CHAPTER I

INTRODUCTION

In this chapter, the writer presents background of the study that describes the reason why she intends to conduct the research. On the basis of the reasons, problems of the study, objectives of the study, significance of the study, and scope and limitations of the study are formulated. Definition of key terms is also given so that the readers are expected to have the same interpretation in understanding the present study.

1.1 Background of the Study

In this era, people can use social media as the facility of communication to keep in touch with family as well as new and old friends. By the existence of social media, someone who cannot meet up and communicate with their family, new and old friends will be easy to reconnect the relationship. Social media, such as facebook, twitter, path, line, whatsapp, instagram, etc, can share information, file, photo, audio and video, as well as what people are thinking about. Most of people share something on their mind in those social media with the certain purposes, such as to tease someone, to give information, to share their daily activities, to give an advice or suggestion, and many others.

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In this study, among those social media, the writer chose instagram in which people can share photos and short videos. Instagram is a mobile application that allows users to upload and share their life through photos and videos. It was created in October 2010 by Kevin Systrom, a computer programmer and internet businessman (Rizky, 2013). He and his friend, Mike Krieger, created photo-sharing application in which people can upload their photos and videos as well as apply digital filter and share it to the other social media such as facebook and twitter. They can choose a filter to edit the image perfectly. In uploading, they also can give the captions based on the photos and videos.

The writer chose instagram as her subject in this research due to some reasons. First, instagram is considered as the popular social media in this era proven by Rizky (2013) stated that instagram has 10 million active users and in 2015 its users has reached 400 million (Widiartanto, 2015). Second, it is the real account of someone because there is no account with the same user name on instagram, so it will minimize an opportunity of someone to make the fake account. Further, based on the preliminary study conducted in State Islamic University of Sunan Ampel Surabaya on March 2016, it was found that the students prefer to see the pictures on instagram than the captions, whereas the picture and the caption are related. They prefer to see the pictures than read the captions because they are lazy to read the captions and they believe that pictures are more interesting and entertaining than the captions. Moreover, another result of the preliminary study is most of students created their

instagram account because they want to share the best moments in their life, to trade, to see their idol account and to follow the trend.

This present study is important to conduct because many people like to see the pictures on instagram account of other people. Sometimes, they just see it without reading the captions. The writer believes that the caption is important to read because it is related to the pictures. We have to read the captions in order to know someone's ideas towards the picture. As we know the function of language is to understand the ideas from other people. So, in this study, the writer chose language function in social media as the topic of this research because in the instagram there are many languages or expressions which have function in which the readers have to know someone's idea.

Since language function is introduced by Jakobson (1960), it is interesting to conduct research about language function and for researchers in the previous researches. A series of researches have been conducted by some researchers who focus on language function. Some researchers have conducted the researches in various subjects, such as in book (Puspita, 2013; Arisandy, 2015), in talk show (Hidayat, 2014), in movie (Hasits, 2007; Yunita, 2013; Arista, 2014; Syafitri, 2014; Arum, 2015; Machmudha, 2015), in television commercial (Supriyono, 2015) and in human (Andayani, 2013). There is no researcher who analyzes language function in the instagram. Instagram is something new, hence, in this present study, the writer conducts a research on language function in instagram. Among the users of instagram, there are several famous public figures that have the important role, such

as Iriana Jokowidodo, Tri Risma Harini, Khofifah Indar Parawangsa, Rieke Diah Pitaloka and many others. There are high officials who have instagram, one of them is Ani Yudhoyono. Iriana Jokowidodo also has an instagram account, yet she is not as active as Ani Yudhoyono in uploading the photos and short videos. Ani Yudhoyono has hobby in photography, so that she is more active to upload the photos and videos than Iriana. Thus, the writer is interested in Ani Yudhoyono's instagram.

Another factor attracted the writer to conduct a study on Ani Yudhoyono's instagram, such as Ani Yudhoyono was the first lady in Indonesia (2004 - 2014). She is a wife of Susilo Bambang Yudhoyono, the sixth President of Indonesia. The number of her followers achieved 4.2 millions in March 2016. In her instagram account, she always gives a caption by using two languages, Indonesia and English. It means that she writes a caption use Bahasa then she translates it into English. It can be the writer's deliberation for choosing Ani Yudhoyono as her subject in this research. From this research, the writer expected that the followers not only see the pictures on Ani Yudhoyono's instagram but also read the captions so they will understand the messages of pictures uploaded. In the writer's opinion, it is interesting to analyze language functions of Ani Yudhoyono's instagram captions.

