

**THE CHARACTERISTIC AND EXPANSION OF
“ALAY” LANGUAGE IN MEDIA SOCIAL;
MORPHOLOGY APPROACH**

THESIS



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**ENGLISH DEPARTMENT
FACULTY OF SOCIAL AND HUMANITIES
PUTERA BATAM UNIVERSITY
YEAR 2018**

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THESIS

**Submitted in Partial Fulfillment of the Requirements for the Degree
of Sarjana Sastra**



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**ENGLISH DEPARTMENT
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YEAR 2018**

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Is the real work of myself and I realize that thesis has never been published in other media before, partially or entirely, in the name of mine or others.

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ABSTRAK

Berkembangnya bahasa alay tidak dapat dihindari dalam komunitas remaja. Tujuan dari penelitian ini adalah untuk menemukan karakteristik dan mengetahui bagaimana perluasan bahasa Alay. Penelitian ini adalah penelitian kualitatif. Dalam mengumpulkan data peneliti menggunakan metode observasi dengan teknik catat. Dalam menganalisis data peneliti menggunakan metode deskriptif kualitatif. Data hasil penelitian akan disajikan dalam metode informal dalam bentuk kata-kata. Hasil analisis data menunjukkan bahwa karakteristik bahasa alay dapat dibentuk berdasarkan kombinasi huruf kapital kombinasi huruf dan angka, kombinasi lain, kombinasi huruf, angka, dan simbol, singkatan, pembalikan kata, dan penyerapan kosakata. Sedangkan dalam perluasannya, bahasa alay semakin banyak berkembang terutama di media sosial Instagram khususnya pada akun dagelan dan ngakakkocak. Hasil penelitian menyimpulkan bahwa bahasa alay terdiri atas tujuh karakteristik. Karakteristik yang paling banyak ditemukan adalah penyerapan kosakata. Hal ini terjadi karena pengguna bahasa alay bebas untuk menulis kata berdasarkan pelafalan yang mereka dengar. Sedangkan untuk perluasannya sendiri, dapat dilihat dari sesi komentar pada akun dagelan dan ngakakkocak yang kebanyakan dari pengikutnya menggunakan karakteristik dari bahasa alay.

Kata Kunci: Bahasa Alay, Karakteristik, Perluasan.

ABSTRACT

The development of alay language cannot be avoided in adolescent communities. The purpose of this research is to find the characteristics and to know how the expansion of Alay language. This research is qualitative research. In collecting data the researcher used observation method with taking a note technique. In analyzing the data the researcher used the qualitative descriptive method. All of the data results will be presented in the informal method by using words. The result of this data analysis shows that alay language was formed based on a combination of capital letters, a combination of letters and numbers, other combination, combination of letters, numbers, and symbols, abbreviations, reversing the letters, and absorbing the vocabulary. Whereas in its expansion, alay language more developed especially in social media Instagram dagelan and ngakakkocak accounts. The results of this research conclude that alay language consists of seven characteristics. The mostly characteristics found is absorbing the vocabulary. It happens because alay language users are free to write the words based on pronunciation they hear. Whereas for the expansion itself, it can be seen from the comments sessions in dagelan and ngakakkocak accounts that most of their followers use the characteristics of alay language.

Keywords: Alay Language, Characteristic, Expansion.

MOTTO AND DEDICATION

“Fainna maAAa alAAusri yusran. Inna maAAa alAAusri yusran.”

For indeed, with hardship (will be) ease. Indeed, with hardship (will be) ease.

(Q.S. Al-Insyirah: 5-6)

“La yukallifu Allahu nafsan illa wusAAaha.”

Allah does not charge a soul except (with that within) its capacity.

(Q.S. Al-Baqoroh: 286)

“Wanuyassiruka lilyusra.”

And we will ease you toward ease.

(Q.S. Al-A'laa: 8)

- If you can dream it, you can do it.
- All our dreams can come true, if we have the courage to pursue them.

