CHAPTER I

INTRODUCTION

This chapter is concerned about an overview of this language used by gay in social media research. The digitalization and globalization turns the people to live with the technology and the language does so. Furthermore for the people who are gay, they have different terms of language to use in social media. Then, nowadays there are social media that purposed for gay people only. Therefore this study is conducted by collecting data from social media that mostly used by gay people in smartphone. The researcher presents background of the study, statement of the problem, significant of the study, scope and limitation, and the definition of key terms.

1.1 Background of the Study

Indonesia as an archipelago is rich with languages. It also includes languages used by Indonesian gay community that contains many races and cultures. As the beginning, the reader must understand the meaning of gay before read all of this research. Gay has two possibilities, that gay can be as noun and gay as adjective. The example gay as a noun is like this sentence, *"Mostly **gay** in North Jakarta is Chinese descent and handsome"*. Then gay as adjective is like this sentence, *"In Malaysia, a man who wears v-neck shirt is indicated as **gay**"*. Then gay as adjective and noun is like *"every **gay** has the gaydar signal"*.

Generally, public understands that a gay man is not straight because he loves man that biologically is not appropriate. From the language, people identify

a man is not straight (heterosexual men) based on his speech (intonation, pronunciation, and dialect) and based on other aspects that can be identified from the behavior and the action. So, the physical characteristics builds the image of not straight men is very clear in the society.

On the other sides, gays build a communication is not only by speech or gesture but they also have the tools to communicate such as social media. Noted in the title as the language used by gay in social media, the main focus of this research is using social media such as Jack'D and Facebook. Meanwhile, the textual conversation is flat (no dialect and intonation that indicate gay or not) and not every straight people understand gay language or language used by gay. Therefore they will be confused. Besides, the textual conversation cannot be predicted that the people who communicate are gay or not.

Furthermore about gay language, today the language used by gay has transformed. The different language applied by gay in daily life between 1995s era and nowadays is because of some cases such as the digitalization of globalization era. However, this research does not present the reasons of media's role in the changing era of applying language by gay because this is the linguistics research. To approve these papers as linguistics research and answer the first research problem, the researcher has classified the language used by gay by answering the research question. Generally, based on study of language and gender by Eckert and Ginet (2003), gays have their own language to express their orientation and feeling or even just get an influence from the social environment. It often happens in the reality that when straight guys are gathering with *binan*

people (not straight man in every types), there will be some misunderstanding in the conversation.

The gathering of gay community is not always in the sex-oriented situation, but it is possible into general meaning and purpose. One of the examples is the meeting that inspires the researcher to conduct this research. It is the meeting of LGBTQ (Lesbian Gay Bisexual Transgender Queer) people with public (heterosexual) in Consulate General office of the USA in Surabaya. As usual, the staff brings American culture and perspectives into the forum as the cultural-exchange. However, it does not happen in the consulate of the USA only, but it also happens in other consulates. In this case, consulate staff wants to appreciate LGBTQ people by celebrating the gay pride and invited public people to understand them and to discuss Sing You Home Novel by Jodi Picoult in a gay-lesbian genre. Facing that condition, some straights such as the researcher, confuse in the language used because some of the words and specific terms. The straight audiences need background knowledge to understand the meaning. The background knowledge here means that the hearer should understand the *'special'* words such as *'came-out'*, that has mentioned many times in the forum. The word *'came-out'* means that gay or lesbian already open to public about their sex orientation interest; whatever what people's judge to them then. Additionally, the mixing of Indonesian language between Javanese, English, and their 'own' language is also used by mostly gays in the location, even not formally in the forum. However, this study is not into code mixing and code switching because the researcher mentioned little bit the mix of language used.

Based on that condition, gay language in Indonesia is actually local discourse. Right now some of the words are becoming common language which is used by common people as daily language. The researcher realizes this based on *Kamus Bahasa Gay* (KBG) or gay dictionary which has published by Gaya Nusantara (GN). Mostly, national celebrities applied that language into daily. Sooner or later, if the celebrities in television program use the word/s, the audiences also will apply it into their daily. The most common used, researcher give three examples: *rempong* (complicated), *brondong* (young gay), *pérês* (lie).

