

CHAPTER I

INTRODUCTION

In this first chapter, the writer elaborates on some explanations of the introduction of this study. The first sub-chapter explains the phenomenon of the research object and the reason for this study is conducted by the writer. The other sub-chapters consist of statements of the problem, research objectives, research significance, and clarification of the key terms.

1.1 Background of Research

Since the second half of the 20th century, the world has gone through a process of transition to a new, modern state. We seem to be migrating from the real world to the virtual which makes distance, time, and place dimensions not the main focus in communicating. Communication is an important part of human life, which contains the activity of exchanging information. Humans have a special ability to use symbols to communicate things beyond temporal and spatial reality, even though animals also have communication. Prehistoric humans communicated mostly using words and hand gestures. However, this primitive ability to communicate provides an evolutionary advantage (Jones, 2016). His research also argues that humans can share information, build better tools, mitigate hazards, and so on. During the 150,000 year period of human existence, from 180,000 to 3,500 BC, the only medium of communication other than gestures was speech. However, after passing through 3,500 BC, the era of manuscripts was born which was marked by the transition from oral to written culture. This communication evolved in a more modern direction characterized by a shift in how it works. However, the transition to written communication does not threaten the position of oral communication (Poe, 2011). Changes in the communication process that previously could only be done face-to-face, can now be done by utilizing media such as the internet network and in the end, we can communicate virtually through social media. Social media which is growing, can now be accessed using a smartphone that definitely provides an internet network. Facilities provided by smartphones include SMS (short message service), e-mail, browsing, and social media.

In the past, social media usually used print and sound media as a form of broadcasting process. Then develop further along with human intelligence that never stops. In an increasingly sophisticated era, humans are indirectly required to create a lot of media in the form of tangible become intangibles, which are used for socializing and communicating between humans and millions of other humans covering all corners of the world. The means created by these intelligent beings are online-based social media. According to Boyd and Ellison (2007), “*Social media is a collection of software used by individuals, communities, and generations as a form of communicating, gaon thering, and sharing*”.

Modernization causes the formation of groups in society based on age which are commonly called generations. There are social patterns that have been identified by Poláková and Klímová (2019) and become current trends such as Traditional or Maturist or pre-Baby Boomer (<1946), Baby Boomer (1947-1964), Generation X (1965-1980), Generation Y or Millennial (1981-1995), Generation Z (1995-2010), and the last generation for now is Generation Alpha or post-Generation Z (2011-2024). In an article belonging to Putra (2016), research on generational development was carried out by Mannheim in 1952 which was based on the writings of sociology from a dozen years earlier. Generations are formed because of a social construction where the people in it have the same year of birth within a period of 20 years and are in the same historical dimension (Berenda & Mannheim, 1953).

The generation that is currently in the virtual world dimension, ideally consists of several scopes, ranging from children, students to newcomers who are fresh graduates and have just entered the community. In this stage, the use of online-based media is commonplace, because all information from and to other people circulates. At the generation level of the social network, people call it the Generation Z. This generation is the largest contributor in consuming social media, where they prefer to communicate, comment, and work with each other in cyberspace. Consuming frequency from social media by generation published on Statista by Watson (2022) that are “*A 2022 survey found that younger consumers were most likely to use social media as a news source, with 50 percent of Gen Z and 44 percent of millennials reporting daily usage. By contrast, 43 percent of*

Boomers said that they never used social networks for news". According to Poláková and Klímová (2019) the reason is because they have been immersed in cyberspace and technology from an early age, even from birth. It also said they were characterized as experts in the use of technology.

Social media that is widely used by the younger generation today is Twitter. According to Morris (2010) Twitter is a nano or micro blogging that uses the internet network to bridge users to communicate with each other through social media. On this site, many Generation Z have Twitter accounts and use them to express their views and ideas about any object they want or may offer ideas. In the process of expressing the ideas, individual must have a characteristic in writing the language in mind into posts on Twitter. Humans in the current generation tend to be carried away by the times, including the language they use every day. There is no denying that in a modernized era, social media plays an important role in influencing culture as well as overall outlook (Amedie, 2015). Even though it brings many benefits, people are less able to refrain from posting things without evaluating the consequences. In this modern generation, they are exposed to a lot of cultural influences and customs from various parties, so many aspects are starting to change, one of which is the use of language, especially in writing ideas on Twitter captions.

