BAB I

INTRODUCTION

1.1 Research Background

Social media is a computer-based technology that facilitates the sharing of ideas, thoughts, and information through the use of virtual networks and communities (Dollarhide, 2021). The used of social media is common in the era of digitalization. Social media can be used as a tool to participate, create and share information (Liany et al., 2016, p. 10). Moreover, social media could be taken advantages to interact online, to connect with each other, to make friends, and to do business (Dollarhide, 2021).

Based on Data Reportal, an online reference library related to data, insights, and trends, there are 4.70 billion social media users worldwide in 2022 (Kemp, 2022). There are many kinds of social media application used by users. Maya Dollarhide, a fact checker and reporter, revealed the top 10 social media applications they are Facebook, YouTube, Whatsapp, Facebook Messenger, Instagram, WeChat, TikTok, QQ, Douyin, and Sino Weibo (Dollarhide, 2021).

As Dollarhide reported above, TikTok ranks seventh as the most popular social media application in the worlds (Dollarhide, 2021). TikTok is a popular social media application that allows users to create, watch, and share 15-seconds videos shot on mobile devices or webcams (D'Souza, 2022). There are more than one billion active users on TikTok by the end of

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2021 and TikTok is expected to reach 1.8 billion users at the end of 2022 (Iqbal, 2022).

Besides being used to film and upload video, TikTok provides features for creating engaging videos. The features include the ability to add text, stickers, effects, filters, and trim video (George, 2022). One of the useful features is add text. Add text is a feature where people can add their own closed captions on TikTok videos (Imagor, 2021).

Closed captions represents utterances of speakers in the video as well as the back sound to describe the situation in detail (Mahoney, 2021). It appears in written form on videos. Closed captions play an important role for viewers, particularly non-native English speakers from other countries. It must be clearly written so that viewers of a video can comprehend the particular topic being discussed. As a written form that will be read by viewers, creators should choose the writing style of their videos closed captions carefully. It has a mean to avoid confusion to viewers.

Some TikTok's creators who frequently use closed caption on their videos are Jeenie with TikTok account named @jeenie.weenie, Lyanna Kea with TikTok account named @lyanna_kea, Babi with TikTok account named @nadiazuniga, Nick and Carrie with TikTok account named @nickandcarrie, and The Manni Show with TikTok account named @the_mannii.

Primarily, Jeenie (@jeenie.weenie) is a TikTok account with 8.4 million followers. It has posted its first video on December 2019. The videos

on this account are mostly parody videos about daily life and aviation world. By those, the videos get thousands to million times views and 442.2 million likes. The second TikTok account is Lyanna Kea (@lyanna_kea). The account has 4 million followers. The creator of that account posted videos about daily life parody. Its contents have been viewed thousands to million times and 88.1 million likes. The first video on this account was posted on August 2020.

The following account is namely Babi (@nadiazuniga). The videos on this account are mostly about point of views videos. This account has posted its first video on June 2019. It has 4.4 million followers with thousands to million views and 182.5 million likes. The next is an account namely Nick & Carrie (@nickandcarrie). Different from others, this account is a couple account which has 6.6 million followers. The account posted videos about pranking each other. The videos are mostly got million times views and 225.6 million likes in total. The account was posted its first video on June 2020. The last is an account called The Mannii Show (@the_mannii) which has 17 million followers. It first video was posted on October 2015. The videos on this account are about jokes, memes, Gen Z series, and mom series. His contents got thousands to million viewers and 811 million likes.

Those TikTok's account above post videos actively on the app. It seemed that the videos are interesting so they are watched by million viewers and become popular enough. Besides, the videos are completed

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with closed captions so foreign people could comprehend what are being said in the videos.

Regarding closed captioning on TikTok, there are no specific guidelines for writing captions. Creators of TikTok can freely write their own closed captions. This benefit could provide a new variation on written language in particular. They can take advantage of the freedom to write a simple closed caption so that viewers can read it correctly, even if it only appears for a few seconds.

