

CHAPTER I

INTRODUCTION

This chapter discusses the introduction which consists of several points such as research context, research focus, research objectives, significant of the study, scope and limitation, and the definition of key terms.

A. Research Context

Language refers to a set of intricate rules which function as a medium of human system of communication.¹ In other words, language is a bridge for human to have interaction each other, we can easily talk to other people whether our parents, friends, acquaintance, or even strangers. When we talk to someone, we need to consider with whom we talk to, talking to older people is different with talking to friends. When talking to our friends or peers we commonly use informal language or even use slang in daily conversations.

The meaning of slang itself, there are some definitions of it. Based on Jonathon Green slang is widely seen as ‘the language of streets’, is far harder to define than it is to use moreover slang is a ‘counter language’, the language that says no. Born in the street, it resists the niceties of the respectable.² Based on the statements, it shows that slang is used in very informal conversation because it less of polite and is not classified as a standard language.

¹ Sanggam Siahaan, *Issues in Linguistics* (Yogyakarta: Graha Ilmu, 2008), 41.

² Jonathan Green, *The Vulgar Tongue Green's History of Slang* (New York: Oxford University Press, 2015), 5.

Slang language is used by people of all ages and social groups, although it may be common among young people.³ Considering the use of slang in line with technological development, people especially young people are not only limited on verbal communication in using slang but also in written form through social media such as facebook, instagram, twitter, etc. But here the researcher is focused on the usage of slang in the instagan through the caption that was written by the users especially by the fifth semester of English Department students at IAIN Madura.

Intagram itself is kind of social media that allowed people to have interaction with other people around the world. It has over one billion active monthly users with more than 500 million active daily.⁴ Other than that instagram is one the most pferred platforms when it comes to online business which is outshining over other social media platforms. It shows from the fact that the engagement with brands on instagram is at least 10 times higher than any other social platforms, there are over 25 million business profiles on instagram and more than 200 million advetisers worldwide use instagram.⁵ Aside from that, the attendance of instagram nowadays is very useful in rising language variety, including internet slang. Young people especially teenagers are increasingly using slang through the caption they write in their post on instagram. They usually use abbreviation, acronym, punctuation, symbols, use number to replace the letter of a word and mess up capital and lowercase as well even the language sometimes veer from the mind. This phenomenon can be found on Instagram through the

³ Green, 5.

⁴ Dhrumi Savla, "Instagram v/s Other Social Media Platforms," accessed April 27, 2020, <https://blog.synclarity.in/marketing/instagram-v/s-other-social-media-platforms>.

⁵ Savla.

caption such as these examples: @liaindriyani28: “**ILYSM**”, on @anietalove caption: “**Debest** lecture” and on @zakiyanafs_’s caption: “*When I smile, I feel good.. When **u** smile, I feel much better...*” and many others.

The phenomenon that you find on instagram of 5th semester students at IAIN Madura can be seen from one of the examples above. One of the account @liaindriyani28 has written caption “**ILYSM**” on her post. This caption is kind of internet slang, because she use abbreviation “**ILYSM**” to said “I Love You So Much”, this is acceptable yet doesn’t belong to standard language because it’s used in informal form.

B. Research Focus

Focus is things that can be studied (tangible) characteristics almost the same with problems in quantitative research so the problem in research. It is called focus, which is a state that is sourced from the relationship between two factors or more which results in situations that are confusing / raise question marks, are of a nature tentative, situational fit of actual phenomena and require resolution or an effort to answer it.⁶ In other words research focus is the problem or the concern that should be done by the researcher to conduct a study. The researcher will describe the research study based on research questions. Adnan Latief state that the research must be clear, reflect what kind of answer is expected to discover through the process of research.⁷ It means that the research must provide a detailed explanation of the answers to the related questions of the study. The question should be answered systematic. Based on background of the study above, the research problems in this research are:

⁶ *Pedoman Penulisan Karya Ilmiah* (Pamekasan: STAIN Pamekasan press, 2012), 18.

⁷ Mohammad Adnan Latif, *Research Methods on Language Learning an Introduction* (Malang: IKIP Malang, 2015), 18.

1. What are the internet slangs used by the 5th semester of English Department students at IAIN Madura on Instagram?
2. What kind of form of slang used by the 5th semester of English Department students at IAIN Madura on Instagram?
3. What is the contextual meaning of the internet slangs used by the 5th semester of English Department students at IAIN Madura on Instagram?

C. Research Objective

Research objective is a statement of intent use in research that specific goals that the researcher plans to achieve in the study.⁸ Thus Research objective should be state differently with research focus, research focus are state questions that will be answered by the researcher, while research objective are state as goal of research. From the definition above the research objective of this research are:

1. To find out the internet slangs used by the 5th semester of English Department students at IAIN Madura on Instagram.
2. To find out kind of form of slang used by the 5th semester of English Department students at IAIN Madura on Instagram.
3. To find out the contextual meaning of the internet slangs used by the 5th semester of English Department students at IAIN Madura on Instagram.

D. Significant of the Study

The next important thing after researcher doing research objective and answering the research problem is significance of study. Significance of the study explains the benefit of the research.⁹ Sugiono stated that significant of the study is

⁸ Adnan Latif, 18.

⁹ Adnan Latif, 111.

the impact of goal research.¹⁰ It means that significant of the study is what for and whose for the result of the study. There are two kinds of significant of study in research, they are theoretically and practically. The results of the significance of the study are expected to give some significance:

1. Theoretical Significance

The theoretical here has a function to give information about internet slangs used by students of IAIN Madura on Instagram.

2. Practical Significance

Practically the research used for:

a. For Students

This research will help students to know the meaning, the kind, the form and the function of internet slangs that are used by the 5th students of IAIN Madura.

b. For the Readers

The result of this research is to educate the readers about internet slang.

c. For the Researcher

This research gives new knowledge for the researcher and deeper understanding about internet slang.

d. For the Other Researcher

It can be reference as a previous study for the next researchers who will do a research about slangs and support the other researcher to investigate other topic.

¹⁰ Sugiyono, *Metode Penelitian Pendidikan* (Bandung: Alfabeta, 2015), 283.

E. Scope and Limitation

Scope and limitation here explains about the limits on the variables studied, population or subject of research, and research location.¹¹ In other words scope and limitation here discussed about the limit of the subject and the object that the researcher is going to study.

In this case, the researcher focuses on the use of internet slang on instagram through the student's captions. The researcher gives limitation in this study at 5th semester of English department students of IAIN Madura.

F. Definition of Key Terms

Key term is keyword used by researcher. It is provided to avoid misunderstanding in research study. The keyword should be clear and not ambiguous. The keywords of this research are:

1. Internet slangs is kind of informal language that is used around society especially in the same social group and shows close relationship, commonly used by young people and teenagers.
2. Instagram is one of the most popular social media which allowed people to make a friend and share activities by pictures or videos.
3. Caption is a brief explanation that is written under the picture or video of a post in instagram.

¹¹ Tim STAIN Pamekasan, *Pedoman Karya Tulis Ilmiah* (Pamekasan: STAIN Pamekasan press, 2015), 11.