CHAPTER I

INTRODUCTION

This chapter contains the introduction of the researh. It consists of background of the research, research questions, the purposes of the research, significances of the research, and the definitions of key terms.

1.1.Background of the Research

Language becomes one of the most influencing element on the growth of society and how the society perceives the world. It is because language could not be separated from the society. As Sapir (1921:1) said that language is a merely conventional system of sound symbols, that has seduced the popular mind into attributing to it an instinctive basis that it does not really possess. This is the wellknown observation that under the stress of emotion, say of a sudden twinge of pain or of unbridled joy, we do involuntarily give utterance to sounds that the hearer interprets as indicative of the emotion itself. This means language could be used both by uttering or writing in order to communicate among people in showing the emotion. Language which is used in writing is also found in electronic media, such as social media. Language also has a way of keeping up with such growth in social media. Subrayan (2011:2) said that the growth and changes in language reflect the growth and changes that are taking place in the society today. English language, especially, used widely among people in the world. Social media becomes a tool of instant communication between people arround the world.

As an information system, social media is built upon a set of (available) internet, communication and computing technologies, as well as a set of ideological beliefs about how information should be created, accessed and distributed (Wolf, Sims & Yang, 2017: 3). Sosial media built the visibilities of relationship among people as the users and the relationship itself is facilitated by

language. Social media, such as Facebook, Twitter, Instagram, Youtube and LinkedIn, provide people with a pervasive network connectivity. The connectivity is growing up in the way people wrriting such as in the captions, stories, comments, and also direct messages or personal chats. The connecttivity of people in social media also develops the the growth of the language. One of the popular social media that develop language is Instagram.

Instagram is one of the most popular social media used by people in the world. The users of instagram is from all walks of life, as teeanagers, adult, kids, and also students, artist, and state officials. From this reason, people using instagram for selling or bussiness. There are so many people create the account for their own bussiness whether it is for selling some things or offering services. In the same way, famous people such as artists, politician, influencer, use Instagram as a media to interact with their fans. Instagram facilitates people to connect wihout limits.

Instagram could be like our own photos and videos gallery that can be seen by everyone around the world. There are some facilities which is served by Instagram for the users. First, the users can upload photos or videos either it is only photo or video, or both of them in the same time. In that post the user can give a caption relate to the photos or videos and the other users can give comments to the post. In that comments people interact each other and make a communication that public could be seen. The other faciity in Instagram that can make a communication is direct message. In this facility the users can chat directly each other and could not be known by public. To feed the direct message, Instagram also give a media known as story. The users can sent photos or videos that could be seen by public only for 24 hours. After that the post will be disappeared and could not be seen anymore. People who see that story could answer and automatically send a direct message. By those facilities Instagram facilitates the users a faster communication, that also develops the language by rising a simpler communication.

There are some terms found in instagram used by instagram users in giving or offering something on their own account to find the fame for the account owner. The terms that used are commonly abbreviated by the users to make them easier in communicating each other. In the way abbreviating the words in Instagram, the users, unconsciously, made a word formation process. Yule (1985) says that word formation processes are the processes of forming new words or terms from the use of the old words to the new uses through some processes. Some examples of these processes are borrowing, blending, clipping, abbreviation, and acronyms. One of the word formation processes that found in Instagram is abbreviation.

Abbreviation is one of the the way people using simple language. There is no clear sign when abbreviation were started to use, but nowadays abbreviation cannot be separated from any of modern language. In morphology, abbreviation is one of word formation process that initialing some words becomes a new word. According to Plag (2002), abbreviation is amalgamation of parts of different words. Abbreviations are most commonly formed by taking initial letters of multi-word sequences to make up a new word. In the way taking initial, it made the written communication simpler. That is why people commonly use abbreviation in witten communication and unconsciously people made some new words from their habit in using abbreviation.

There are severals previous research about word formation, the first is Kusumahati's *An Analysis On Acronym Found In "The Jakarta Post" Articles* (2016) that is discussed about acronym contained in The Jakarta Post's articles. The reseach focused on the type and the structure of acronym that found in The Jakarta Post published on December 2012. The research presents the acronym from some articles in Jakarta Post media, and then the collected data were divided into two groups: regular and irregular. The result shows that there are two kinds of the structure of acronym formation, that are was predictable acronym and inpredictacable acronym. The major pattern from the process of forming acronym is the process of forming acronym by fitting the initial phonenus of words. This

process was 41 acronym from 55 acronym, its 74,54 %, and the minor pattern in forming acronym pattern is 14 acronym, from 55 acronym, its 25,25%. Acronym analysis of the Jakarta Post articles based on Kiparskys syllable structure is good rythm, the combination of phinemes aranged a syllable such as: VCV, CVC, VC, and CV.

The second is *A Study of The Morphological Processes of Neologism in The Media* by Subrayan (2011) which is discussing about some kinds of word formation that is used in Malaysian English media. The research focused on the types of processes that are frequently employed to form Neologism. The result of the research shows that the local Malaysian media seem to be using more words formed through compounding and most of the new words that are being formed are nouns.

