CHAPTER I

INTRODUCTION

1.1 Background of the Study

This Chapter focused on the summary about using Language Style on Social Media especially LINE. In era of technology we all have known that anything in the world has been connected by internet includes communication. Of course it must use language to communicate. Normally, communication happen among people All people in the world now use social media to communicate through internet. The researcher will discuss and present the research of language style in social media especially LINE. In this chapter, the writer explains six part of introduction which contains Background of Study, Problems of Study, Objectives of Study, Significance of the Study, Scope and Limitation, and Definition of Key Terms.

Communication is an activity to express or deliver ideas, feeling and to give some information through an interaction. A communication does not work if it does not have meaning. The most important thing in a communication is language and it is produced by people naturally and voluntarily. Sapir (2006:4) states that language is purely human and non-instinctive method of communicating ideas, emotions and desires by means of as system of voluntarily produced symbols. People can communicate, deliver information or message, and influence others through language. They can also express what they feel and understand. Therefore, language cannot be separated from people's life.

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Language style expresses human feeling. It produces language by oral and written form. In writing, the writer puts the utterances form in spoken language. While, in oral form, the speaker delivers a message in order to be a heard and know what the speaker wants directly. Related with Lackoff (1975) that language style used between man and women to draw attention, influence and also persuade other. Based on Joos (1967) in his Five O'clocks is devided into five types, those are Frozen, Formal, Consultative, Casual and Intimate. All the types have characterization and function such as frozen which is actually used in religion ceremonial, casual which is appropriating in relax situation and intimate commonly in conversation with close friend.

Research of Language Style based on the gender was done by a few early researchers (Jespersen, 1922; Reik, 1954) who attempted to explore the issue of gender and language style, but it was Lakoff's work (1973; 1974; 1975) that produced the wealth of research in this area. She attempted to outline the differences in the way males and females are encouraged to use language. She separated a set of language markers that she referred to as "women's language" style she thought was confined to women's use. She assumed that women are more likely to employ the following types of syntactical and lexical items: tag questions, disclaimers, polite forms, few to no exclamations, more discriminations in naming colors, intonational patterns that essentially make declarative sentences sound like questions, and others. The type of language use is frequently associated with women, it was (and still is to a certain extent) considered women's language. Support for and extension of this perspective is found in the writings of Sameer

Hamdan (2011), Carla Atherton (2007), Kristina Johnson (2014), Pia Gati (2014), and others.

Besides, the studies of differences in language used by males and females appear mainly to have been focused on some linguistic differences that exist in male and female writing styles of Arabic novels (SaMeer Hamdan,2011). He used some materials to identify the dissimilarities such as Taboo Terms, Slang versus Standard, Colour, Tag questions, Noun versus verb initiating Paragraphs, Euphemism. One of the most striking differences is the openness in using taboo sexual terms in the male-written novel. Female novelist use more tag questions especially when they discuss private issues and feelings. Other features concerning and initiating paragraph with verbs or nouns revealed gender-related difference. As the research material analyzed is not sufficient, one needs to analyzed more literary novels, in order for the findings of this study to be generalized, as a step towards developing a checklist of gender linguistic differences of the style of writing that could help readers to identify the gender of the writer of his/her writing style.

It is almost similar with research above, (Shlomo Argamon, 2003) This paper explores differences between male and female writing in a large subset of the British National Corpus covering a range of genres. Several classes of simple lexical and syntactic features that differ substantially according to author gender are identified, both in fiction and in non-fiction documents. females use many more pronouns and males use many more noun specifiers. More generally, it is found that even in formal writing, female writing exhibits greater usage of

features identified by previous researchers as "involved" while male writing exhibits greater usage of features which have been identified as "informational".

Study of Comparisons of graffiti in female and male toilets reflect this tendency: graffiti in female toilets tends to be more polite and interactive, while that in male toilets is more argumentative and negative (Green 2003).Statistical analysis of fiction and non-fiction texts reveals similar trends, with female writers tending to use a more personal or involved style (particularly evident in the use of pronouns), while male writers seem to use a more informational and detached style. A correlation has even been made between male style and non-fiction genres, on the one hand, and female style and fiction writing on the other (Argamon, Koppel, Fine & Shimoni 2003).