Ani Yudhoyono is a famous public figure in Indonesia. She is considered as the active user in publishing photos and videos on social media namely instagram. According to Yandi (2014), Ani Yudhoyono's instagram account is the most popular account of politican category in the world. When the number of her photos compared with the lady in the United States, Michelle Obama, Ani Yudhoyono has a lot of

photos more than Michelle Obama's photos. It can be proven from Yandi's statement that Ani Yudhoyono uploaded 724 photos, meanwhile Michelle 91 photos in January 22, 2014. In addition, someone who has instagram account name *@aniyudhoyono* is not only actives in uploading photos and videos, but also in writing caption.

Along with the pictures uploaded, Ani Yudhoyono always gives the explanation towards the pictures which is usually called the caption. The caption is the explanation of the pictures or videos. She wrote the captions in two languages in order to communicate with her followers who have different background so that all people not only Indonesian but also abroad will be understood. Therefore, the writer is curious with the kind of language function and the meaning behind language functions that is used by Ani Yudhoyono on her captions because a picture means thousand words. The captions that the writer analyzed are the captions which are written by Ani Yudhoyono in 2015. Those captions are about her family, her husband's activities abroad and nature such as describing flowers, animals, etc.

This present study used Jakobson theory of language function because the theory of Jakobson gave a contribution in answering the problems of this study. Jakobson's model of the functions of language distinguishes six elements or factors of communication that are necessary for communication: context, addresser (sender), addressee (receiver), contact, common code and message. Each factor is the focal point of a relation or function that operates between the message and the factor. The functions are the following: referential ("The Earth is round"), emotive ("Yuck!"),

conative ("Come here"), phatic ("Hello?"), metalinguistic ("What do you mean by 'krill'?"), and poetic ("Smurf") (Hebert, 2011).

Researches on language function have been conducted by several researchers. Hasits (2007) has conducted a research about language functions used by Marcus Burnett – the characters of *Bad Boys II* film. He uses theories which have relation with language function given by Holmes, Hymes, Pyles and John. Pyles and John theory is used to explain the criteria to classify language functions and uses Holmes theory to explain the background social factors and social dimensions in which be a reason someone chose one certain language, supported by Hymes' ethnographic that make someone uses certain language. From the analysis, he found out that the character uses informal language and tend to use an emotive function to show his feelings. The language that is used by Marcus is influenced by participants, the place, topic and function. He does not analyze the Jakobson's six elements of communication. Yunita (2013), analyzed language function in utterances produced by Carl to Russel - the characters of movie *Up*. Based on the result of her analysis and language function of Halliday's theory, it was found out that there are seven language functions in the utterances produced by the characters of movie *Up*, inter alia instrumental, regulatory, representational, interactional, personal, heuristic and imaginative functions. She does not analyze the Jakobson's six elements of communication. Meanwhile Andayani (2013) analyzed language function in English used by receptionist in Bali Brasco. Based on the language function of Van ek's theory, she found the function of language: asking information, giving situation,

denying something, offering something, certain or uncertain, permission, expressing hope, repeating, suggestion, offering assistance, greeting and thanking, and she implemented it into language teaching because she studied in the teacher education. She does not analyze the Jakobson's six elements of communication.

In 2014, a research on language function was also conducted by Syafitri and Arista. Syafitri (2014) analyzed language function used by the main character in *Twilight* movie and used Cook's theory. From fifty utterances, she only found out five language functions in *Twilight* movie: 7 emotive, 12 directive, 17 phatic, 21 referential and 8 poetic functions. Yet, she does not analyze the Jakobson's six elements of communication. Meanwhile, Arista (2014) analyzed kinds of language function and the most dominant type of language function used by the main character in *Sherlock Holmes II: A Game of Shadows* movie. She uses Jakobson's theory of language function to analyzed her research and found out 65 metalinguistic, 18 expressive, 22 directive, 57 referential, 6 phatic and 4 poetic functions. Yet, she does not analyzed the Jakobson's six elements of communication. Arum (2015) studied the kind and aspect of language functions in *Enchanted* movie script, and she revealed that the language function can help the reader in understanding the message. She analyzed the Jakobson's six elements of communication, yet she uses Cook theory of language function. In the findings, she found out the Jakobson's six elements of communication namely addresser, context, message form, contact sign, code and addressee as well as found out 23 emotive, 30 directive, 18 phatic, 20 poetic, 15 referential, 4 metalinguistic and 4 contextual functions. While Machmudha (2015)