(Walt Disney)

I dedicated this thesis to:

Allah Subhanahu wa Ta'ala who always give his full of rohmah and blessing

My endless love; my parents who always give spirit and as my inspiration

(Father: Siwan and Mother: Sunarti)

My beloved sister *(Ani Suwarni)*

My lovely brother *(Muhammad Rezky Saputra)*

All of my friends in UPB 2018

“I love them so much”

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CHAPTER I

INTRODUCTION

1.1. Background of the Research

Alay language is a kind of language that is happened as a phenomenon in Indonesian nowadays. According to Maharani (2017:1) alay can be said as a variety of languages created by a particular group of people used in the process of communicating and the meaning only known by the group. It means that alay is a variety of languages. It is because this language is created and used by a particular group. In their writing styles are characterized by a code language that only understood by themselves.

According to Misandra et al in Kruliane (2012:21) alay language preferred by some of the adolescents. It means that the use of alay language is determined by adolescents. It is supported by Gibran (2014:11) states that adolescent prefers to use alay language which is an informal language as media to express their creativities. Especially for adolescents who have a desire to pay more attention. It means the majority of alay language users are adolescents. They are looking for ways to get the attention by introducing alay language to others.

Hermanji (2014:2) states that alay language first appeared in 2008 since there is an SMS (Short Message Service) program which uses rates per character in order to save the cost. Koross & Kosgei (2016:154) also states, a major contributing element to the use of SMS language is its limitation of 160 characters per messages.

It means that users of SMS program have a basic rule of texting with the fewest number of characters possible. It is because a message can contain not more than 160 words. Thus, users of SMS program need to abbreviate their words.

In fact, the development of word abbreviation is distracted. The SMS text messages commonly use words that are shortened, such as a combination of two words to create a new one. That is why it is understood only by the particular people. But, in today's world SMS is not exist again as the media for communication. It is because based on Dewing (2012:2) by the late 2000s social media had gained widespread acceptance and some service gained huge numbers of users. For example, in November 2012 Facebook announced it had 1 billion users worldwide, in July 2012 twitter had an estimated 517 million users. It means a number of users have contributed to this rapid growth in social media participation.

Currently, according to Alhabash & Ma (2017:1) adolescents indicated the highest use intensity for Instagram, followed by Facebook and Twitter. It means, one of the most used media social by adolescents today is Instagram. Instagram is a photo-sharing mobile application that allows users to take pictures, apply filters to them, and share them on the platform itself. It is supported by the result of research in "Teens, Social Media & Technology Overview 2015" by Lenhart (2017:1), which state that a new survey of 790 American teenagers shows that nearly all teens age 13-17 (94 percent) use social media platforms. Instagram is a photo and video sharing application as the most popular social media platforms among teens. The result is 76 percent of American teens age 13-17 use Instagram.

The rapid development of Instagram has allowed alay language to be applied. It can be seen from users of Instagram who have their own way of communicating with other users. Such as in their interaction when they comment or in the photo what they post. It happens because two of the most common ways they interact on Instagram are in comment sections to share their thoughts and in photo plus caption what they post. For example in the data below:

