third part he tries to answer is clipping a word formation device? And in the final part, he focuses on the consequences and phonological realization of clipping in

English to show that the phonological regularities in the formation of clipping make it a potential word formation devices.

The third research is conducted by Setyowati (2014) She focuses to analyze clipping words which are existed in the Jakarta Post daily newspaper. The purpose of her study is to find out the type of clipping words based on O'Grady and Guzman's clipping theory, and Katamba's clipping theory. Based on the result she has found 1) there are four types of clipping words fins out at the Jakarta Post daily newspaper March 2013 to November 2013 edition, those are back clipping, fore clipping, middle clipping, and complex clipping, 2) Clipping words in the Jakarta Post daily newspaper March 2013 to November 2013 edition are belong to the types of Noun and Adjective Class of word, 3) Clipping words in the Jakarta post daily newspaper March 2013 to November 2013 edition are types of free morpheme.

As described above, the researcher tries to elaborate the clipping words in the caption of Instagram about clipping part of word formation. Therefore, the title of this research is, **“Clipping Words in The Caption of Instagram”**. In this research, the researcher wants to analyze clipping word in Instagram caption used Marchand's theory and what are the lexical and contextual meaning of clipping words which found in caption of instagram.

1.2 Research Question

Based on the background above, the researcher realizes that clipping words are not always based on certain rules and regulations. some new words become commonly used on social media are irregular words. For example, clipping words there are four kinds of clipping words according to Marchand such as back clipping, middle clipping, fore clipping, and clipping compound then this research concerns the following question:

1. What kind of clipping words in the caption of Instagram?
2. What are the lexical and contextual meanings of clipping words in the caption of Instagram?

1.3 Research Objective

The purpose of this study is to answer the question above satisfactory, therefore, the researcher would like:

1. To find the kind of clipping words in caption of Instagram.
2. To find the lexical and contextual meanings of clipping words in the caption of Instagram.

1.4 Research Significance

There are also two research significance given by the researcher. The research significances are:

1. Academic significance

This study would give a contribution to the development of morphology discipline. This finding will be able to be used as a material in teaching morphology, especially clipping as part of word formation processes. The finding can also be used by students as the example of clipping process used in communication.

2. Practical significance

The finding of this research would give the information to the readers about clipping analysis used in communication. Besides, the researcher hopes that the finding this study would be used as a reference in conducting research related to the topic in the same field.

1.5 Scope and Limitation

In this research, the researcher focus on the clipping analysis of the English word in the caption of Instagram. Especially in the kind of clipping word that exists in Instagram and the lexical and contextual meaning of clipping. The object of this research is limited to the clipped words found in each caption of Instagram users, in this research the researcher limits the object. The researcher only takes six users, they are a public figure.

1.6 Definition of Key Terms

To make the readers understand the terms used in this research easily, the researcher would like to present several definitions of the key terms as follows:

- a. Clipping is the process of reducing the elements of the word. This process occurs when a word of more than one syllable is reduced into a shorter form Yule (2010:56).
- b. Word is the smallest element that can be uttered in isolation with objective or practical meaning Carstairs-McCarthy (2002)
- c. The caption is text to explain and contextualize the subject of the photo.
- d. Instagram also is known as IG or insta is a photo and video sharing social networking services. This application allows the users to upload photos and videos which can be edited with various filters and organized with tags and location information. The users can add the caption to photos and videos to explain, and contextualized the subject of the photo. An account's post can be shared publicly or with pre-approved followers. Users can browse other users' content by tags and locations, and view trending content. Users can "like" photos and follow other users to add their content to a feed. The service also added messaging features the ability to include multiple images or videos in a single post, as well as "stories" which allows users to post

photos and videos to a sequential feed with each post accessible by others for 24 hours (Rouse, 2012).

