CHAPTER II

REVIEW OF LITERATURE

This chapter focused on discussing some theories which the researcher used as his guidance of conducting this research. Here the researcher tries to quote some opinions from the experts that he considered relevant to his study and present them here. The contents of this chapter are;

2.1 Sociolinguistics

Generally sociolinguistic explain about relation between language with speakers of language as the members of society. This case refer to function of language generally namely as the communication tool. Sociolinguistic defined as the study of the relationship between language and society. Janet Holmes (1992: 2). According to Ronald Wardhaugh (1986: 12), he said that sociolinguistic is the study that concerned with investigating the relationship between language and society with the goal of a better understanding of the structure of language and of how languages function communication.

According to Chaer (2004: 3), sociolinguistics is the study of language variation characteristic, the function of language variation, and language usage. These three elements interact and change each other in the speech community, social identity of the speaker, social environment where the speech events occurred, level of variation and linguistic diversity.

"Sosiolinguistik adalah kajian tentang ciri khas variasi bahasa, fungsi variasi bahasa, dan pengunaan bahasa. Ketiga unsur ini berinteraksi dan saling mengubah satu sama lain dalam satu masyarakat tutur, identitas sosial dari penutur, lingkungan sosial tempat peristiwa tutur terjadi serta tingkatan variasi dan ragam linguistic".

Based on the quote above can be explained that sociolinguistics involves three important things, namely language, society, and relationship of language with the community. 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.

2.2 Language Variations

According to Chaer (2004: 61), language has a system and sub-system that was understood by all speakers of the language. However, despite the speakers of the language being in a speech community and not a homogeneous of human beings, so the language that used is not same each others.

In a variation of the language, there are two views. *First*, language variation as a result of social variation of the speaker and variation of language function. So, these variations occurred as a result of social variation and variation of language function. *Second*, language variation as the interaction tools in different social activity (Chaer, 1995: 81).

Kridalaksana (2008: 253) said that language variation as a unit that at least has two variations of the language that was chosen by speaker. Language

variations depends on gender, age, social status, and situation factors. Language has two fundamental aspects namely sound and writing form, and the meaning namely on lexical and although functional and structural. If we look more closely, we will find a lot of difference in terms of sound or meaning. It is caused by the differences of geographic, cultural etc. Therefore, we can find many language variations in society.

2.2.1 Some Variations of Language

Soeparno in Fundamentals of Linguistics (2002: 71-78) said that there are some language variation namely chronological variation, geographical variation, social variation, functional variation, variation of styles, cultural variation, and individual variation.

Chronological Variety

Chronological variation is a language variation that caused by factors of time or period. It is also called as *kronolek*.

Regional Variety

Geographic variation is a language that was caused by the different of geographic or regional. It is also called regional dialect.

Social Variety

Social variation is a language that was caused by the sociological differences. It is also called as Sociolect. Here some Sociolects as follows.

Functional Variety

This variation is caused by differences in the use of language function. It also called fungsiolek.

Variations of Style

This variation was caused by differences style in speaking. Joss (in Soeparno, 2002: 75) distinguishes five kinds of styles based on the level of standardization. These five styles are as follows:

> Frozen style

This style also referred as frozen style because its formation never changes from a period to other period.

> Formal style

This style also referred as standard style. This style is used in official situations.

Consultative style

This style is also referred as effort style, because the form of this style located between formal and informal style. This style is usual used in business are.

Casual style

This style is also called informal or casual style. This style uses elements lexical dialect and regional elements.

➤ Intimate style

This style is also a familiar style because it is usually used by speakers whose relations are already familiar each other.

Cultural Variety

This variation is a language variation that was caused by different culture. The language variations by the different culture are *Vernakular* is a

native language in a region, such as Yogyakarta and East Java, *Pidgin* is a language as a result of mixing rules or vocabularies from two different cultures, *Kreol* is a language that did not have native speakers, *Lingua franca* is a language that usually used by the speaker that has different cultures.