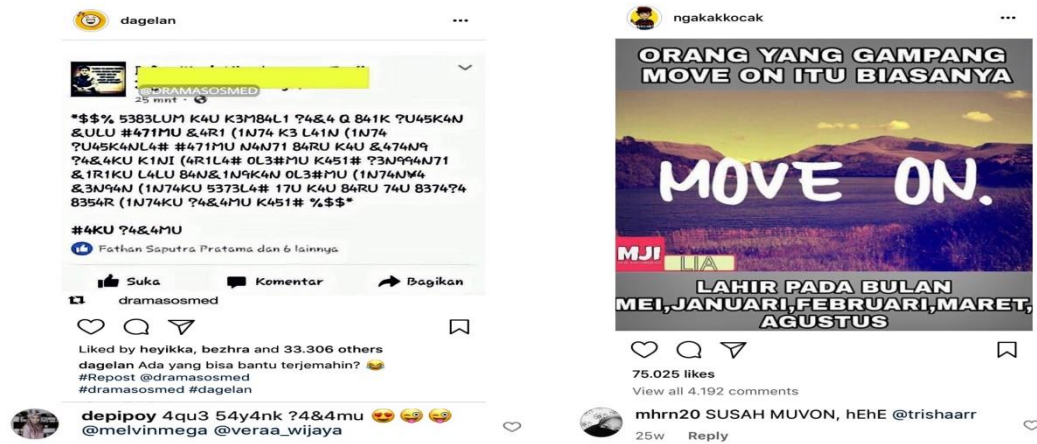


Figure 1.1 Characteristic of Alay Language

From the figure 1.1.1, there are several characteristics of alay language which can be found on Instagram. The data is taken from two funnies accounts, *dagelan* & *ngakakkocak*. From the data, alay language user wrote 4 to replace A, 5 to replace S, ? to replace P, etc. According to Fanayun's theory that characteristic refers to a combination of letters, number and punctuation. Another example, they wrote *muvon* to replace *move on*. According to Arum's theory, it refers to absorbing the vocabulary.

It can be said that alay language has several characteristics in writing especially in forms of words. This characteristic refers to morphology. According to Yule (2010:67) morphology discussed word formation for grouping of word or class of word, form, and kind of affix, and also the meaning of affix. It means that morphology discussed forms of words.

Besides, for the expansion of alay language this language is created by thieves, pickpockets, and bandits. It is meant to be a code within their group to be unknown to others. In the development of the times, this language not only known by their group, it is becomes larger and increasingly known by the public. Later, this language appears in SMS (Short Message Service) program then in the late 2000s social media has gained widespread acceptance. Right now, among many social media Instagram is highest used. The most Instagram accounts are followed by alay language user itself is *dagelan* and *ngakakkocak*. *Dagelan* has followers 12,8 Million and *ngakakkocak* has followers 8,4 Million. That is the reason why the researcher chose those accounts.

Basically, there are many types of research that have discussed alay language. For example, Diah (2011) entitled “Fenomena Bahasa Alay: Proses Pembentukan Dan Implikasinya Terhadap Perkembangan Bahasa Indonesia” which discussed alay language variations are growing among adolescents in Indonesia. However, based on researcher analysis there is a weaknesses in this research. In Diah’s research discuss the variation of alay language based on the forms of words through social media Facebook which used morphosyntactic and sociolinguistic as an approach. Based on

the explanation above, it seems that no research yet which discuss the characteristic and expansion of alay language in media social. In this research, the data sources, an approach, and the steps in the data collection is also different from previous research.

Thus, it can be concluded from the phenomenon of alay Language, researcher most interested in the characteristic of Alay language and how the expansion of alay language because the forms and the variation of alay language are always developing. Based on it, the researcher is wishful to do research more about alay language.

1.2. Identification of the Problem

Based on the background, there are many problems related to Alay language found in media social, they are:

1. Characteristics of alay language in media social Instagram
2. Difficulty to understand the unstructured of alay language characteristics
3. The expansion of alay language in media social Instagram
4. The expansion of alay language can be a boomerang for users

1.3. Limitation of the Problem

Based on the identification, the researcher should be focused then the problem is limited, they are:

1. Characteristics of alay language in media social Instagram *dagelan* and *ngakakkocak*

2. Expansion of alay language to media social Instagram *dagelan* and *ngakakkocak*

1.4. Formulation of the Problem

After identifying the problem of the research, there are some problems that can be formulated as follows:

1. What are the characteristics of alay language in media social Instagram *dagelan* and *ngakakkocak*?
2. How is the expansion of alay language to media social Instagram *dagelan* and *ngakakkocak*?

1.5. Objectives of the Research

In this research, the researcher found some objectives why the researcher does this research below:

1. To find out the characteristics of alay language in media social Instagram *dagelan* and *ngakakkocak*
2. To find out the expansion of alay language to media social Instagram *dagelan* and *ngakakkocak*

1.6. Significance of the Research

The findings of this study will redound to the benefit of theoretical and practical.