It has been noted by McKay and Hornberger (2010) that globalization and modernization have had a major impact on the field of sociolinguistics, due to the motivation of individuals in each country to learn new identities and languages. This language change raises interesting questions about the relationship between language and society. The use of Generation Z language on Twitter is increasingly varied following the times. One of the language variations that are the findings of modernization by young people who want new, fresh terms, and still do not reduce their authenticity is slang (Alwasilah, 2005). Slang is characterized by new vocabulary that is temporal and always adapts to the surrounding circumstances. Thus Allan and Burridge (2006) assesses that *"Slang is everyday language that is often used by certain groups of social members, is temporary and its existence is considered far lower than informal language"*. Slang considered a social phenomenon that is stirred up by young adults in everyday conversations. Basically

slang is created by a group of young people who feel they do not like native language which is bound and tends to have many rules.

Unlike the previous generations, there are Generations Y and X, which still apply the correct spelling of sentences. Spelling in generation Z is actually invisible or even not used at all. The previous generation had idealistic, skeptical, realistic and disciplined characteristics so that their writings were not too influenced by the times. Generation X is the beginning of the widespread use of technology, so they have been able to adapt to all the existing transitions.

In contrast to Generation Z, which does not apply spelling in writing captions on Twitter. The use of slang has long been debated because of the large number of taboo languages. However, Roman generals also often used slang and were even considered dirty, even though they were leaders (Chetia, 2015). Therefore, slang that is demographically gendered gives an expression of different meanings. The slang used by men expresses masculinity and also dominates, to maintain status in society. In contrast to women, slang helps in building harmonious interpersonal relationships.

As in the example of postings from two different genders, which were taken as representatives of generation Z. It can be said that they are role models for the Indonesian people in the current generation because they are singers from Indonesia who have gone international so they have a very large number of followers. Two singers whose careers are at the peak of this are Niki Zefanya and Rich Brian.

The two account owners are part of Generation Z, where people in this group are heavily contaminated by the times, so the language used in writing tweets is also experiencing development. The reason they were taken as objects in this research is because these two people are one of the biggest influences of Generation Z in Indonesia in every detail they do. When they mention one or many slang words in each of their words and writings, they automatically become role models for their many followers. So that slang is created in the Twitter environment which is in accordance with the definition of the slang word itself.

From several comparisons of the language used by several generations in their tweets –where all of these examples are tweets uploaded in the last year, it can be

seen that Generation Z's posts have language variations. In this research, researcher need several materials that can be used as references in this work process.

The first writing reference that the researcher chose was a thesis entitled *"An Analysis of Slang Words Used by BTS Army Community Conversation on Twitter"* which was compiled by Lentry Fattaut (2020). The research aims to find the types and functions of slang used in conversations on social media. The difference is in the research object, examines conversations from the BTS Army community using a qualitative approach technique. To analyze problems in slang, using the theory obtained by Wardhaugh (2006) in his linguistic study, namely Sociolinguistics. Then use the theory of exposure Chapman (1988) for types of slang words, and Partridge (1979) in the identification of the functions of slang. The writer finds 9 primary and 41 secondary slang. Primary slang is used to express common language in communication. While secondary slang is used to express something that is secret and limited so that only certain circles understand the word. Then, there are seven functions of slang that are spread in society.

The second reference uses a thesis written by Defi Puspita Sari (2020) entitled *"Investigating the Meaning of Jargon on Social Media Twitter"*. As the title suggests, the data from this study were taken from social media Twitter by capturing the selected part, namely jargon, using a smartphone. The method used is descriptive qualitative with the results of this study based on the category of meaning, most of which are denotative meanings of 26 types of jargon (87%) and 4 types of jargon with connotative meaning (13%). This study aims to identify and describe the meaning and function of the jargon used on Twitter social media. The function of jargon based on this research is to help Twitter users to more easily interact and communicate with other users. The theory used in analyzing the function of jargon, adapts the theory according to Brown and Attardo (2000). The difference with the research that is arranged is in subject or the topic of discussion that is analyzed. The discussion in this title is to investigate the jargon and functions that are often used by its users, while the research compiled discusses the slang used by Niki Zefanya and Rich Brian as role models for Generation Z society.

Furthermore, using a journal entitled *"An Analysis of Slang Words Abbreviation in American Caption on Instagram: A Sociolinguistics Approach"* compiled by Fera Ekawaty Napitu and Suhardianto (2020). This study aims to find the meaning and construction of slang in Instagram social media. Researchers observed data originating from user uploads in the form of images, videos, and memes equipped with captions based on a certain period of time. In preparing the research, it uses descriptive qualitative methods and the presentation uses informal methods whose overall technique refers to the theory of Sudaryanto. This research produces abbreviated slang constructions based on quantity and combination. Slang based on quantity, the researcher found six types. While slang based on combinations, found five combinations of characteristics that refer to the United States language, including combinations of capital letters, combinations of letters and numbers, combinations of numbers, combinations of letters and punctuation marks, and finally combinations of numbers or letters in pronunciation. Researchers draw sociolinguistic studies by applying the theory presented by Holmes (2000) and Wardhaugh (2006). Meanwhile, the researcher mixes the definition of slang belonging to Partridge (1979) and Adams (2009). The difference between this journal and the research compiled is in the object and media used for data collection, namely Instagram social media, while the research being compiled is Twitter social media with accounts belonging to Niki Zefanya and Rich Brian.

