CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is the most important thing in human life, people can interact each other by using language as their communication tool in making relationship among people in the world especially in their society life. According to Wardhaugh (1972: 3) "language is a system of arbitrary vocal symbol used by human communication". The definition above can be understood that language is as a system, language is as vocal, language is as arbitrary, language is as symbol, language is as human, and also language is mainly used for communication. Language is as communication because it allows the speakers to say something with other speakers and express what they want to inform their mates.

Language will never be separated with people as the user of language, language and people are complementing each other. People need language for their communication tool to interact with other people, while language will be useless if there are not people that will use it. We find in our social context when the dumb people that has difficult to interact with other people because they cannot use language as their communication tool. It is different with people who can use language as their communication tool. They will be interacting with other people easily by using the language.

Rapid to the development of technology such as television and social media, it helped in appearing of Alay language in Indonesia, the new language

variant usually used by Indonesian young people in their daily life especially in social media. For this time, there are many television program that used Alay language such as OVJ program, some of artists on the program used alay language when communicate each other, for example, Andre on episode "biography of Tukul Arwana", he said to Nunung "adanku anas" (my body is being hot), it happened also on advertisement of Extra Joss Blend. One of the artists of there is Cinta Laura, she said that "haduch... lama bingit", the word of "bingit" has meaning "sangat" (very), and Wendy Cagur on OVJ program (Opera Van Java) program on the episode of "Hansib Dorman". He said to Andre "kita udah gak ada hubungan apa-apa lagi, pokoknya Lo Gw End" with the meaning "you and I was end". Therefore, there are many people imitate their favorite artist on the television in using alay language.

According to Koentjara Ningrat in Annisa Meiriani (2014: 7), alay is a symptom that was experienced by Indonesian youg people, who want to be recognized their status among their friends. These symptoms will change the writing style and the style of using dress, while increasing narcissistic which is quite disturbing public virtual world (read: the Internet users, such as bloggers and kaskuker). Hopefully, these properties immediately lost, if it will not disturb the surrounding community. While according to Selo Soemaridjan in Annisa Meiriani (2014: 7), alay is a behavior of Indonesian young people which made them feel more stylish and more beautiful than others. It is contrary to the nature of Indonesian People who polite and friendly. The influenced factors by televissions and the some of musicians in the indonesia.

The definition above can be understood that alay is a symptom that happen to Indonesian young people who want to express and recognized their status among their friends. The symptom will change their writing style, and the style of using dress. Therefore, they will fell more stylish, beautiful, and great than others.

Alay language is the new language variation in Indonesia that has own grammar and is not appropriate with the official Indonesian language. Alay language can be produced by adding phoneme, removing phoneme, combination between symbols and letter in a word, combination between number and letter in a word, exchange letter, combination between capital and short letter in a word, shortness (abbreviation, acronym), and using of common word.

The young people has own way in communicating each other users on facebook. Alay language is one of writing varieties which can be found on facebook easily because there are many young people who always use it in making status on facebook. In using alay language, the users tend to modify vocabularies of Indonesian language, for example, in terms of the spelling system. This modification is mostly done by combining numbers, abbreviations, capitalization in a sentence or even in one word. The users of alay language claim themselves that more creative in making words that people sometimes get misunderstanding the meaning of the words.

The using of facebook to communicate each other has negative effect to official Indonesian language. It is seem in the word formation of alay language and also in the sentence rules of Alay language that is not appropriate with Indonesian grammar. Therefore the writer has interest to this topic about new

language variation in Indonesia that always used by Indonesian's young people on facebook especially by students of MA At-Tarbiyah. In this research the writer will focus on two problems, the two problems are form of Alay language used by students of MA At-Tarbiyah in their Facebook and also about the factors of using Alay language in their Facebook.

1.2 Statement of the Problems

Based on the explanation of background of study above, in order to focus on this research, so the problems can be formulated with the research problems as follows:

- 1. What are the forms of alay language in status on Facebook?
- 2. What are the factors influencing the use of alay language in status on Facebook?

1.3 Objective of the Study

Referring to formulation of the problems mentioned above, the purpose of study can be stated as follows:

- 1. To know the forms of alay language in status on Facebook.
- To describe the factors influencing the use of alay language in status on Facebook.

1.4 Significance of the Study

The result of this study is expected to give contribution theoretically and practically for the reader and other researchers who have the same interest in language study, especially in Alay language. So, they can use this study as the reference of the other research.

1.5 Scope and Limitation of the Study

In this research, the researcher focuses on alay language as the main purpose of conducting this research. Here the researcher tries to analyze how the alay language occurs in the facebook. The researcher uses facebook as the object of analysis.

In order to avoid boarding explanation in this research, so the researcher limits the data in his analysis. Actually there are many user of facebook to communicate each other by using alay language in their facebook, but here the researcher limits only in the students facebook of MA AT-Tarbiyah as the object of analysis. Besides that, in social media there are many language variations that usually used by the user of facebook, but here the researcher focuses on how the user of facebook use alay language in their communication.

1.6 Definition of Key Terms

1. Language

Language is a system of arbitrary vocal symbol used for human communication. Wardhaugh (1972.3)

2. Alay

Alay is a behavior of Indonesian young people which made them feel more stylish and more beautiful than others. It is contrary to the nature of Indonesian People who polite and friendly. The influenced factors by televissions and the some of musicians in the indonesia. Selo Soemaridjan in Annisa Meiriani (2014: 7)

3. Facebook

Facebook is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. Luhan in Basuki (1992)