Individual Variety

This variation is a language that was caused by individual differences.

Each individual speaker has characteristics style in speaking with other speakers.

Ronal Wardaugh in Introduction to Linguistics (1972: 189-190) distinguished three kinds of some varieties of language as follows:

By Age.

Language variation by age is a language variation that used by the age level. For example, variations in the language of children will be different with the variations of older persons.

By sex and Occupation

Language variation based on sex is a language variation associated with the gender namely, a man or woman. Variation by occupation is the language variation associated with the type of profession, job and task of the user language. For example variations which are used by the workers, teachers, and physicians certainly have different variations of the language.

By Function

Language variation which related to the function called registers. The variation related to the variation of language that used for the purpose or the areas such as the area of journalism, military, agriculture, education etc. Every areas activity usually has a specific vocabulary that is not used in other fields. For example, language in literature usually use of the word in terms of aesthetic. Variety of journalistic language also has certain characteristics, which are simple, communicative, and concise.

2.3 Morphology

In this research, the writer used two theories to discuss and analysis the data, the two theories are sociolingustic wich focussed on language variants and morphology that focussed on word formation. The writer used varinats of language and word formation theories because the research discussed about new language variation in indonesia that usually used by indonesian young people at this time, namely Alay language variation. The writer used word formation to know the language formation process. in generally, socilinguistic discused about relationship between language and sociaty and morphology discussed about forms of words and function changes the form of word, both grammatical functions and semantic functions.

Such as phonology as branch of linguistic that discussed about units of language basic as sound, so morphology as the branch of sociolinguistic that discussed about some units of basic language grammatically. George Yule (2010: 67), he said that morphology as one of the branches of language science that

discussed some problems refers to structure. Morphology discussed about word formation for grouping of word or class of word, form, and kind of affix, and also the meaning of affix.

Rochelle (2009: 2) stated that morphology is the study of word formation, including the ways new words are coined in the languages of the world, and the way forms of words are varied depending on how they are used in sentences. As a native speaker of your language you have intuitive knowledge of how to form new words, and every day you recognize and understand new words that you have never heard before.

Based on Abdul Chaer's view (2008: 3). In etymology word of morphology derived from word of "morph" which means "form" and word of "logy" which mean "science". So literally the word morphology means "the science of forms". In the study of linguistics, morphology means "science of forms and forming the word", whereas in the study of biology morphology means "the science of the forms of plant cells or the bodies of living". Beside the linguistic study the word of morphology also used in the study of biology. The similarities, equally discuss about the forms.

"Secara etimology kata morfologi berasal dari kata morf yang berarti "bentuk" dan kata logi yang berarti "ilmu". Jadi secara harfiah kata morfologi berarti "ilmu mengenai bentuk". Didalam kajian linguistic, morfologi berati "ilmu mengeani bentuk-bentuk dan pembentukan kata"; sedangkan di dalam kajian biologi morfologi berarti "ilmu mengenai bentuk-bentuk sel-sel tumbuhan atau jasad-jasad hidup". Memang selain bidang linguistic, di dalam kajian biologi ada juga digunakan istilah morfologi. Kesamaannya, sama-sama mengkaji tentang bentuk".

Based one on quotations above, it can be understood that morphology is the study of a language that contains about the intricacies of words and the process of its formation.

2.4 Words

Word is a grammatical unit of the same kind as theoretical morpheme and sentence. The word can be defined as the smallest linguistic unit that can stand alone, the case of a single morpheme or of a combination of morphemes. The word is the smallest unit forming the syntactical construction (Finoza Lamuddin, 2005: 63), word is the smallest unit in a language that is used to stand alone. Words refer to a particular physical realization of that lexeme in speech or writing. Word can also be seen as a representation of a lexeme that is associated with certain morph-syntactic such as noun, adjective, verb, tense, gender, number, etc. The following are the types of word classes:

2.4.1 Nouns

Noun is a word that is commonly used as a subject or object in a sentence. According to Jos Daniel Parera (1994: 9), a word in the noun classes in English, if that word can phrasal associated with words like: *the*, *a*, *few*, *some*. In English, the word can also be classified into morphological type's noun, as an example, the suffix -er a word in English can be classified into class nouns, for example, farmer, writer, reader.

