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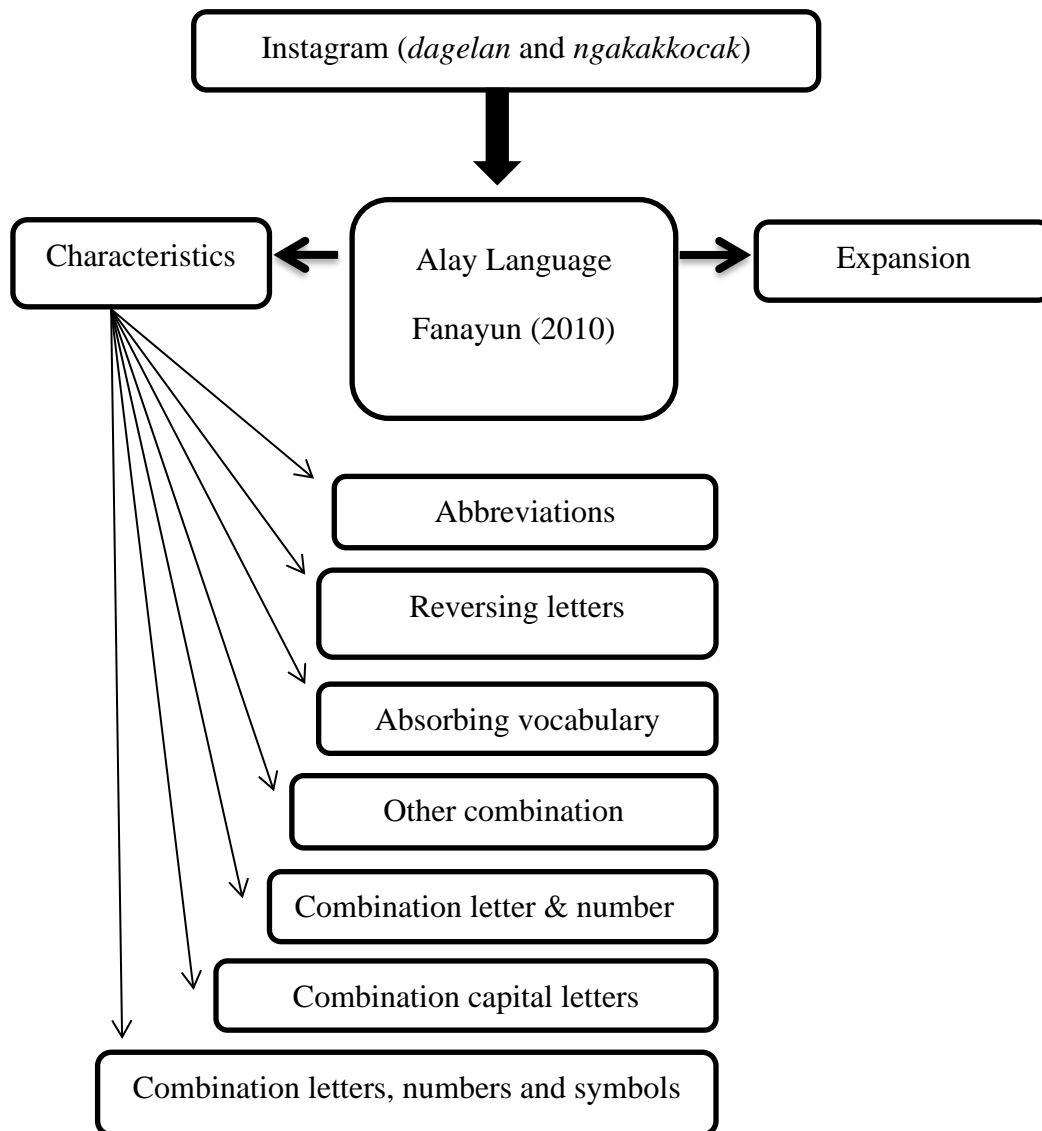
The last previous research by Rosarri (2016). The research title is language contact and word formation processes: the case of slang words used by some Nigerian undergraduates. The aim of the research is to investigate and provide a characterization of the word-formation processes used by some Nigerian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

Instagram (*dagelan* and *ngakakkocak*)

Characteristics

Alay Language

Fanayun (2010)

Expansion

Abbreviations

Reversing letters

Absorbing vocabulary

Other combination

Combination letter & number

Combination capital letters

Combination letters, numbers and symbols

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.