1. Theoretical Significance

Theoretically, this research can be used as a reference that can be useful for researchers who will do the next research that has the same object, especially on social media as a medium of communication for alay language user among adolescents.

2. Practical Significance

Practically, this result of this research can be applied directly to adolescents who used alay language related to the characteristics of alay language in social media and understand how the expansion of alay language that always change from year to year.

1.7. Definition of Key Terms

Alay language : A variety of languages created by a particular group of people used in the process of communicating and the meaning only known by the group (Maharani, 2017)

Characteristic : A feature or quality belonging typically to a person, place, or thing and serving to identify them (Oxford dictionary, 2008:68)

Expansion : The action of becoming larger or more extensive (Oxford dictionary, 2008:154)

CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK

In this research, the researcher used morphology theory to discuss and analyze the data which focused on the characteristics of alay language based on forms of words because in generally morphology discussed forms of words.

2.1. Morphology

Alay language is one of a phenomenon language in Indonesian which is widely used by adolescents. Alay language has its own rules about the structure and formation of its words. In other words, one of the characteristics of alay language is in the structure and formation. This structure and formation are related to morphology.

According to Aronoff & Fudeman (2011:1) the term morphology is generally attributed to the German poet, novelist, playwright, and philosopher Johann Wolfgang von Goethe (1749–1832), who coined it early in the nineteenth century in a biological context. Its etymology is Greek: *morph-* means ‘shape, form’, and *morphology* is the study of form or forms. It is supported by Katamba (2005:19) who states that originally ‘morphology’ meant the study of biological forms. But nineteenth-century students of language borrowed the term and applied it to the study of word-structure. In linguistics, morphology is the study of the formation and

internal organization of words. It means, in the nineteenth century was a time of historical linguistics focused mainly on the morphological structure. In linguistics, morphology refers to the word structure or to the branch of linguistics that deals with words.

Yule (2006:62) also states that the term morphology literally means ‘the study of forms’, was originally used in biology, but since the middle of the nineteenth century has also been used to describe the type of investigation that analyzes all those basic elements used in a language. It means morphology refers to forms of words. It is supported by Lieber (2009:2) states that morphology is the study of word formation, including the ways new words are coined in the languages of the world, and the way forms of words are varied depending on how they are used in sentences. It means morphology is a study of the forms of words and the ways in which words are related to other words depending on the use of the word itself in the sentences.

2.2. The Characteristics of Alay Language

Fanayun (2010:64) states there are some characteristics are widely used by adolescents of alay language users:

1. A combination of capital letters

This combination uses standard letters then combined with capital letters. For example, “*mLm niE qT jln Yukzz...kMreN aq leAt da kAfe bRu d'daeRh KemaNg...ksNa yUkzz,dah lm qt g pRgi bRng kan?*”. The main rule in writing alay

language using capital letters is how to organize the capital letters themselves among the other letters.

2. A combination of letter and number

This combination uses the number to replace the letter. For example, number 1 means I or L such as in *kalo gitu* replacing with “*k1o g1tu*”.

3. Other Combination

Besides, the ten digits they often use as a substitute for an existing alphabet, there are also some combinations of numbers that can be assembled into one or more alphabets. For example, number 12 means R such as in *rokok* replacing with “*12okoK*”. The main rule they write by using a combination of numbers and letters is the similarity of the numbers with the letters to be used.

4. A combination of letters, numbers, symbols, and abbreviations.

This combination uses symbols that are known or not for others. The most important, in the selection of symbols is the symbolic similarity with a particular script in Indonesian. For example, (!) means I such as in *mungkin nanti* replacing with “*mn9k!n nNt!*”. The main principle of using a symbol is almost the same as the principle when using numbers, there is the resemblance to the letter to be replaced.

5. Abbreviations

Abbreviations are one of the results of the shortening process in the form of letter by letter, such as *ABG (Anak Baru Gede)* or not spelled letter by letter such as *pdkt(pendekatan)*.

