

CHAPTER I

INTRODUCTION

1.1. Background of the Research

Humans are social creatures, who have a passion to seek and create interaction with others, which is our natural character. One of the interactions that people often do in their everyday life is by communicating with others. According to (Fiske 1990: 2) communication is social interaction through messages, it is a process of exchanging meaning with others. It means in one interaction there will be something that needs to exchange such as ideas or information from one to another. In exchanging the ideas or information people use language as the media of their communication. According to (Sapir 1921: 7) language is a purely human and non-instinctive method of communicating ideas, emotions, and desires by means of a system of voluntarily produced symbols. It means language has a meaning as a pure tool that people use in delivering the ideas, emotions, and desires, which are produced by organs of speech. It makes the language as an important part of a communication because if there is no language, there is no a communication.

In a good communication, there are two important common elements, they are the sender and the receiver (Cheney 2011). The sender is someone who has a need to deliver the idea or information to the receiver. In another side, the receiver is someone who receives the idea or information from the sender. The sender transfers the idea or information by choosing words, symbols, or gestures

with which to construct a message. The message is the ideas or information that the sender need to transfer to the receiver. The message can be transferred in form of verbal, nonverbal, or written language. The message is transferred through a medium or channel, which means the bearer of the communication. The medium can be face to face interaction that also known as direct communication or telephone, online interaction such as e-mail, or in written form that also known as indirect communication. As a result, the receiver will understand the received message from the sender into a meaningful information.

In a communication, someone may use a certain style of language. It depends on to whom someone is communicating, because the style of language that someone uses when talking to the family members, friends, or to the new people will be different and it is known as language style. Language style is one of the sociolinguistics phenomenon found in society. Sociolinguistics is the study showed the relationship between language and society. According to (Wales 2006: 1) language style or stylistics is a distinction, variation, or choice: in any language, there is always more than one way of writing or speaking the same message, but with a different connotation or effect as a result. It means the language style is the way of someone in transferring the same information by using the differential expression. In the simple words language style is about how people can communicate by using their own style.

Language style is not only using in direct communication but also in indirect communication, such as online conversation by using social media. People tend to communicate online because of its simplicity in using it, where

someone can communicate with people from another part of the world without any limitation of time and space.

In this research, the researcher is interested to use a social media Couchsurfing as the data source to be analyzed. Couchsurfing is a social media that popular among travelers. According to (Rosen, Lafontaine, and Hendrickson 2011: 2) Couchsurfing is an online community where a million members from around the world locate accommodations while traveling by staying in the homes of other members. It means Couchsurfing has important benefits for travelers because Couchsurfing provides a platform for members to stay as a guest at someone's home (homestay), host travelers, and meet other members. It was conceived by computer programmer Casey Fenton in 1999 and launched on June 12, 2004 (Luo and Zhang 2016). The main aim of Couchsurfing is to let the members find a place to stay for free by asking another member to be a host in the place that members want to visit.

In asking for a stay, the members usually start by sending a personal message to another member, in order to know the availability. In making the message in Couchsurfing, the member who wants to visit a place must explain the visiting purpose to make another member who receives or reads the message trust and willing to accompany during the visit. Here language has an important part because the message function is to make the member who receives the message believe to the member who sends the message, so it should be using an appropriate language that is easy to be understood. That is why every message in Couchsurfing is using a certain style of language. But, most of Couchsurfing

members use inappropriate language style when sending a message for the first time to another member. As an example:

First, this message was received on February 4, 2016, from Evgenii Lisov, a newcomer, male, 22-year-old, from Athens, Attica, Greece. Evgenii wants to travel to Malaysia through Batam Island and asks the researcher as one of the Couchsurfing members in Batam to help to host him, if he cannot get the last ferry to Johor, Malaysia. The message can be seen below:

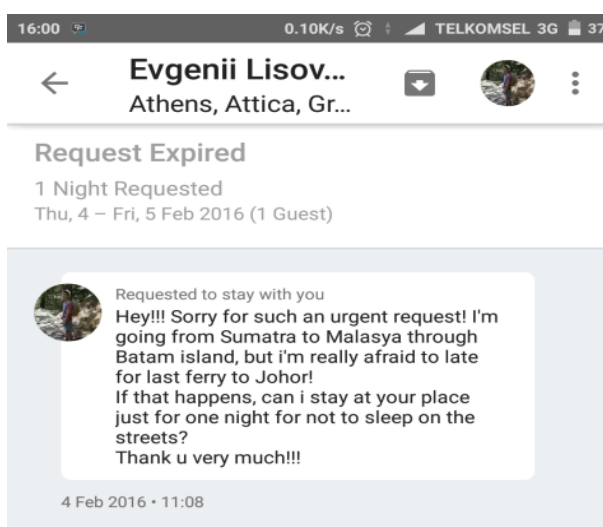


Figure 1.1. Message example

According to the message above, there is a sentence “can i stay at your place just for one night for not to sleep on the streets?” that contains an intimacy meaning. He wants to stay in the receiver house if he does not get a ferry to Johor, Malaysia. This sentence is a sentence that should be used to someone who already knew each other very well. Even in this case both of the sender and the receiver are two people that who don’t know each other yet. There is also “u” that is a minimum pattern of a word “you”. From some characteristics found, this message identifies as an intimate language style.