A closed caption on a TikTok video on Nick and Carrie's account serves as an example of a simple form. In this video, the closed caption is "Okok! One *min* one *min*! Give me one minute please". The closed caption shows an example of abbreviation it is *min*. Oxford American Dictionary mentioned *min* is the abbreviation for *minute*, *minimum*, and *minim* (Oxford University Press, 1999, p. 502). In accordance to the dictionary, there is three possible words which represent the term *min*.

The closed caption appears when the girl is in a hurry. Her boyfriend says they are going to watch a movie at a theater at five o'clock, but she remembers that the film will begin at six. Therefore, the girl needs to quickly get ready. When her boyfriend rushed her, she exclaimed *"Okok! One min one min! Give me one minute please".* In accordance to the situation of the video, the most possible word that is represented the term *min* is the word *minute*. It is because the video is about the girl who needs to quickly ready so they would not be late to go to the cinema.

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The full form of the abbreviation *min* is *minute*. *Minute* is the sixtieth part of an hour (Oxford University Press, 1999, p. 505). An hour is as long as sixty minutes and the girl says *"Okok! One min one min!"* which means *"Okok! One minute one minute!"*.

The word *minute* consists of two syllables which are *mi-nute* (Syllable Count, 2022). The first syllable is retained then it is added with the letter *n* from the second syllable. Therefore, it is clipped from the original word and form as the abbreviation *minute*. This type of abbreviation is called as clipping.

As the example above, abbreviation form is a shorten version of words. It has been applied by lots of creators on TikTok. Since closed caption only appears in seconds, abbreviation forms seem simpler to be used on TikTok's closed captions. On the other hand, not all abbreviations are pronounced as similar as it is written in the closed caption. Several abbreviations are written in abbreviation forms but it is pronounced as its full form.

1.2 Statement of Problem

Based on the research background above, this study focuses on analyzing the type of abbreviation on TikTok closed captions as well as the differences between the way it is written and the way it is pronounced. The research questions are formulated as follows:

1. What are the types of abbreviation in self-made closed captions on social media TikTok?

2. What types of abbreviation are identified change as a result of comparation between its written and oral version in self-made closed captions on social media TikTok?

1.3 Research Objective

Based on the research formulated above, the purpose of the research are the types of word formation and the most used types in closed caption on social media TikTok. Thus, the research aims are:

1. To identify the types of abbreviation in self-made closed captions on social media TikTok.

2. To identify the types of abbreviation are identified change as a result of comparation between its written and oral version in self-made closed captions on social media TikTok.

1.4 Research Significance

Based on the research objective above, the significances of this research are:

1. Theoretically

The research provides a theoretical contribution to enrich our knowledge abbreviations in TikTok videos since TikTok allows people to write their own closed captions. The research is providing examples of abbreviation form in closed caption, especially the characteristic of clipping, blends, acronym, initialism, and contraction, enriches theory on morphology and widens knowledge on how language and technology can represent different word formations. In addition, the research also

provides the differences of abbreviation from the way it is written and the way it is pronounced.

2. Practically

This research provides a contribution to enrich knowledge on how people use abbreviations as a form of words in closed captions. This research gives additional material for morphology courses especially in abbreviation types and its pronunciation.

1.5 Previous Research

There are several research that has been done related to the topic of this study. The first research is a journal entitled Analysis of Acronym and Abbreviations in IJAL Journal by Atik Pujiyanti, Senowarsito, and Sukma Nur Andini (Pujiyanti et al., 2018). This research purposed was to find and identify the acronym and abbreviation on IJAL Journal Volume 7 No. 3 and Volume 8 No. 1. Based on the research, it was found that there are 109 initials abbreviations and 26 shortening abbreviation.

The second research is a dissertation related to social media. The research entitled The Influence of Social Media in Language Change: Changes in Vocabulary by Andrea Vilarino Ferreiro (Ferreiro, 2018). The research found that the existence of social media has added new vocabularies on language. The example is the term wall and follower. Moreover, social media changes the form of vocabularies as well. The example is the used of acronym such as *LOL* or *YOLO*.