The third is *Blending Words Found in Social Media* by Giyatmi Wijayava, and Arumi. This is discussing about blend words that is used in social media such as Instagram, Twitter, Facebook, and Blackberry Messenger. This research aims at (1) finding blend words used in the social media; (2) describing kinds of blend words use in social media; (3) desribing the process of blend word formation used in the social media. This research uses some theories dealing with the definition of blending and kinds of blending. This resrarch belongs to descriptive qualitative research. Data of the research are English blend words used in social media. This research uses source triangulation to check the data then use triangulation theory to determine kinds of blending and blend word formation in social media. The result is there are 115 data of blend words. Those data consist of 65 data of Instagram, 47 data of Twitter, 1 datum of facebook, and 2 data of Blackberry messenger. There are two types of blending used in social media; 108 data of blending with clipping and 7 data of blending with overlapping. There are 10 ways of blend word formation found in the research.

The forth is *Word-formation by blending in the modern English language* by Khupsergenova Zalina Nurgalievna and Belikov Sergey Vladimirovich. This

research paper is devoted to the study of blending as an occasional but enduring part of English word-formation. This topic presents considerable interest because blending is a creative on-going process and is important not only for its own sake, but also in the production of new affixes and, thereby, the growing inventory of the English language. There have been few in-depth studies of this phenomenon and none using real data on a large scale. This research takes a corpus-based systematic approach, focusing in particular on semantic and functional characteristics of modern English blends. The main goal of the research paper is to define blending as an active word formation process, and to describe its relevance to various kinds of discourse. Proceeding from the existing studies of word-formation in English, the author sets out to find how and why blends are coined by native speakers. This study presents a workable definition of a blended word, and strives to separate blending from related word-formation processes, including clipping, compounding and affixation. A corpus-based typology of blends is arrived at, and new semantic categories of blending are proposed to better account for the reasons of high occurrence of this phenomenon. The result shows that a blend is any word which is formed by fusing together elements (typically not morphemes) from two or more other words, provided its meaning shares or combines the meanings of the source words. Blending is an independent word-formation process which embraces all the semantic fields and is relevant to most kinds of discourse. Science and technology, electronic communication and the Internet, the media, advertising and entertainment are the domains that are rapidly developing and, thus, highly prolific in generating blends. Newly coined blends are being introduced into the language for the purpose of naming new concepts, as well as for stylistic purposes. A significant proportion of blends are meant facetiously.

The fifth is Asmaa Khoshmer's *Word-formation by clipping, blending, and acronym In Kurdish and English languages*. The objective of this the research is to shows how these word formation processes (clipping, blending, and acronym) are form new words. How many types of clipping, how many types of

acronym, what are the categories of acronym, and it is also dealing with different types of blending, in both, English and Kurdish, languages. The hypothesis of the study is to find out that Kurdish language have relationship with the English one in the process of word formation, i.e. they are related to each other, and as well as have their own differences. The English and Kurdish languages are constantly changing. New words are created in many different ways. Acronymy, clipping and blending are three highly productive ways in which abbreviation (i.e., the shortening of words) is involved in English and Kurdish word-formation and those processes are "expressive symbolism".

All of those research have a similarity as this research. The similarity is those researchs disscussing the word formation that found in a media, but the differences are this research focused on the abbreviation and all of the parts of abbreviation; and the media that used in this research is a social media specifically in Instagram. In this research, abbreviation is chosen by the researcher due to abbreviation is the most morphologycal process that is found in Instagram terms. Therefore, this research entitled "*A Study on Abbreviation Found in Instagram Terms*"

1.2. Research Questions

The users of Instagram have their own way to tell something in using this social media. One of the way is to abbreviate some words that are commonly used, to make it more simple when telling something. Therefore it is interesting to analyse:

1. What types of abbreviation are found in Instagram terms?
2. How are the morphological processes of abbreviation found in Instagram terms?
3. What functions of abbreviation are found in Instagram terms?

1.3. Research Objective

The analysis on abbreviation found in Instagram, dealing with the statement of the problems, has two purposes:

1. To find the types of abbreviation in Instagram.
2. To describe the processes of abbreviation in Instagram.
3. To find the functions of abbreviation found in Instagram.

1.4. Significances of the Research

There are some significances that are expected by conducting this research. The benefits of the research are as follows:

1. Theoretical Significance

   This research is expected to give a new contribution, especially to the linguistics studies about word formation, especially abbreviation. The research wants to give more information and knowledge about morphological processes that used in social media, especially Instagram. Moreover, the researcher wants the result of this research to be useful as a reference and alternative information for others especially English literature students who conduct the similar research.

2. Practical Significance

   This research will help the researcher to enrich knowledge dealing with word formation studies especially about abbreviation. This research also provides benefit to the reader to increase knowledge and understanding abbreviations in communicating aspects. This also will give

deeper understanding in linguistics field as the reference to another researcher in analyzing morphological processes.

1.5. Definition of Key Terms

2. Morphology is the branch of linguistic that deals with the word, its internal structure, and how it is formed.

3. Word formation is the creation of a new word. It is about the processes of how a word could be formed from the other words or morphemes.

4. Abbreviation is amalgamation of parts of different words. Abbreviations are most commonly formed by taking initial letters of multi-word sequences to make up a new word.

5. Social media is a websites or applications that enable users to create and share content or to participate in social networking.

6. Instagram is a social media seems like personal gallery that the users able to upload photos or videos with a caption, than commenting on it. The users also can chat in privasi with the other user in Instagram.