2.4.2 Verbs

Verbs have functions as the predicate in a sentence and express actions performed by the subject. Verb is a word that is doing the action or

work. Characteristics of verb classes in English morphologically are processes inflection morphological to express tense, time, and person (Jos Daniel Parera, 1994: 10).

2.4.3 Adjective

Generally adjective can be characterized by phrasal of *very*, *most*. Morphologically, adjectives can be suffixed *with -er*, *-est* to express the degree of comparison (Jos Daniel Parera, 1994: 10).

2.5 Word Formation Process

Based on Abdul Chaer's view (2008: 25), morphological process basically is the process of word formation of basic form by affixing affixes (in the process of affixation), repetition (in the process of reduplication), incorporation (in the composition process), shortening (in the process of acronym), and changing status (in the conversion process).

"Proses morfologi pada dasarnya adalah proses pembentukan kata dari sebuah bentuk dasar melalui pembubuhan afiks (dalam proses afiksasi), pengulangan (dalam proses reduplikasi), penggabungan (dalam proses komposisi), pemendekan (dalam proses akronimisasi), dan pengubahan setatus (dalam proses konversi)".

Word formation process is a way of forming new word by connected a morpheme to other morpheme. According to George Yule, (2010: 53), defined that words formation process is a way of forming new words or terms from the use of old words. The processes consist of coinage, borrowing, compounding, blending, clipping, back formation, conversion, acronyms, and derivation. Here some types of word formation:

2.5.1 Compounding

Compounding is a process of word formation by compounding two of word class or more than it's become a new word. The process become from compounding noun with noun, adjective with noun, or noun with verb.

Examples:

a. Compound from Noun and Noun.

Noun	Noun	Result
Credit	Card	Credit card
Air	Port	Airport
Class	Room	Classroom
Wall	Paper	wallpaper

b. Compound from Adjective and Noun

Adjective	Noun	Result
Black	Board	Blackboard

c. Compound from Noun and Verb

Verb	Noun	Result
Swear	Word	Swear word

2.5.2 Derivation

Derivation is a way of word formation by adding affixes, therefore the result of this formation will produce word class and changing meaning.

a. Word Class

Invest (V) +
$$Ment$$
 \longrightarrow Investment (N)

Understand (V) + $Able$ \longrightarrow Understandable (Adj)

Hope (N) + Ful \longrightarrow Hopeful (Adj)

Sad (Adj) + $Ness$ \longrightarrow Sadness (N)

b. Changing meaning of word but not changing the word class

Biotic → Antibiotic

Respect → Disrespect

Steady → Unsteady

Play → Replay

Happy → Unhappy

by adding anti-, de-, dis-, in-, un-, mis-, re-.

2.5.3 Back Formation

Back formation is a process that creates a new word by removing a real or supposed affix from another word in the language.

Example: *Edit*, from a word of "*editor*", here there is a removing a morpheme "*or*" so that there is a changing of word class "*editor*" (N) become" *edit*" (V)

2.5.4 Clipping

Clipping is a word formation process by shortening a word by deleting one or more syllables.

Hamburger → Burger

Gasoline → Gas

2.5.5 Blending

Blending is a combination of two or more words to create a new one, usually by taking the beginning of the other word and the end of the other one.

Example:

Motor + Hotel Motel

Spoon + Fork Spork

2.5.6 Acronyms

Words derived from the initials of several words.

Example:

National Aeronautics and Space Agency — NASA

Compact Disc → CD

2.5.7 Coinage

Coinage, this phenomenon is especially common in cases where industry requires a new and attractive name for a product.

Example:

Kleenex for facial tissue

Xerox for photo copy

Honda for Motorcycle

Indomie for instant noodle

2.5.8 Conversion

Conversion is a word formation process changing the word class without changing the form of word.

