

CHAPTER I

INTRODUCTION

In this chapter, the researcher describes about research context, research problem, research objective, scope and limitation, the significance of the study and also the definition of key terms.

A. Research Context

Human is good creature building their interaction each other from their interaction so that human is called by social creature. In human daily activity there are many important things which are required by them (the human need) and the difficulties will happen if the human miss it in doing their activity one of them is language¹. By language, people can share their knowledge, transfer any ideas and give information to each other and also they can express what they feel and understand.

Language as a tool of communication has language style and in this case, it is influenced by different interaction of human according to Sapir Language is a purely human and non-instinctive method of communicating ideas, emotions, and desires by means of a system of voluntarily produced symbols².

In this modern era, people easier than before to communicate each other even they are in different place. Everything can be accessed easily and quickly with modern technology such mobile phone and internet because lately the modern technology is dominated by internet and smart phone application such as whatsapp, instagram, and

¹Suhardianto, "Teenagers' Language Use in Batam: Language Variation," *Journal of English Language, Literature, and Teaching* 01 (November 2016).

²Edward Sapir, *Language an Introduction to The Study of Speech* (New York: Harcourt, 1921).page 7

facebook. Today social network become the most important role in tool of human communication.

Nowadays, people can get the latest update information from anywhere, it is because the development of technology. In this case, whatsapp is one of the most popular social media in the world will make communication easier to other people. In whatsapp application make the people easy to make a group in making students easy to communicate in small scope. the people activities in whatsapp, they communicate using informal and formal style. Whatsapp group is make by the english students to make they easier in communicate and discuss each other behind on the classroom. So, it should be a good reason to be sources in finding language style related to the english student's chatting in whatsapp.

Language is primarily an instrument of communication among human being in a community. Everyone believes that language is universal, it means everyone possess to express their feelings, emotion, sign, and others in communication through language. In communication, the english students have many ways to communicate with others. The english students use language as a tool of communication to say their wants, messages, information, and ideas to other people and also to their friends. They not only use a language when they meet on the classroom, but they also use a language on social media especially on whatsapp group. The englishs students are communication and discuss all everything on their whatsapp group chatting. Communication also influenced by style between speaker and hearer. It can be concluded that relationship has big impact to people in understanding communication.

In society, people have variation in using language that can be called as language variation. Language variation is a language phenomenon that occurs in speech community.

One type of language varieties is style. The students have language varieties in communicate each other, it can be seen by the language style that they use on their whatsapp group chatting. Style influenced by some factors such as educational background, social status, age, and sex of the speakers. In language style, as speaker speaks differently with other people according to the situation and the context when they communicate. A speaker will note to the choice of the words, grammar, and structure of the sentences according to the context and with whom the speaker speaks.

Labov' opinion said that Language style can be defined as sort of language variation that can be detected in sociolinguistic interview.³The styles of language are used differently depend on the context in terms of subject matter, our audiences, the mode of discourse (speaking or writing) , and the formality of the occasion. When someone converses informally with a friend, he / she uses a different style than that used in an interview for a job.⁴

The usage of different language style can also be found and observed in social media, Language style is the language that someone uses to distinguish how they convey the language they use is different from other people. So from there, language style is used to distinguish someone in all aspects using only a language. This language is almost used in whatsapp group that use by the english students. Whatsapp is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration to make the students more easier in discuss and communicate each other. Based on phenomenon above, the researcher interested to conduct the research focuses on the types of language style which found in whatsapp group chatting of English student of

³Nikolas Coupland, *Style: Language Variation and Identity* (New York: Cambridge University Press, 2007). page 7

⁴Rahel Sion Ayu Tarihoran Tiara K Pasaribu, *The Analysis Of Language Style On The Campaign Speech Of Barack Obama*, vol. 1 (The Episteme Journal of Linguistics and Literature, 2014).

academic year 2015 because there are many students use different language style it show by their existence and identity in language through their chatting . And present it as the writer thesis entitled ” The analysis of language style used by English students of academic year 2015 on whatsapp group chatting in IAIN Madura By Martin Joos Perspective”.

B. Research Problem

According to Creswell research problem are educational issues, controversies, or concern that guide the need in conducting a study⁵. It's an necessary for researcher to find or identify the phenomena clearly. John creswell also state that " Research question is question that narrow the purpose statement to specifics questions that researchers seek to answer."⁶ It means that, research focus should be answered and discussion by the researcher which question actually from the phenomena and problems that would be researched. Whereas Ary states that research problem is part of research focus. So that based on the theory above, the researcher have one research problem. It is:

1. What types of the language style are used by english students of academic year 2015 on whatsapp group chatting in IAIN Madura by martienjoos perspective?
2. How are the language styles used by english students of academic year 2015 on whatsapp group chatting in IAIN Madura by martin joos perspective?