6. Reversing the Letters

Reversing the letters is read the words based on the letters from the back or reading in reverse, for example *eteb* (*bete*).

7. Absorbing the vocabulary

The influence of foreign culture began to be used in here, namely absorbing the vocabulary or borrow it directly. For example, they wrote *hepi* to replace happy and they also wrote *imel* to replace email.

2.3. The Expansion of Alay Language

In the development of the times, alay language has a lot of expansion. They are:

1. Thieves, pickpockets, and bandit languages.

Sumarsono in Arum (2014:1) states that the use of alay language has been around since the 1970s. In the beginning, alay language was created by thieves, pickpockets, and bandits. The creation of alay language is meant to be a code within their group to be unknown to others. Later, alay language is not only used by particular groups but now has been used by the general public especially for adolescents.

2. SMS language

Fanayun (2010:52) states that alay language began from the expensive cost of SMS usage for each provider. It is happened in 2008 because some providers use the cost per characters. Since that day, they began use alay language when sending SMS.

3. Social media

Rapid to the development of technology such as internet and media social, it helped in appearing of alay language in Indonesia. According to Fanayun (2010:38), internet and social media are a medium for adolescents who use alay language to show their existence. It means internet and social media is the main target of adolescents who use alay language to show themselves.

Fanayun (2010:17) also states that the reason why adolescents who use alay language prefer to social media as a medium for their existence includes three points: the first is freedom in the creation. In here, they are free to do anything. From social media also, they take part to exist for themselves. The second is a great medium to hide personal identity. In here, they can cover all the deficiencies they have and they can turn into what they want. The third is medium to become a famous person. Besides to hide their personal identity and express all things, social media also makes a person become famous.

In social media, adolescents who use alay language usually show some of the things that become their identity. As in their social networking accounts, they have several distinctive features. Fanayun (2010:38) defines that adolescents who use alay language can be seen from three aspects. The first is a name of their social media account. In social media, the name becomes the first thing for someone to remember the personality of their friends. For example, a name like Mariska Chandra Dewi is real name but she changed her name to '*Mariezka Dee Imooetz*' on her social networking account.

Besides, the second aspect is a profile data. Most of alay language users use words or sentences that show their identity, especially in the self-describing section. For example in the following description: *'kTa or9 w sadiz, msteRius 'n coMbon9, Pi w Gag g2. w ramah, baeg, gag neko2, n cnen9 pNa tm3nd bnak, maKaNa lo mw Tau w, lo leAt ja NdRi ea..'* From that description, they will describe themselves from two sides, the first by quoting people's words about themselves or describing themselves in their own words. But still, everything is using alay language.

The third aspect is status and style of writing. Through the status they share, usually, they use a capital and small letter, a combination of letters and numbers, or symbols. Whether in writing a comment, status, or other writing, they always apply the text style.

From the explanation above it can be concluded that the presence of social media must be acknowledged to have contributed to the emergence of a variety of language itself. As in alay language, the users are free to abbreviate official languages, Indonesian or English, adding visual elements, numbers, symbols, and codes. Usually, in abbreviate words, vowel elements are omitted, and when all words are abbreviated, their friends must understand.

4. Instagram (*dagelan* and *ngakakkocak*)

Instagram is a photo-sharing mobile application that allows users to take pictures, apply filters to them, and share them on the platform itself. Currently, since 2010 instagram is the most popular application used by adolescents especially for alay language users. Thus, the expansion of alay language in instagram becomes a

place for alay language users to apply their languages, especially in two Indonesian funniest accounts *dagelan* and *ngakakkocak*. The first is *dagelan*. This account is officially established on January 14, 2014. Many alay language users who are familiar with the account named *dagelan*. This account is entertaining with funny jokes and humorous graphics in it. That is the reason why *dagelan* became popular with many followers reach 12.8 Million.

The second is *ngakakkocak*. This account is the original account comes from Indonesia and its jokes also discuss about jokes and memes are viral. The followers reach until 8.4 Million.

