

## **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)