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Some studies written by other researchers related this research one of them is Andri Wicaksono (2011). Titled ***“Tinjauan Sociolinguistik Bahasa Alay Dalam Konstelasi Kebahasaan Saat Ini”***. In the research, he focused on the form of Alay language in society, he also analyzed the characteristic of Alay language that usually used by Indonesia young people in media generally, the characteristic of Alay language is on the strange written and did not use grammar of Indonesian language, he classified some of Alay into some levels depend on their writing. From the research, he concluded that Alay language occurred firstly since there is SMS (short message service) program; he also concluded that Alay language will not corrupt the Indonesian language if used in the correct media.

Other studies is ***“Opini Remaja Tentang Penggunaan Bahasa Alay Dalam Iklan Di Televisi”*** which written by Annisa Meiriani (2014). The study focused on factors of public opinion such as *Affective, Behavior, and Cognitive*. She said that most of advertisement in the television used Alay language, especially XL operator advertisement *“Ciyus Miapah”* version. The advertisement of XL operator *“Ciyus Miapah”* version appeared some opinion both agree or disagree. The advertisement of operator of XL occurred saturated felling because the advertisement frequently presented in the television. Besides that, the advertisement also occurred was not interest feeling because the using of Alay language in the advertisement was understood by certain group only, especially young people. From the result of this research, the writer concluded