The third research is a thesis entitled An Analysis of Abbreviation Word Used in Facebook by Seventh Semester Students of English Department of IAIN Bengkulu (Academic Year 2017-2018) by Riski Wulandari HR (HR, 2018). This thesis focused on finding abbreviations in Facebook especially in the chatting, comments, and statuses. The research employs descriptive qualitative research design to describe abbreviations used by seventh semester students at IAIN Bengkulu. This research found 100 abbreviations words and 31 of them are the proper abbreviations used by the students. Thus, this research also stated the students' reason for using abbreviations in Facebook. The reasons are to follow the trends, to imitate their friends, and also to look cool or impressive.

The forth research is an article by Anggarda Paramitha and Leni Marlina entitled Types of Abbreviation Used in Instagram (Paramitha & Marlina, 2017). This research focuses on grouping abbreviation words into five types of abbreviation with Instagram as the object of research. This research is descriptive which is describing phenomena Based on the facts in real life. Thus, this research found that Instagram contains 41% of initialism.

The fifth is a thesis entitled Abbreviation Used in Social Media Facebook and Instagram by Ade Trike Wahyuni (Wahyuni, 2017). The thesis discusses the types of abbreviation used in Facebook and Instagram as well as people's reason for using them. The research is descriptive quantitative research. The research found five types of abbreviation used in Facebook and Instagram, they are: 58,8% of contraction, 23,6% of clipping,

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4.2% of initialism, 2,4% of blends, and 0,4% of acronym. Thus, the research also found three reasons why people use abbreviations in Facebook and Instagram. The reasons are the need to write briefly and quickly, the limited typing space, and as a trend in society.

There are several differences between the previous research and this research. The first difference is source of data. The previous researches use a journal, Facebook, and Instagram as the source of data meanwhile this research use TikTok to find the abbreviated word.

The second difference is research question. The questions of previous studies are to identify the types of abbreviation, find the most used abbreviation types and the reason to use abbreviation types from user's point of view. Meanwhile, the question in this research focuses to identify the types of the abbreviation from the written and oral version.

1.6 Clarification of Key Terms

There are some key terms used in this research. In order to make a clear perception towards them, the following list is the clarification of key terms in this research.

1. *TikTok* is a video-sharing app that allows users to create, browse short video clips ranging from 15 seconds and 60 seconds in length and share videos on any genres online (Wang, 2021, p. 588). In this research, *TikTok* is a social media application which used to find the primary data.

2. *Self-made* is consisted of two words that are *self* and *made*. *Self* means of, to or by yourself or itself (Hornby, 2015, p. 1359). *Self* is included

into combining form. In order to have meaning, it has to stand with a subject such as myself, yourself, itself, or themselves. Meanwhile, *made* is a past participle of the word make. It means to cause something to exist or happen (Hornby, 2015, p. 908). From the definition, it can be concluded that *self-made* is making something to exist or happen because of an action of somebody. In Collins online dictionary, *self-made* means made by oneself (Collins Dictionary, 2019). In this research, the term *self-made* refers to the closed captions which has written down by the creator instead of the auto-generated captions from TikTok.

3. *Closed captions* is text that appear on a video which contain dialogue and audio cues such as music or sound effect (Telestream, 2015). In this research, *closed captions* refers to the text appears on TikTok videos.

4. *Abbreviation* is a short form of words (Hornby, 2015, p. 2). The term *abbreviation* refers to the shorter form of words, phrase, or sentence show up on TikTok closed captions.

5. *Creator* is defined as a person who has made or invented a particular thing (Hornby, 2015, p. 351). In this research, *creator* refers to people who have made videos on social media TikTok. There are lots of creator in TikTok yet this research pick five creators with millions likes, viewers, and followers.

6. *Follower* is a person who is very interested in a particular activity and follows all the recent news about it (Hornby, 2015, p. 590). The term

follower in this research is referring to the amount of follower which is having by the five creators on TikTok.

7. *Viewer* is defined as a person who looks at or consider something (Hornby, 2015, p. 1678). This term refers to the people who watch videos on TikTok.

8. *Likes* is a noun from the root word *like*, this word means all to find something pleasant, attractive, or satisfactory (Hornby, 2015, p. 876). The term *like* in TikTok refers to a simple act of liking a video that gives validation to the creator (Colombo, 2020).