analyzed language function that is used by Alicia and dr.Rosen to John Nash who has schizophrenia in *A Beautiful Mind* movie. In her research, she found out 45 referential, 24 conative, 18 phatic, 16 emotive, 2 metalingual functions. Yet, here, she does not analyze the Jakobson's six elements of communication.

Based on the previous researches, the writer found that seven researchers who analyzed language function were only analyzed the kinds of language function and the kind of language function mostly used, as well as she found that the previous researchers mostly focused on spoken language as their object and they mostly analyzed in fiction genre such as movie in which fiction is not natural or created deliberately. Thus, based on the lack of the previous researches, the writer conducted this present study with the aim at filling the gap namely she conducted a research of language function in real life so that it is more natural as well as the subject is focused on written and there is no researchers who analyze language function in instagram as the subject. In addition, most of the previous researches only analyzed the kind of language functions, yet they do not analyzed the Jakobson's six elements of communication, so the writer analyzed the kind of language function of Jakobson and his six elements of communication.

1.2   Problems of the Study

Related to the background of the study, the writer formulates some problems in analyzing language function found in Ani Yudhoyono's captions on instagram. Those are:

1. What are language functions found in Ani Yudhoyono's captions in her instagram?

2. What are the meaning behind language functions of Ani Yudhoyono's instagram captions?

1.3   Objectives of the Study

Regarding the problems of the study formulated, the objectives of this current study are:

1. To describe kind of language functions which are used by Ani Yudhoyono in her instagram

2. To reveal the meaning behind language functions of Ani Yudhoyono

1.4   Significance of the Study

This research was conducted and expected to have several significance. The result of research gave the readers a better understanding of language function as well as can be beneficial for the readers who are interested in discourse analysis especially in language function by using Jakobson's theory. Then, it could be a reference for other researchers with the new object in language functions and it can be easily for

them. In understanding language function of Ani Yudhoyono's instagram captions, it will make her followers easier to get the idea of the captions.

1.5   Scope and Limitation of the Study

This research concerned on language function of Ani Yudhoyono's caption. This study focused on written, namely the caption of Ani Yudhoyono's photos in 2015. She only chose the photos of Ani Yudhoyono's instagram account in 2015 because of some reasons. First, Ani Yudhoyono's husband still becomes the President of Indonesia in 2004-2014, automatically, Ani Yudhoyono has less spare time, so she uploaded the photos rarely. Yet, in 2015, she has more time to upload her family's activities on instagram as like she wrote on her instagram biography *"Alhamdulillah, now I have more time for my lovely family, photography and gardening"*. Second, it is impossible to always follow Ani Yudhoyono's updates as her posts are increasing day by day.

1.6   Operational Definition of the Key Terms

Related to the title of this thesis, the writer would like to give some definitions of the key terms to avoid misunderstanding of the readers when reading this thesis. Thus, the readers are expected to have the same interpretation and perception in understanding this present study.

Language Function is a language which is delivered by someone and has a specific purpose. Those purposes are apologizing, asking permission, expressing something to fulfill our purposes.

Caption is information, explanation and description towards photos or videos on instagram. The captions will be taken from Ani Yudhoyono's instagram account @aniyudhoyono as the explanation or description of the photos or videos which are uploaded by Bu Ani Yudhoyono.

Instagram is photo-sharing application which allows users to share their activities through photos and videos and apply filters to edit the photos perfectly. There are many photos and videos which are uploaded by Ani Yudhoyono so that she has 2.541 posts and 4.2 million followers in March 2016. Most of her photos and videos are about her family, husband's activities abroad and nature such as flowers, animals. Since Ani Yudhoyono's husband was the former President of Indonesia, she has many times to continue her hobby as a photographer and she becomes active user in uploading photos and videos. Through instagram, she can share her works in photography.