From the two Indonesian funniest accounts above, most of their followers are adolescents who use alay language. It is seen from the comment session in each account. The characteristics in the comments they had written are still continue from the ordinary abbreviations, add the inset *-ok* in the middle of the word and removed the letters behind the word such as in *pembokat* and *bokap*, a combination of two or more words to create a new one such as *baper*, *mager*, *nasgor* and *monang*. Since instagram is currently being used the characteristics are more varied than before. The additional of the characteristics including, a combination of capital letters, a combination of letter and number, other combinations, a combination of letters, numbers, and symbols, abbreviations, reversing the letters, and absorbing the vocabulary.

2.4. Previous Study

The researcher uses some researches which have the related topic with the topic that going to discussed as comparison and references. First, Popularity and Familiarity of Slang among ESL Students by Namvar & Ibrahim (2014). The aim of this research was to show that whether Malaysian youth use English slang in their language. The data were taken from 60 final of semester Bachelor of English Language at UPM. The 60 respondents comprised both male and female students. Data were collected through the observational method and supported by pilot-testing techniques. Data were analyzed by using the linguistic point of view referring to Shahraki and Rasekh's theory about the use of slang. After analyzing 20 data, it is found that internet slang and abbreviations such as gonna, gotta, pic, B4N, BRB, LOL, ASAP and wanna are used frequently for the youth generation. The reasons they are familiar with these sorts of slang because of using the internet and social media nowadays, another reason can be media which has the most important role in this case.

In the first previous research, the researcher found the similarities and the differences. The similarities are the researcher analyzes slang as the object of the research and using the same method of collecting data. The differences are the researcher uses Fanayun's theory to analyze the data but Namvar and Ibrahim's research uses Shahraki and Rasekh's theory to analyze slang. Besides that, the researcher uses social media to find the data but Namvar and Ibrahim find the data from students in UPM.

Second research is by Alekseevna, Rafaelevna, & Maira (2017) *Linguistic and Social Features of Slang*. The aim of the research is to analyze the usage of slang expressions among young generation. Data were taken from 30 students of Kazan Federal University. This research used the observational method and supported by questionnaire techniques. The result shows that 80% of the interviewed participants have answered in the affirmative to the question “Do you use words of a youth slang at communication with peers?” for simplification communication with peers using slang expressions. While the factors behind the use of slang are: social factors, the importance of the language for communication with peers, the influence of media and internet sources.

In the second previous research, the researcher also found the similarities and the differences. The similarities are the researcher uses the observation method, the researcher also uses slang as the object of the research. Then, the differences are the researcher uses nonparticipant observation, screenshot and taking a note techniques but in the second previous research uses questionnaire techniques. Besides that, the researcher uses social media to find the data but in the second previous research find the data from students at Kazan Federal University.

The last previous research by Rosarri (2016). The research title is *language contact and word formation processes: the case of slang words used by some Nigerian undergraduates*. The aim of the research is to investigate and provide a characterization of the word-formation processes used by some Nigerian undergraduates in producing slang words. The data were taken from the

undergraduates of Lagos State University. Data were analyzed by using Plag's theory about word formation. The result of the research shows that majority of the slang words used amongst undergraduates in Lagos State University are derived by adding English suffixes to base words of the indigenous languages.

Based on the third previous research above, the researcher found some similarities and differences. The similarity is the researcher uses slang language as the object of the research. Then, the differences are the researcher uses Fanayun's theory in analyzing the data but Rossari's research using Plag's theory. The next difference is the researcher uses social media to find the data but in the third previous research find the data from the undergraduates at Lagos State University.