C. Research Objective

⁵John Creswell, educational research, pearsonhighered, (New York : 2012) page 58

⁶John Creswell, *Educational Research*, (Boston: Persin Education, 2012), p.110

John Creswell states in his book of *Educational Research* that research objective⁷ is a statement that advances the overall direction that describes the purposes of research briefly that is written in sentence form. Research objective is a statement of intent that specifies goals that the investigator plans to achieve in a study.⁸ Mohammad Adnan Latif also states that "Research objectives should be stated differently from the research problem, as the research problems are stated as questions to be answered by the researcher."⁹ It means that the objective is actually the researcher's aim that they want to achieve in their study or the answer of research focuses. So, as a researcher, they have to know what the purpose or goal of their research. And the main purposes of this study are to provide the answer from the research focus. So the purposes of this study are such as follow:

1. To know the types of language style used by English students of academic year 2015 on WhatsApp group chatting in IAIN Madura by Martin Joos perspective
2. To analyze the language style used by English students of academic year 2015 on WhatsApp group chatting in IAIN Madura by Martin Joos perspective.

D. Significance of the study

Significance of study explains the benefits of research. And Mohammad Adnan Latif said that "significance convinces other people that the research is worth doing".¹⁰ It means that significance of study is an explanation about the benefits of the research. The researcher conducts a research has purpose is analyzing language style used by English

⁷John W Creswell, *Educational Research* (United State America: Pearson, 2012). page 109

⁸John Creswell, *Educational Research*, (Boston: Persin Education, 2012), p.111

⁹Mohammad Adnan Latief, *Research Methods on Language Learning An Introduction* (Malang: IKIP Malang, 2015), P. 27

¹⁰Mohammad Adnan Latief, *Research Methods on Language Learning An Introduction* (Malang: IKIP Malang, 2015), P. 21

students of academic year 2015 on whatsapp group chatting in IAIN Madura. From this research, the researcher conducts the research has two significant of study which has the benefit are theoretically and practically. Significance of study is explains the benefits of research. And Mohammad Adnan Latif said that " significance convinces other people that the research is worth doing ".¹¹ It means that significance of study is an explanation about the benefits of the research. This research is expected will give new knowledge and experience for students and other researcher doing research in the same field able to find and continue this research by finding the new perspective in research about language style in social media. So significance of study in this research will be divided into two aspects:

1. Theoretically

This study is expected to be useful as an encouragement in the teaching-learning process and add new information from theory.

2. Practically

The researcher hopes that the result of this study is giving the advantages to the students and the teacher especially in the teaching and learning of English. This result of study can give benefit such as:

a. Students

The researcher wants to give new information and knowledge about their language style of their communication in whatsapp group specially for students of english department. And also the researcher want to give information to the people who are interested in studying about linguistics so that they can add experience or knowledge

¹¹Mohammad Adnan Latief, *Research Methods on Language Learning An Introduction* (Malang: IKIP Malang, 2015), P. 21

b. Researcher

This research is a way to get experience in analyzing and identifying language style in students communication of English Department under graduate 2015.

c. Further researcher

This research is expected will give new knowledge and experience for students and other researcher doing research in the same field able to find and continue this research by finding the new perspective in research about language style and also become ontribution to another researcher who are going to research about linguistics, especially in the field of sociolinguistics, in understanding language style of the speakers in social media.

E. Scope and Limitation

Scope and limitation are the area of independent and dependent variable which is investigated, population, and location.¹² It means that scope is what exactly the researcher would like to discuss or it can be called as what the researcher would like to deliver or explain in this research. In this case scope of this research is language style used by students of IAINMadura of whatsapp group chatting.

According to John Creswell in his book limitation is potential weaknesses or problem with the study identified by the research.¹³ These weaknesses are enumerated one by one, and they often relate to inadequate measurement, and other factor typically related to data collection and analysis. So the researcher limits this study on student's whatsapp group chatting of TBI 2015.

¹²*Pedoman Penulisan Karya Ilmiah* (Artikel, Makalah & Skripsi) Pamekasan : STAIN pmk press, p.12

¹³John W. Creswell, *Educational Research*, (Boston; Pearson, inc, 2012), p.199

F. Definition of key term

To avoid misunderstanding between the reader and the researcher, the researcher would like to give definition of the key term to make the same understanding between the researcher and the reader. It is part that explain the term used so that have similarities in terms and to avoid differences understanding or not clear meaning. The researcher identify the key terms, because it will help the readers easier to understand and catch the meaning that the researcher mean. So, there is no misunderstanding between the researcher and the readers. In this part the researcher tries to describe some terms dealing with key terms that will be interpreted by the researcher for knowing more language style used by student of IAIN Madura in English department. The terms will be clarified below are:

1. Language style is the form of language that the speakers used that are usually measured among a formal-informal scale. According to Labov Language style can be defined as sort of language variation that can be detected in sociolinguistic interviews¹⁴
2. Whatsapp is one of social media which most of people use it in their communication where the people can share information such as video or picture.

¹⁴Coupland, *Style: Language Variation and Identity*.page 7