The research from Molly and Pennebaker (2010) University of Texas at Austin. Findings from established mimicry research in particular will inform ongoing and future style-matching studies. My present research should follow first on determining the specific precursors of LSM(language Style Matching). Like most social psychological phenomena, style matching appears to be affected by both individual differences and situational variables.

Another research about gender and language style delivered by Colley, Todd, et.al (2004) detect the situation when women and men talks in e-mail. Stylistic fitures are found in this research specifically markers of excitability and non-essentials, are used more by women, and this usage varies according to the gender of the recipient. It also appears that the difference in formality between e-mails and letters influences the way in which men communicate to their same-sex

and opposite-sex friends, specifically in the way in which they end a communication.

Another research that relates to the above is from David Bamman(2014) et.al who have presented the social media "Twitter" as the field of their research. This research focusses on stances, language style, and gender inside twitter. Quantitative models were presented in their research. Cluster analysis(task of grouping object in the same group) (en.wikipedia.org/wiki/*Cluster_analysis*) has demonstrated the existence of multiple gendered styles, stances, and personal. Social network connections tracks the use of mainstream gendered markers in language: individuals who use language that is not strongly marked by mainstream gender features also have social networks that are non-homophilous, and so the social network features offers no marginal improvement to gender classification.

Still in the same field research on social media, here Kelly Wherely (2010) who have delivered another social media research of 'Facebook". Language and Gender exploration and Computer Mediated Communication (CMC) is the focus of her research. Using qualitatve models were showed in her research. She compares the language that is used by male and female who meet at the same situation of discussion. males were more likely than females to attack other participants through the use of sarcasm and name calling, often using harsh and aggressive name calling. Females seem to be more engaged in topics where arguments did not take place such as topics devoted to game board discussions where conflict was low. Since women have been found to participate less in these settings, instructors need to be aware of such inequalities found in CMC

communication. One recommendation from this research is that communication ethics or rules of communication should be established beforehand so that everyone may participate freely without the threat of aggressive discourse.

There are some reasons the researcher chooses this title. First, LINE application is the fifth most popular in Indonesia(E-MARKETER, 2016) and eighth throughout Asia(Statista, 2017). User of LINE application are commonly adults and collegian who become object for the researcher to do the research related to the language style.

The second, there is no research about language style has been done using LINE as the main object. The researcher will find out his research using this field. Second, we used commonly words to speak and express our feeling and emotion. Therefore, The researcher try to figure out some expressions that occur in written chat and give suggestion of using some better words or polite words that may expended by male or female while using LINE.

From all explanation above, the use of the language style is the main focus with a new field of data will be considered as pair of preveous research. In the future, this study may be properly to conduct in the case of language style used and that effect in any social media circumtances.

1.2   Problems of the Study

1) How many types of language style that occur in LINE conversation?

2) What type of language style which mostly used by female and male in conversation?

1.3   Objectives of the Study

1. To describe how many types of language style that occur in LINE conversation.

2. To identify the language style that mostly used in LINE conversation .

1.4   Significance of the Study

This research is expected to provide benefits in theory and in practice. Theoretically it is expected that readers get information and enrich the knowledge of the diversity of language styles between men and women. It is practically expected that people who read this research are able to communicate using appropriate language styles especially when communicating using social media especially LINE. For students who do research in the same field able to find shortcomings in this research and continue this research by finding the new perspective in research in style of language in social media

1.5   Scope and Limitation

This research is Sociolinguistics research which focuses on language style. This focus only on analyzing the type of language style based on Martin Joos theory in LINE conversation among adult users. The researcher wants to apply the use of language style to know how many types of language style that used in the conversation and what type of language style that most used in conversation among adult users.

1.6 Definition of Key Terms

Sociolinguistics	A term of the relationship between language and society, and how language is used in multilingual speech communities (Holmes:1992)
Language style	Defined as the choice of words used by a specific group of people when they speak (Yourdictionary.com)
LINE	A new communication application on android, windows phone, and IOS operating system of smartphone which allows people to make FREE voice calls and send FREE messages whenever and wherever they are, 24 hours a day (Google.com)