Second, this message below was received on February 9, 2017, from Thao Nguyen, a newcomer, Female, 29-year-old, from Ho Chi Minh, Vietnam. Thao and her friend are traveling around Southeast Asia and they are heading to Batam. Before arrive in Batam she tries to find one of Couchsurfing members who can give them a host. The message can be seen below:

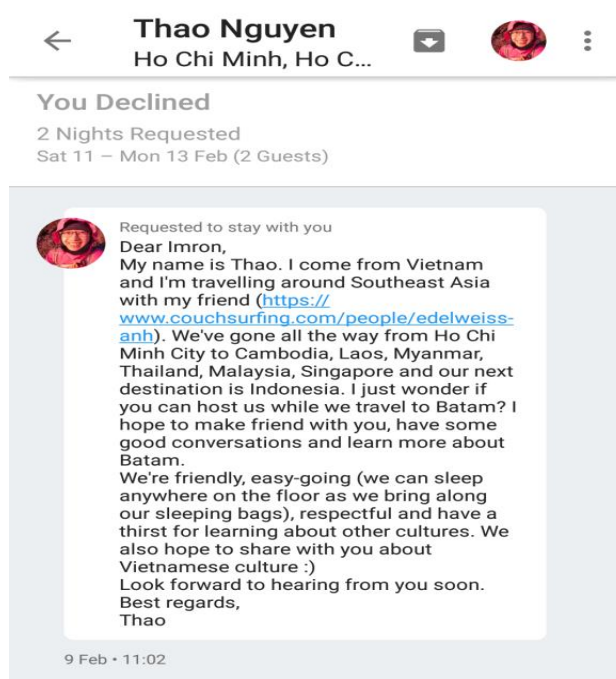


Figure 1.2. Message example

The word “Dear Imron” is something that someone uses when chatting with someone very close. The sentence "I just wonder if you can host us while we travel to Batam” contains an intimacy meaning. It means they want to stay in the receiver home while they travel to Batam. It also something that someone send when request to stay in a very close friend's home, instead this is the first message that the sender sent to the receiver. It identifies as intimate language style.

Basically, there are many researchers that have discussed language style analysis before. For example is (Wu et al. 2017) who has discussed the impact of

language style on consumer's reaction to online review towards a hotel and their reservation intention. Second is (Hapsah 2008) from Indonesia who has discussed language style in the headline of magazine's advertisements. From previous researches above, it can be concluded that this research has similarity with the researches above that is concerning in language style analysis.

However, based on researcher analysis, it also found that there are some weaknesses of those researches. For example, in (Wu et al. 2017) just discussed figurative and literal language style theory in analyzing the data and she just concerned in online reviews of the hotel in China. Besides, in (Hapsah 2008) she only analyzed language style in the headline of magazine's advertisements. It could be said that there is no research yet that discuss about casual and intimate language styles used by adult in Couchsurfing. It could be important because this social phenomenon is something that really happens in our daily life in using social media.

Based on the example and previous researches above, the researcher is interested in conducting this research, because this research is crucial to be done and it is a challenge for the researcher to finally conduct the research about language style analysis in the different phenomenon.

1.2. Identification of the Problem

Refers to the background of the research above, the researcher found some problems that can be identified such as first, the lack of social media Couchsurfing member's knowledge about the kind of language style that they

used. Second is the significant comparison of the using of language style in social media Couchsurfing and the last is the reason of Couchsurfing members in using some kind of language styles.

1.3. Limitation of the Problem

Based on problems in the identification of the problem, the researcher limits this research into two categories. First is the lack of a social media Couchsurfing member's knowledge about the kind of language style that they used, and second is the reason of Couchsurfing members in using certain kind of language styles.

1.4. Formulation of the Problem

The researcher formulates the main problems to be answered as stated in following research questions:

1. How are casual and intimate language styles used by young adult members in a social media Couchsurfing?
2. What is the reason in choosing casual and intimate language styles used by young adult members in a social media Couchsurfing?

1.5. Objective of the Research

In this research, the researcher found some objectives why the researcher did this research. As stated below:

1. To find out how are casual and intimate language styles used by young adult members in a social media Couchsurfing.

2. To find out what is the reason in choosing casual and intimate language styles used by young adult members in a social media Couchsurfing.

1.6. Significance of the Research

1.6.1 Theoretically

The result of this research is hoped to be lesson materials for students who are taking linguistic as their specialization especially in Sociolinguistics field. The researcher also expects that this research will become a reference to the development of language style analysis for the next researcher.

1.6.2 Practically

The result of this research is expected to be useful for the following parties. First, this research enriches the students of English language and literature's knowledge in sociolinguistics field especially the use of casual and intimate language style used in a social media Couchsurfing. Second, this research is expected to give more practical contribution for the researcher in describing the phenomenon of language style in Couchsurfing.

1.7. Defenition of Key Term

In avoiding misunderstanding of the concepts used in this research, some definitions are provided as the following:

Language style : The way people use the language in communication, it can be written or oral language.

Couchsurfing : Couchsurfing is an online community where a

million members from around the world locate accommodations while traveling by staying in the homes of other members.

Host : A person who receives or entertains other people as guests.