

CHAPTER I

INTRODUCTION

This chapter provides the background of the problem, statement of problem, objective of the research, research significances, clarification of key terms, and organization of writing.

1.1 Background of Problem

The communication media at this time develop very rapidly due to technological developments. Only by sitting at home and holding a communication device as a cellphone, people can communicate even though the distance between one person to another person is very far away. Information from various parts of the world will be easily known just by accessing it from the internet. The development of the internet begun in 1990, when engineers created an interconnection system in computers that could display hypertext, text, and visual images called the "World Wide Web (WWW)" in physics laboratories in Switzerland (Kompasiana, 2018). The site is used as a source of electronic-based information for scientists, but it is quickly used by internet users to find information.

Furthermore, Kompasiana (2018) explains about the development of social media that begun in 2002. The emergence of social networking media was spearheaded by "Friendster". This application is used to build relationships, add friendships in cyberspace with a very broad scope that is throughout the world. In the same year, "Linkedin" appeared to share experiences about the business world. In 2003, the site of "MySpace" was created to show the user's music interest. This site simplified the users to exchange messages or chatting, upload songs or videos, and provide special genre music installation services on the profile page. The following year, "Flickr" was created to share interesting photos and videos among fellow members of the site.

In the same year, 2004, "Facebook" emerged and was favored by the community as a medium for communicating or exchanging private or group

messages, it can be in the form of pictures or videos. Another site appeared in 2006. It has the same function as its predecessor, which to communicate. Twitter gives users the choice to follow someone be it a recognized friend or a stranger. Four years later, “Instagram” emerged as a social networking site that provided users with facilities to edit photos and videos and then upload them. Interaction that is built on this site can be in the form of like button, comment column, exchange messages through Direct Message, share stories and experiences through instastory.

Language develops according to the era and its usage. The rise of the use of social media at the moment has an impact on language. Social media changes the pattern of human communication that initially communicates verbally into written form. Although in written form, the rules use when communicating on social media is different from the written language rules in general, such as in an article journal, and in a book. As has been said by Barron (2003) that communicate through Internet feels more like a speaking activity rather than writing even though in written form. The rise of the social media used has a major influence on the development of language as a medium for communication. This is in line with the opinion of Crystal (2006) which says that the internet greatly affects language. Therefore speaking of language today is not always about the standard or the structure because language continues to evolve, continue to change along with changes that occur in the user and also in the context of the user (Saussure, 1995).

Media that being loved by people in this day is Instagram. It attracts people to download the application more than ten million times by September 2011 (Suciati, 2018). The development of language due to the use of Instagram is slowly changing the pattern of human communication that originally communicated verbally into written. Instagram currently become phenomenon because it can be a place to show the users’ talent or hobby especially who loves photography and videography. Besides, it can be used to become a market place. Instagram can be used to communicate by all of the people in this world.

Instagram as the media to communicate among its users produce several kind of language varies. The variety of the users' background influenced the language variety that appears in Instagram. One of the varieties that often use on Instagram is colloquial variety. Colloquial speech refers to the total set of utterances in a familiar, informal context such as at home, at a place of relaxation or at the workplace. This informal type of speech is used among friends and others in situations where empathy, rapport or lack of social barriers is important. Colloquial speech is often marked by the use of slang or idioms and by other linguistic characteristics such as deletion of subject or auxiliaries (Epoge, 2012).

Colloquial expressions are commonly used verbally in daily conversation, but it is used in written form in social media as in Disney's Instagram account. Although the pattern of communication that is used by Disney are not in accordance with the rules of the colloquial language which is used verbally, but it can attract more than 21 million fans to communicate and follow the Instagram. This research analyzes the processes of forming the colloquial words that used in written form in Disney's Instagram caption. Disney has produced many popular works such as films, TV shows, and songs. The researcher analyzes by using linguistic study because there are many researcher that have analyzed Disney's works using theory of literature. One of that is the research by Barber, M (2015). The title of the research is "Disney's Female Gender Roles: The Change of Modern Culture".

The research of Barber discusses about roles of the female characters in the movies of Disney. Barber takes eight female characters from eight different movies. They are Snow white and The Seven Dwarfs, Cinderella, Sleeping Beauty, The little Mermaid, Mulan, Tangled, Brave and Frozen. Disney creates the roles of the female characters in accordance with the times. The research divides all the female characters into three roles. The first is the role as a female from the low social class with her tough life. It can be seen from the movie of Snow white and The Seven Dwarfs, Cinderella, and Sleeping Beauty. The second role is the portrayal of an ambitious woman. That picture can be seen through the characters of Ariel from the Little Mermaid, Mulan, and Rapunzel from Tangled

movie. The last is the portrayal of an independent woman. It can be seen from the character of Frozen, and Brave.

As the result of the research, Disney creates the role of women in their movie based on the prevailing culture. The research of Barber raises the same object as this research which is Disney. The interesting point of Barber's research was the topic chosen. Talking about Disney is talking about Feminism. Disney always creates an iconic female character. This research discusses about the other interesting topic about Disney which is the colloquial words and its word formation processes in Disney's Instagram caption. The researcher tries to analyze a different interesting topic. The way Disney uses colloquial language in form of writing to communicate with the fans so that it attracts 21,6 million fans to follow the Instagram account is interesting to be analyzed.

The other previous studies that related to one of the topics in this research are the research by Risakotta, (2018). It rises about the Colloquial of Ambon Malay Language at Galala Young Men, Sirimau District. The research aims to describe the colloquial of Ambon Malay language at Galala young men, Sirimau District. The result of the research is that the young men in Galala often use colloquial of Ambon Malay language in their daily conversation. They use it in form of statement, question, and imperative sentence so that the conversation became interesting and easy to understand by the interlocutor.