2.5. Theoretical Framework

The following is the theoretical framework of this research which taken from the Fanayun's theory (2010) that has been mentioned above:

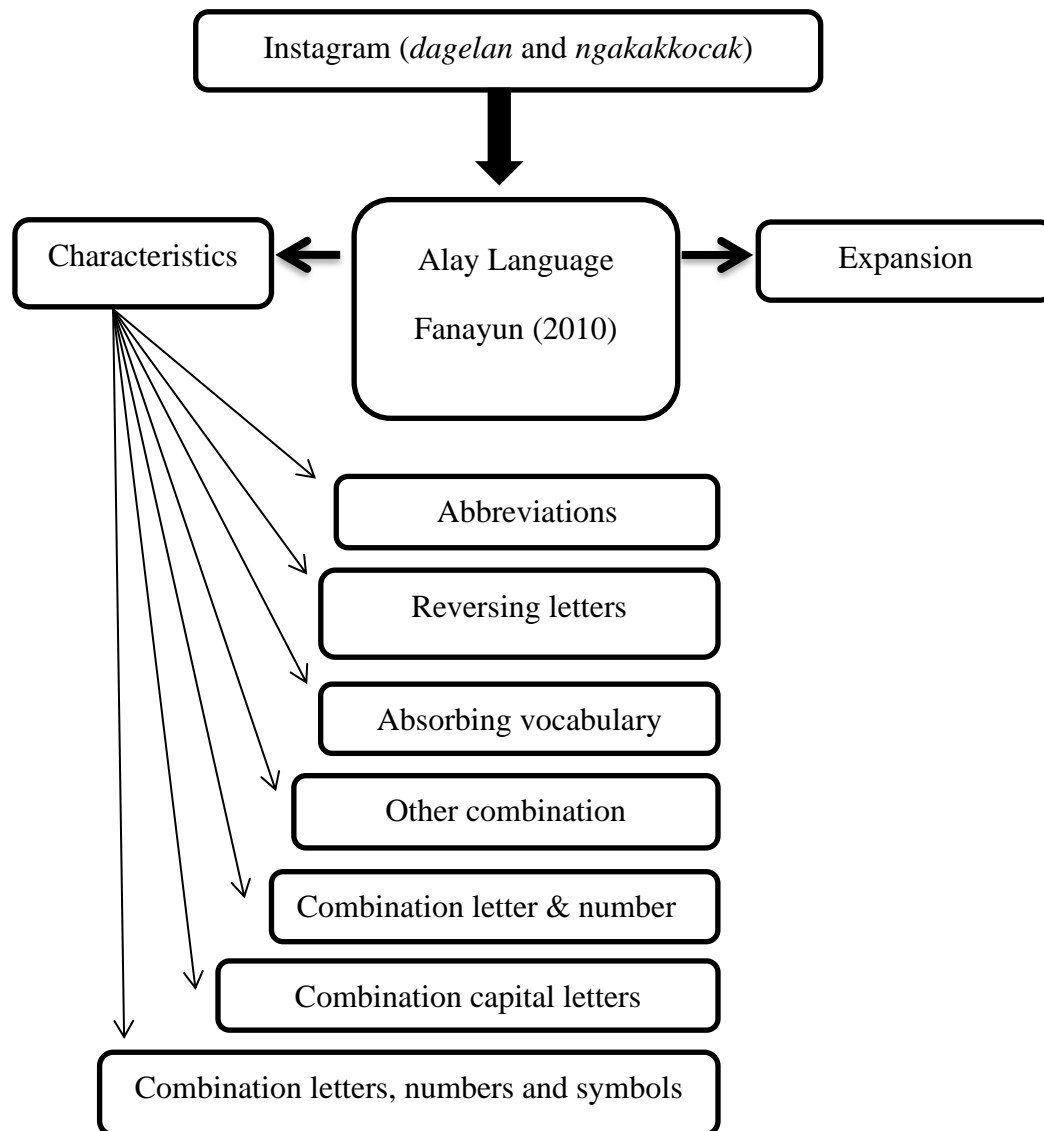


Figure 2.1 Theoretical Framework

As seen in figure 2.1 above, in this research firstly explain Instagram as the object sources in this research. Then, analyze alay language based on the characteristics Fanayun (2010). Besides that, the researcher analyzes the expansion of alay language. The researcher used a theoretical framework because it will be focused on the use of Alay language based on the characteristics and its expansion.