The condition above happens to the public because the power of culture and society that cannot be separated. Correspondingly, Barker and Galiński (2001, p.1) stated that cultural studies has for some time been a constituent part of the linguistics turn in the humanities and social sciences with writers arguing that language was the central means and medium by which we understand the world and construct culture. Focusing on this study, mostly the populations of gay are developing in big city that is already mixed with the culture. Then, the groups of gay were separated into some groups and communities. Usually the grouping are based on the economic class, caste, hobby and interest, race, social media, and the last one is based on working area.

Based on the background above this study is focused on the language research into social media, used by gays. Undeniably the globalization era forced the society to use technological gadget to have the communication. Furthermore, according to the phenomenon above, the researcher guessed that there are new gay words from them; whether those are borrowing words or originally created by

them. Hence, this research is very important even gay is still something taboo for most of Indonesian society. Yet some of certain people judged this as something very taboo, because abnormal, immoral and full of sins. As an intelligent, especially linguistics researcher, this field is interesting and will be useful for the readers. The researcher is deeply looking at the future that people inside and/or outside of Indonesia need the data that I have observed. Moreover, as long as my knowledge, there is no any research in Sunan Ampel State Islamic University of Surabaya that focus on language used by gay social in media. It can be the first one, in the field of linguistics. So, this is very good papers to understand well about the language used by gay in social media throughout linguistics view.

Undeniably, this is not the first time observation/research of breaking up the discourse to the gay language or language used by gay. Tom Boellstorff, a very famous anthropologist from University of California in Irvine writes a book (2005) titled 'Gay Archipelago; Sexuality and Nation in Indonesia'. He is an anthropologist and the book's contain is mostly about contemporary cultural anthropology, but it is also included some of gay words applied in the conversation. He explores about kind of the language used not only by gay but also the words applied by LGBTQ people in Surabaya and surrounding. However, Boellstorff's research is only collecting the data of gay language used in 2005. Meanwhile, this 2014 era that everything is digitalized give the contribution for variety language used by gays. Therefore this research is very important to conduct. On the other hand, there is Ardianto (2006) that has done a research for gay language used in Pattaya. He classifies the words applied in the gay dictionary

(KBG) and some additional words he has found in the field; which is not so worth it. The KBG is published in the 1995's era and his research is in 2006. So, the result of kind of words used by gay in Surabaya (in this case is Pattaya) will be more broaden because the following time, language is broadening. In fact, the result of his research and KBG is exactly same. Furthermore, his research is only grouping the words used by gays in Surabaya. Then, the position of my research is the language used by gay in social media that the users are mostly Surabaya citizen. The other previous research is from Liliawati (2005). She conducts a research about the formatting words in a Gaya Nusantara magazine. She classifies all the words used by gays in Surabaya by using Gaya Nusantara magazine and classifies all the words formatting. In this case, my research is not into the language used by gay in this research area. As long as my knowledge, after those three research above, there is no any publication of research or journal about gay language in Indonesia, except Boellstorff, because he is one of international advisers of Gaya Nusantara in Surabaya. Additionally, this research will complete the previous researches.

1.2 Statement of the Problems

Concerning at the background, the researcher will present this research as the source for linguistics studies and reference for Gaya Nusantara as a community and Non-Government Organization (NGO). Therefore this research has some problem statements which are separated by some questions below:

1.2.1 Is the language written in *Kamus Bahasa Gay* (KBG) that published by Gaya Nusantara in 1995 used by gays in Facebook and Jack'D nowadays?

1.2.2 In what situation the gay languages are used by gays in Facebook and Jack'D?

1.2.3 What social media are the most used by gays after having conversation in Facebook and Jack'D?

1.3 Objectives

This study is aimed at describing gay language used by people in social media, especially in Jack'D and Facebook, which is reflected from background and statement of the studies. This major's goal is elaborated into the following minor aims:

1.3.1 To know the gay language in KBG *(Kamus Bahasa Gay)* – gay dictionary – is still applied by gay in social media nowadays or not.