Example:

Butter N to V butter the bread

Must V to N doing the homework is a must

2.5.9 Borrowing

Taking over of words from other languages.

Example:

Democracy, derived from Greek language demos and cratos.

2.5.10 Inflection

It is a word formation by adding affixes so that it creates a new form without changing the word class or meaning Katamba, (1993: 47). According to William O'Grady (1997:161), there are some kinds of inflection:

➤ Plural suffixes /-s/ which are added to noun

Example: book (books)

➤ Plural suffixes /-en/ which are added to noun

Example: child (children)

➤ Past tense morpheme /-ed/ which are addedd to verbs

Example: watch (watched)

➤ Comparative morpheme /-er/ which are added to adjective

Example: tall (taller)

- Comparative morpheme /-est/ which are added to adjective
 - Example: tall (tallest)
- ➤ Present Progressive morpheme /-ing/ which are added to verbs
 - Example: play (playing)
- ➤ Present tense morpheme /-es/-es/ which are added to verbs

Example: play (plays)

Watch (watches)

2.6 Alay 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.

According to Koentjara Ningrat in Annisa Meiriani (2014: 7), alay is a symptom 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 dressing, 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.

"Alay adalah gejala yang dialami pemuda-pemudi Indonesia, yang ingin diakui statusnya diantara teman-temannya. Gejala ini akan mengubah gaya tulisan, dan gaya berpakain, sekaligus meningkatkan kenarsisan, yang cukup mengganggu masyarakat dunia maya (baca: Pengguna internet sejati, kayak blogger dan kaskuser). Diharapkan Sifat ini segera hilang, jika tidak akan mengganggu masyarakat sekitar".

Selo Soemaridjan in Annisa Meiriani (2014: 7), alay is a behavior of Indonesian young people which made them feel more impressive 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.

"Alay adalah perilaku remaja Indonesia, yang membuat dirinya merasa keren, cantik, hebat diantara yang lain. Hal ini bertentangan dengan sifat Rakyat Indonesia yang sopan, santun, dan ramah. Faktor yang menyebabkan bisa melalui media TV (sinetron), dan musisi dengan dandanan seperti itu".

One of characteristics of Alay language is the writing strangely. There are some ways in word formation of Alay language namely; adding phoneme removing phoneme, acronym, replacement of letter, combination of capital latter, combination of letter and number.

2.7 Word Formation of Alay Language

According to Mastuti (2008: 70) that word formation of Alay language also included in word formation of *Bahasa Gaul*. Word formation of *Bahasa Gaul* can be produced by abbreviation or acronym. Badudu (1985: 65) said that, there are some symptoms in language namely: adding phoneme, removing phoneme, *kontraksi*, *metatesis*, and *adaptasi*.

Based on Fanayun's views (2010: 64), the word formation of Alay language has four ways, namely: (1) a combination of capital letters, (2) a combination of letters and numbers, (3) other combinations, (4) a combination of letters, numbers, symbols and abbreviations.

"Proses pembentukan kata ragam bahasa Alay ada empat cara, yaitu: (1) kombinasi huruf kapital dan huruf kecil, (2) kombinasi huruf dan angka, (3) kombinasi lain, (4) kombinasi huruf, angka, simbol dan singkatan".

From some of explanations above, the writer concluded that has eight processes in word formation of Alay language namely: adding phoneme, removing phoneme, shorting process (abbreviation, acronym), using of common words, changing letter, combination between capital and short letter, combination between number and letter, and combination between (letter, number, symbol and abbreviation).

2.7.1 Adding Phoneme

Adding phoneme is a word formation of Alay language by adding phoneme in the beginning, middle, and in the end of word.

Examples:

٩	Original Word	Adding Phoneme	Meaning
	Lihat	Ngelihat	See
	Apa	Apha	What
	Aku	Akuh	I am
	Lgii	Lagi	Again

2.7.2 Removing Phoneme

Removing of phoneme is a process of removing letters in the beginning, middle, and the end of word.

