

from the linguistic (i.e. tonal, phonetic, semantic, etc.) variations of genders, races or sexualities (Fasold, 1984; Myhill, 2004; Skutnabb-Kangas, 2000)

Sociolinguistics examines the interplay of language and society, with language as the starting point. Variation is the key concept, applied to language itself and to its use. The basic premise of sociolinguistics is that language is variable and changing. As a result, language is not homogeneous — not for the individual user and not within or among groups of speakers who use the same language. By studying written records, sociolinguists also examine how language and society have interacted in the past. For example, they have tabulated frequency of the singular pronoun *thou* and its replacement *you* in dated handwritten or printed documents and correlated changes in frequency with changes in class structure in 16th and 17th century England. This is historical sociolinguistics: the study of relationship between changes in society and changes in language over a period of time.

2.2 Internet Language

Internet presence starting in 1990 has a big effect on communication, as a consequence the term internet language is used by (Crystal 2011) Refers to the scientific study of all the manifestations of language in electronic media, for a simple definition but carries broader meaning he defined it as the study of language on the Internet. This term includes *computer-mediated communication* (CMC), *electronically mediated communication* (EMC) or *digitally mediated communication* (DMC), *Cyberspeak*, *Netspeak*, *Netlish*, *Weblish*, *Electronic*

want to show intimacy in their group. According to Holmes (1992), Language change appears from variation over time that it has origins in spatial (or regional) and social variation. Because of that language variety is also a part of language. Varieties of language appear from differences language when some people speak with others. Moreover, person has characteristic in speech style in social condition. Language variety that is use because of social condition is called sociolect. but variety of language not only what is spoken but it is are also found in the form of text such as movies, poems, songs and even a chat. According to Wardhaugh a specific set of linguistic items or human speech patterns (presumably, sounds, words, grammatical features) which can uniquely associate with some external factors (presumably, a geographical area and a social group).

In this research, the writer focused on varieties of Madurese language such as jargon, register, code mixing slang and social context because they talk about digital writing form used by member of Ikamaba on whatsapp message group which the readers first see in a text.

2.3 Madura Language

Geographically, the island of Madura is located at 7 ° latitude and between 112 ° and 114 BT (Wiyata,2002: 2009). On this island there are four districts namely Bangkalan, Pamekasan and Sampang Sumenep. Madura island can be considered as a multiethnic island because this island is not only inhabited by Madurese, but also inhabited by the Javanese, Sundanese, Sumatra, Chinese, and Arabic. Although the structure of society consists of various ethnic groups, the

majority of the island's population are native speakers of Madura is Madurese language and the language of communication they also Madura (Azhar, 2008).

Madura language is a regional language used by the adura as a tool to communicate, to show the identity and existence as one of the tribes in the archipelago is the tribe of Madura. The linguist and madura language researchers who have long pursue to take a different conclusion, including madura language & the languages of melayu-polynesian used approximately 15 million (estimated number) of residents who inhabit the island of Madura And the surrounding islands located at the eastern end of the island of madura and the northern coastal area of Java island called the fiber horse region by the communities of Madurese people scattered throughout the archipelago.

Among a variety of regional languages in Indonesia, Madura language is one of the great countless regional languages. This is because the number of native speakers are in fourth position after the speakers of Javanese, Malay and Sunda. Speakers of this language is estimated to amount to more than 7% of the total population of Indonesia. (Wikipedia, 2006). Today, approximately three to four million people inhabit the speakers Madura Island, while the rest, as many as nine to ten million Madurese live in Java. Bags of Madura language speakers can also be found in Jakarta, Kalimantan, and Sulawesi. (PJRN: 2006).

Madura language is a unique language. In addition to know the language level such as Enja'-Iyah (abusive language), Enggi-Enten (intermediate language) and Enggi-Bunten (Thoroughbred), Madurese language has a special character, especially in the vocabulary that many familiar sound of "letup" in the words of

since, as has already been suggested and will be stressed further, register analysis should not be solely restricted to vocabulary. Register studies should include (and, in fact, most of them do include) other aspects of language as well. As Ferguson (1994: 20) once put it, ‘people participating in recurrent communication situations tend to develop similar vocabularies, similar features of intonation, and characteristic bits of syntax and phonology that they use in these situations’.

The register occurs from some reasons, because the same person may use very different linguistic items to express more or less the same meaning on different occasions, and as a way of making off insider from outside or to avoid understanding of rest of people or group which are definitely not from the same group.

Furthermore, the function and effectiveness of register depend on situational context in which those varieties are used or depending on the particular context (Fromkin, Blair and collins: 1999:435) those statements are in line with Holmes that people’s speech reflects not only aspects of their identity such as their ethnicity, age gender and social background, it also reflects the contexts in which they are using the language (1992:282)

2.4.2 Jargon

Is the language, especially the vocabulary, peculiar to a particular trade, profession, or group such as doctors and engineers in their respective professions. A jargon can also be a meaningless talk or writing that one does not understand and it can be characterized by unfamiliar vocabulary Furthermore, the use of

students from Bangkalan. IKAMABA established on May 21, 1997 at IAIN Surabaya by Mr. Syafi 'Rofi'i and friends of Bangkalan. IKAMABA have a special name for its members. Namely tretan/i proposed by Mr. Imam Nahrawi which now serves as the Minister of youth and Sports. Name Tretan/i came from Madura language that has meaning brothers and sisters.

IKAMABA also has a jargon "Je 'Loppah Maker Tretan". The jargon has two meanings. The first, the meaning of the jargon is do not forget to think your brother and sister. The second is do not forget to think. the reason of IKAMABA make such jargon to tighten brotherhood and differentiate it from other communities.

The habit of IKAMABA are reading, discussion and writing. because IKAMABA is a community of scholars who are able to develop its presence in the realm of education and politics. IKAMABA keeping track of developments in Indonesia and criticize what is happening in Indonesia. Because of that IKAMABA is able to say Bhe' Dhirik (this is I am).

Basecamp IKAMABA located in Wonocolo. That all members were using language Bangkalan Madura. Bangkalan Madurese language is a language of Madura that could be called rude language class, because the district is in addition to Surabaya and far away from the district to use the language of Madura finest that is Sumenep. Usually members of the organization to use the language of Madura in IKAMABA to their daily lives when they are together. But, Bangkalan has several districts that have different dialects, vocab, accents and meanings in Madura language. And bangkalan use the variety of spoken by western areas.