The last reference uses a study compiled by Diana Kristin Tambunan (2019) with the title *"A Description of Slang Words Used by Millennial Generation on Social Media: Instagram"*. This study refers to a sociolinguistic study which contains slang used by the Millennial Generation on social media in the form of Instagram. Here using a qualitative descriptive method, with the process of collecting data in the form of random observations as many as 45 posts, then the data is identified according to the theory used by the researcher. In analyzing the data that has been collected, the authors use the theory of Bloomfield (1993) and Eric Partridge (2004). This research results that Instagram users in the millennial era often use several forms of slang including: abbreviation, the wrong talk funny one, shortened, and interjection form. Then there are also three types of slang,

namely house of slang, society, and art. The difference with this research is object and media for collecting data.

In this case, there is an interest in the researcher to explore research on language variations, especially slang words that are widely used by Generation Z and how to use slang appropriately according to the meaning of each word. Based on the description of the current problem, the author will use slang that is often used by Generation Z on social media, especially Twitter as an object of discussion in this thesis entitled "**The Use of Slang Words in Twitter Posts by Generation Z: Rich Brian's and Niki Zefanya's Account**".

1.2 Statement of Problem

Gender plays an important role in the formation of slang. Although language will adapt to its speakers, it is not uncommon to find language differences between one group and another, especially between large groups of men and women. Contemporary society stereotypes that develop are men as slang users, while women as slang avoiders. Rich Brian and Niki Zefanya are part of Generation Z and Indonesian singers who have go international, so they have many followers. When they mention one or many slang words in each of their words and writings, they automatically become role models. Based on the background of problem can be formulated into the research questions as follows:

1. What are the types and functions of slang words are used by Generation Z in their Twitter posts?
2. How are the differences in slang words used between Rich Brian and Niki Zefanya in their Twitter posts?

1.3 Research Objectives

Based on the formulation in statement of problems above, objectives of this research as follows:

1. To identify the types and functions of slang words are used by Generation Z in their Twitter posts.

2. To find out the differences in slang words used between Rich Brian and Niki Zefanya.

1.4 Research Significance

This research can give the benefits in two significant studies, theoretically and practically (Marshall & Rossman, 2016). The theoretical benefit for students, especially English Literature majors, is to give and find more knowledge about language variations especially slang that nowadays are always used in writing captions on social media. Not only that, it is hoped that students and others can easily understand the exact meaning of the slang on social media, especially Twitter, which is a means for Generation Z to express themselves with their writings. And it is hoped that it will provide benefits for the researchers themselves, so that they know how to analyze and provide correct examples of their use.

Practical benefits, this research can provide a clear explanation of the kinds of slang words used in social media Twitter and the use of these words in the right place because slang is not necessarily used in any kind. And the researcher also hopes that this research can be used as the best reference for anyone who is interested in analyzing a variety of languages, especially slang words used in social media.

1.5 Definition of the Key Terms

Here the explanations of the slang words terms are applied in this study that require to be presented, as follows:

1. Slang Word

Slang word is a kind of peculiar language consisting of words or phrases that are considered non-standard informal vocabulary, usually arbitrarily changing the words, the extravagant, and forced. It more common in speech but also in writing, and usually restricted to a particular context such as known as teen words. It have a multiple meanings of different words, so have to pay attention to the context of the conversations in order to use them correctly.

2. Twitter

Twitter is a social site for networking and microblogging that allows users to stay connected or broadcast posts through short text messages previously 140 to 280 characters in length known as tweets.

3. Generation Z

Generation Z or Gen Z colloquially known as zoomer that refers broadly to the generation of anyone who born between 1997 and 2012. This is the demographic group that replaced Millennial which born from 1981 to 1996.

4. Niki Zefanya and Rich Brian

They are native Indonesian singers who have had a career abroad and under the auspices of the United States record label, that is 88rising. Niki with real name Nicole Zefanya was born on January 24th 1999 Manado descent, and she grew up with RnB music. Meanwhile, Brian Imanuel Soewarno known professionally as Rich Brian are born on 3rd September 1999 in Jakarta, and is ethnically of Chinese-Indonesian descent. He is a rapper, singer, songwriter, and record producer.