CHAPTER III

METHOD OF RESEARCH

3.1. Research Design

In the beginning of this research starting when the researcher is interested in the uniqueness of Alay language which is widely used by adolescents in media social. In the process of deepening the phenomenon of alay language, researchers use several ways such as observation and taking a note. Researchers also do deepening problems through books and journals, do the formulation of problems, and collect theories related to alay language. The object of the research in this research is alay language. The sources of data obtained from media social *Instagram* that is currently widely used by adolescents. In the sampling process is taken by purposive sampling. In addition, in collecting data the researchers used observation method. Then, data is analyzed through two steps. Firstly, collecting all data related to alay language and secondly classified according to its characteristics and expansion. The last step is to conclude the results of the research that has been analyzed.

In this research used qualitative research by Kothari (2004:3) as the type of research. In here, the researcher is the main instrument of the research.

3.2. Object of the Research

The object of the research is Alay language and its contribution found in media social like Instagram, which is currently being used.

This research was conducted to participants who followed the two Indonesian funniest accounts. The first account was *dagelan* with the followers reach 12,8 Million. The second account is *ngakakkocak* and the followers reach 8,4 Million. Those accounts were purposively selected. This purposive sampling is proposed by Kothari (2004:59). It was used to obtain various realities for the research.

The selection of the participants was based on the reasons that firstly, the participants were those who had Instagram accounts and they were followers from *dagelan* and *ngakakkocak*. The second, the participants whose accounts were used for this research were adolescents both men and women. Usually, the age of the participants ranged from 15 years old up to 23 years old because this range of age was based on the focus of the study which is concerned with Alay language that is considered mostly used by adolescents. The last reason, the choice of participants based on their comment in *dagelan* or *ngakakkocak* and photos that have been shared from both accounts.

3.3. Method of Collecting Data

In process of collecting data, the researcher used an observation method by Sugiyono (2011:226) to describe and interpret the data. In this research, the researcher also used nonparticipant observation to collect the data because the researcher did not involve in the comment section on Instagram. Besides, the researcher used a screenshot and taking a note technique. In here, the researcher only observes every user which contains alay language in the comment section on Instagram. There are the steps which the researcher did in collecting the data:

1. First of all, the data were drawn from media social Instagram which was compiled from the *comments or caption* on Instagram in *dagelan* and *ngakakkocak* accounts of the participants who are categorized as the users of Alay language.
2. Second, the researcher scrolls down the comments or pictures that already posted in *dagelan* and *ngakakkocak* accounts in order to get all the data.
3. This observation was not meant to be recognized or known by the owners of the accounts. This does not suggest that the researcher had less respect towards the participants. This covert observation was conducted merely for the sake of the naturalness of the data gained.
4. This observation was conducted during the last 5 months starting from September 2017 until January 2018.

3.4. Method of Analyzing Data

The researcher takes next step is analyzing the data. The data will be analyzed by a qualitative descriptive method with content analysis technique by Sugiyono (2011). The data were analyzed in the following steps:

1. Data analysis was divided into two main sections. The first is related to the results analysis from the observation users who use alay language in media social Instagram. The data collected from the two Indonesia funnies accounts were the first step was examined to detect a characteristic and expansion of alay language and to assure that the data were accurate and complete to facilitate further analysis.
2. The second step was the coding step which involved the assignment of numbering and symbols to every linguistics phenomenon captured in the realization of Alay language in social media Instagram. This step was intended to enable the data collected to be put into a limited number based on Fanayun,'s theories.
3. Later, the data which had been coded were classified into 7 characteristics of alay language and how the expansion of alay language mentioned in Chapter II.
4. The final step in dealing with the data collected was to assemble the data and make it to be concise. This final step involved a summarization of the raw data and a display of the data in a more compact form for deeper analysis.

3.5. Method of Presenting Research Result

After doing analysis, the next step is presenting the research result. In this research, the researcher presented the research result by using the informal method by Sudaryanto (1993:241) to present the analyzed data. The result was presented by using words and sentences to make the readers easy to understand.