1.3.2 To describe the situation of language used when gay is using the social media. On this case, the researcher applies approximation method to these followings:

a. Facebook: random-chosen to personal accounts in Facebook who is gay and several groups in Facebook that will be found by researcher in finding problems.

b. Jack'D: random-chosen of accounts in Jack'D.

1.3.3   To find other media used by gays as the continuance after knowing each other in Facebook or Jack'D.

1.4 Significance of the Study

As this study is about discourse analysis toward the language used by gay in social media, the results of this study are expected to serve theoretical and practical purposes. To make this significance easy to be understood, these followings are the details:

1.4.1   Theoretical Significance

Theoretical contribution is presented into the theories of language and gender that specifically into the queer theory. However, there are many things to be uncovered in the using of language by gays in social media. Hence the researcher focuses on discourse analysis, pragmatics and sociolinguistics as the development of the study. Related to discourse analysis, it helps to uncover the discourse in the conversation of gays in Facebook, Jack'D, Whatsapp, and Black Berry Messenger. In pragmatics, the study is to break up the ability of gays in the understanding of language used by gay because the fact not all gays understand gay terms. Meanwhile in sociolinguistics, theoretically this study provides some focuses such as indexing (direct and indirect), shifting of the language based on the economy and social environment values. Correspondingly, as stated in Chris and Dariuz (2011 p. 31) that an identities that are both unstable and temporarily stabilized by social practice and regular, is predictable behavior.

1.4.2   Practical Significance

Successful communication is exgpected to build a certain studies as practical significance. The appropriate communication strategies among gay in Facebook and Jack'D will be the contribution of this research. The researcher describes the different language choice among both social media mentioned and describes new vocabularies found in the social media to *Bahasa Gay* Dictonary, if any. The 'new' here means have not put into the book yet. On the other hand, this research is also to explain to the reader about the usage of gay language is used by gay people nowadays or not, especially in Facebook and Jack'D.

1.5 Scope and Limitation

1.5.1   Scope

This study is done by using any technological tools that connect the researcher on Facebook and Jack'D. The earlier of this research states that this study is done through the theories of discourse analysis, sociolinguistics, and pragmatics. The reason is because this study mainly tries to find the discourse of the languages used in different social media by uncommon user. The other reasons are the social contexts such as local language and culture that influences the gays in every profile in different media applications. Then the pragmatics area is to describe the way of understanding gay's ability in using the language.

1.5.2   Limitation

Regarding to the limitation, there are many gay profiles and groups in Facebook. The possibilities of covering all gay accounts are small, since this research has limited time-range, as undergraduate thesis. Furthermore, even the researcher find the gay account, it is not recognize that he will response to the researcher's fake account. Everyone has privacy that cannot be guessed only, but it must be proofed by doing this research. Based on that condition, the researcher is going to do the research as mentioned in the objective of the study.

1.6 Definition of Key Terms

In order to avoid the misunderstanding and misinterpretation about the basic concepts in the study, the definition and key terms are stated below:

1.6.1   Gay language is a special language used by gay. It is special because the words used have different meaning and purpose from language used by common people. Based on Bloomer et al. (1998, p.108) that gay language is a secret language among homosexuals in the twentieth century, Baker (2002). Furthermore, Dede Oetomo as the adviser of Gaya Nusantara (2013) states that man who loves man is *binan* and they have their own special terms of language. So, it supports Baker's ideology that cited in Bloomer. The *binan* means man loves man whether the appearance is still look like a man or woman already (she-male, sissy, fagot, transsexual and others). Then the language used by gays has different style from common people.

1.6.2   KBG is the abbreviation from *Kamus Bahasa Gay*. It is the dictionary of gay language used in Indonesia, especially for gays who live and use the language in the region of Surabaya and surroundings.

1.6.3   Social media in this research is only for Facebook, Jack'D, Whats App, and Black Berry Messanger. The main social media are Facebook and Jack'D. Whats App and Black Berry Messenger are additional social media that has requested by gays in Facebook and Jack'D. The researcher does not use all social media in the internet as the instrument of the research because there are hundreds of social media nowadays. For the next discussion and explanation, when the researcher mention 'social media' is refers to those four social media mentioned above.