Original Word	Removing Phoneme	Meaning
Semua	Mua	All
Mau	Mu	Wish
apa	ap	What
bLii	Beli	Buy

2.7.3 Shortness

2.7.3.1 Abbreviation

Abbreviation is a result of shortening process in the form of letter or combination of letters, which spelled out letter by letter (Kridalaksana, 1992: 162).

Example:

1	Alay	Original Language	Meaning
	BF	Teman baik	Best Friend
	HTDJ	Hati-hati di Jalan	Be careful on the way

2.7.3.2 Acronym

The acronym is a shortened process that combines letters or syllables or other part that is written and pronounced as a word. (Kridalaksana, 1992: 162).

Examples:

Alay	Original language	Meaning
GaJe	gak jelas	Is not clear

Hadija	hati-hati di jalan	Be careful on the way
novi	nonton tv	Watching TV

2.7.4 Using of Common Words

Here some of words that usually used in social facebook.

Examples:

Words of Alay	Meaning
Beud	Very
Unyu-unyu	So funny
Bokap	Father
Eke	I am
Gokil	Funny
Capcus	Go
Galau	To express sadness
ВТ	As a result of "boring total" (boring)
Otw	on the way
Cemugud	Enthusiasm

2.7.5 Exchange Phoneme

Replacement of the letters contained in the written language.

According to Wijana (2010: 27), there is a change of sounds in the spoken language (vowels and consonants) such as the ways of children speaking.

Alay language	Original language	Meaning
Chayang	Sayang	Honey
Sangad	Sangat	Very
ckalank	sekarang	Now

2.7.6 Combination of Capital and Short Letters

The combination of capital letter and short letter are variants of Alay language that uses short letters then combined with capital letters with some abbreviation Fanayun (2010: 64)

Example:

1	Alay language	Original language	Meaning
	mB <mark>rikan</mark>	Memberikan	Give
	sLmNa	Selamanya	Forever
	KmOe	Kamu	You
	KrMat	Keramat	Sacred
	sMpUrNa	Sempurna	Perfect

2.7.7 Combination of Letters and Numbers

The combination of letters and numbers is a range of Alay language that uses numbers instead of letters (Fanayun, 2010: 64).

Alay	Original language	Meaning
4d4 4p4	Ada apa	What happen
R1ndu	Rindu	Miss
i2	Itu	That
Dsn4	Disana	There

2.7.8 Combination of Letters, Numbers, Symbol, and Abbreviation

Combination of letters, numbers, symbols, and abbreviations are Alay variety of language that uses symbols that are known or not for others. The most important in the selection symbols is the resemblance of the symbols with the indonesian letter. (Fanayun, 2010: 64).

Example:

Alay	Original language	Meaning
di@m tanPa k@ta	diam tanpa kata	Silent without a word
mn9k!n nNt!	Mungkin nanti	Maybe latter
\$Y4Pa b'RniE	Siapa berani	Who is brave
qMoo, & dYa	Kamu, dan dia	You, and him/her
jLan"	jalan-jalan	Take walk

2.8 Previous Studies

In this study, the writer reads some researches which have the same topic with his research about using Alay language in media by Indonesian young

people. Even though, the topic is the same, but the writer use different theory and different way in collecting and analyzing data.

Some studies written by other researchers related this research one of them is Andri Wicaksono (2011). Titled "Tinjauan Sosiolinguistik 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

that all of advertisement better use standard Indonesian languages that can be understand by all of people.

From some previous study above, Alay language are done by several people with slight differences in their background. The some various studies above analyzed about Alay language generally, and the second one analyzed Alay language in advertisement on television. Meanwhile in this study is a study of Alay language in Facebook by students of MA At-Tarbiyah, Guluk-guluk Sumenep. The writer tries to find out the forms and factors influencing the use of Alay language in Facebook especially by students of MA At-Tarbiyah. That is the difference of the previous researches with this research.