The research by Risakotta (2018) has a similarity to the research raised in this research. Both of the researches raise the same topic about colloquial. The good thing about Risakotta's research is that it explains deeply about the function of the colloquial used by the Galala young men. On the other hand, the research is not explains about the word formation processes of the colloquial words which explained in this research. This research also rises about the current phenomenon of colloquial in social media instead of rises about verbal conversation.

The third previous study is the research by Sheryllia (2019). The title of the research is "Word Formation in Slang Word Meanings in Caption on @lambe_turah's Instagram account". The research discusses about the meaning of slang word and how those words are formed. The research uses a descriptive

qualitative design. As the result, the research finds nine slang words to analyze. The research questions made by Sheryllia are (1) what is the meaning of slang words used in the caption on @lambe_turah's instagram account, and (2) what are the types of word formation process of slang used in the caption on @lambe_turah's instagram account.

Compared to this research, both of the researchers rise the same topic about word formation. The differences between those two researches are that the research by Sheryllia (2019) analyzes about slang words while this research analyzes about the process of forming the colloquial words. The data found in the research of Sheryllia is nine slang words. Both of the researches analyze the phenomenon of language variety that appears in Instagram.

The last previous study is the research by Suciati (2017). The title of the research is "Instagram Marketing Techniques for Online Store: A Descriptive Study". The aim of the research is to collect and to describe the marketing techniques used by Indonesian online store owners to promote their store, earn more followers, and get good number of transactions. The research explains about the things that usually done in Instagram such as shopping. As the result, the research shows that youngsters are tending to follow retailers or online stores in Instagram. Compared to this research, both of these researches raised the same platform (Instagram). The difference is this research explains about the language phenomenon and the research by Suciati discusses about economic development.

From those four previous studies, the researcher tries to analyze about the colloquial words and its word formation processes appears in Disney's Instagram caption. The popularity of Disney makes the researcher decided to choose Disney's Instagram account as the object of this research. This research uses the theory of George Yule in analyzing the word formation processes of the colloquial words in Disney's Instagram caption. According to Yule (2006), there are 14 processes of forming a new word, they are: etymology, coinage, borrowing, compounding, blending, clipping, backformation, conversion, acronyms, derivation, prefixes and affixes, infixes, kamhmu, and multiple processes. This research also uses the theory by Chaer and Agustina (2010), who says that

colloquial is informal language and used in daily conversation. The theory is chosen by the researcher to collect the data, and analyzes it.

1.2 Statement of Problem

Social media changes the pattern of communication from verbal into writing as in the usage of colloquial words that commonly used verbally in daily conversation, but Disney used it in writing form in the caption of the Instagram account. This research analyzes the processes of forming those colloquial words. Based on the problem above, the formulation of the problem is described in the following questions:

1. What are the types of word formation of the colloquial words in Disney's Instagram account?
2. What are the formation processes of those words?

1.3 Research Objectives

The objectives of this research are as follow:

1. To find the types of word formation of the colloquial words in Disney's Instagram account.
2. To find the processes of forming those words.

1.4 Research Significances

1.4.1 Theoretical Significance

Theoretically, the result of this research can contribute ideas in enriching insight into language variety in social media.

1.4.2 Practical Significance

- a. This research can be able to develop students' knowledge about language variety in social media.
- b. This research can be able to become a reference for the other researchers who are interested in further analysis of language variety in social media.
- c. This research can be able to expand the reference materials, research materials, and reading resources in the English Literature

Department of Adab and Humanities Faculties, UIN Sunan Gunung Djati Bandung.

1.5 Clarification of Key Terms

a. Word formation

The usage of the term “word formation” in this research refers to the types and the process of forming a word, in this case are the colloquial words in Disney’s Instagram caption. Crystal (2003) argues that word formation is the process of morphological variation in the constitution of words including the two main divisions of inflection and derivation.

b. Colloquial

This research uses the term “colloquial” to indicate the words or the expression that appear in Disney’s Instagram caption. Chaer & Agustina (2010) state that colloquial is kind of the social variety used in daily conversation. Colloquial often marked by the use of slang or idioms and by other linguistic characteristics such as deletion of subject or auxiliaries (Epoge, 2012).

c. Words

The usage of this term is to indicate the words that can be classified as colloquial language based on the experts theories as stated in chapter two. Lieber (2009) defines word as one or more morphemes that can stand alone in a language.

d. Disney

The term “Disney” uses in this research refers to the research subjective. The researcher used the caption of Disney’s Instagram account to find out the colloquial words that analyzes in this research.

e. Instagram

The usage of the term “Instagram” refers to the popular social media that used by the researcher to find out the language phenomenon to be analyzed. Instagram is a photo and video sharing application that has

been downloaded more than 10 million times by September 2011 (Suciati, 2018).

1.6 Organization of Writing

a. Chapter I

This chapter is the introduction of the research which provides the background of the problem, statement of problem, objective of the research, research significances, previous studies, clarification of key terms, and organization of writing.

b. Chapter II

In this chapter theories are introduced as guide to answer the problem. It first examines the theory of Morphology and some of the basic processes by which new words are created. Then it discusses about sociolinguistics as a discipline that discusses about the variety of language.

c. Chapter III

A set of method are served in this chapter. It includes the research method that used in this research, the data that have been classified from the source of the data, technique of collecting data, and technique of analyzing data.

d. Chapter IV

This chapter consists of founding and the discussion of the research. It analyzes the data that have been collected into the type of word formation and the process of forming those colloquial words.

e. Chapter V

The result of the study is served in this chapter. Besides, it also shows the suggestions based on the result of this research.