

# CHAPTER I

## INTRODUCTION

As an introduction, this chapter presents the background of the study, statements of the problem, purposes of the study, significance of the study, scope and limitation, and definition of key terms.

### **1.1 Background of the Study**

In globalization era, social media is very close with people. It likes the need that must exist in daily life. Moreover, the user of social media is not only adults but also teenager and children. In addition, social media is also used by both of boy and girl. It means that the development of social media can be received well and it is needed by all of people in this world without consider about the age and gender. According to El-Badawy and Hasyem (2015:46), social media is the platform that gives individuals the opportunity to interact, using two ways to communication; meaning, that anyone who has online accounts can share their opinion with other social media users. Therefore, Yeboah and Ewur (2014:157) in Andreas Kaplan stated that social media refers to the means of interactions among people in which they create, share and/or exchange information and ideas in virtual communities and network.

Then, there are many kinds of application that included into social media, for instance facebook, twitter, blogs, whatsapp, instagram, etc. Still in line, according to Acheaw and Larson (2015:94) in Martn (2008) and Lusk (2010), social media is the use of Facebook, Blogs, Twitter, My Space, and LinkedIn for the purpose of communication, sharing photos as well as videos.

From the explanation above, many kinds of social media also have many purposes and functions. People can use social media for communication, whatever communication with the other people personally or communication in group. People can make communication with family, friends, teachers, lecturers, etc. Besides, the form of communication that people used is also varying, for example written, oral/audio, and video. If people want to deliver information by written form, they can use all of the application that have mentioned above. Moreover, if people want to communicate in audio, they can use whatsapp, blogs, etc. In addition, social media helps people to be more creative because they can upload their creation and it will be responded by their friends in social media. It also can be good business opportunities for them.

Besides that, people also can learn everything by using social media because it served many sources of knowledge. Everybody can learn about their field by using social media, for example chef can find out the new innovation of food, farmer can find the new strategy to plant rice, teacher can find strategy to teach, and student can find materials well. This is the benefit of social media for students because all of branch of science can be found in social media. Based on Thuraij et al (2015:304) in Cummings (2011), social media impacts higher education through five (interconnected) “literacies”-attention, participation, collaboration, network awareness, and critical consumption.

In addition, every activity in social media needs both of delivering and understanding language because if people want to deliver information, they have to use language which can be understood and when people want to get

information, they have to understand the language too. As we know that language is the most important aspect to connect the communication, people have to follow the development of language. Moreover, language used in social media is different with language which is used orally. Most of people in social media usually use informal language to make the communication simpler and between the members of group can be closer. The name of this language is slang.

People can use slang language in many kinds of social media, for instance facebook, twitter, and whatsapp. According to Nadkarni and Hofmann (2011:243) in Facebook (2011), the most popular of the SNSs, Facebook (FB), now totals more than 500 million registered users. Furthermore, Zaremohzabieh et al (2014:107) in Kuss and Griffiths (2011) stated that today, more than 68.5% of young adults and teenagers use Facebook on a regular basis. Besides facebook, there are also many users of whatsapp. Based on Amry (2014:119) in Parmy (2013), whatsapp had over 450 million monthly active users. Additionally, 700 million photos are shared daily, and 10 billion messages are also shared daily. Moreover, Desai et al (2016:1798) stated that whatsapp is the most popular messaging application as it has crossed the 1 billion users in February 2016. Still in line with social media, statistical data showed that the people registered on Twitter is 645.750.000 (01/05/2014) and 135.00 added daily (Alsanie, 2015:69). It means that there are so many users who is using social media, especially facebook, twitter, and whatsapp. Furthermore, by the data above, researcher choose facebook, twitter, and whatsapp as the media to analyse slang language used by English department students in Muhammadiyah University of Ponorogo.

Then, discuss about slang language that is used in social media automatically it will bring impact for people. The first impact is people have to learn and understand it well. The aim of slang language learning is to avoid misunderstanding so that the communication can run well. After people understand it, automatically they will also apply slang language in their daily communication because this slang is very simple and really popular for a group. Still in line, understanding and using language that is used by people in general is a must because as social people who cannot life alone, they have to adjust every changing in this world. As language which is dynamic and included into the element of communication, the changing and developing of it should be followed too.

Furthermore, slang that has mentioned above is language which is used in very informal communication. People cannot use slang language to communicate information in the formal environment. Moreover, people also have to avoid about using slang when they speak with people who is older. According to Eriksen (2010:10), slang is informal in its use and that slang is used by a particular group of people. Moreover, slang is an area of lexis in a permanent state of flux consisting of vivid and colorful words and phrases which characterize various social and professional groups, especially when these terms are used for in-group communication (Epoge, 2012:133).

In addition, slang is introduced by the creative member of group to make communication simple and popular, as long as it can be understood well. The

process of slang cannot be explained clearly. However, based on Gemilasari et al (2013:143)

The teenagers tend to create and use the new terms and words so these actions will shift the shape and meaning of the previous words. The young people do not have the loyalty and their negative attitude toward language will be the basic factor of the change of the language. The use of slang words in social interaction frequently will lead the producing of new vocabulary from time to time. Sometimes the old people do not understand about the meaning of the slang words used by the teenagers and how those words are formed.

English students at Muhammadiyah University of Ponorogo are also generation who always use media social as their everyday communication. They are included into Net generation who has to take the benefit from the development of media, especially for learning. Moreover, they also can communicate with English language whatever formal or informal. The informal language that is used is slang. Understanding about slang language is important for English students because language learners have to follow the development of language and there are some materials of English language which use slang language. Beside, English students also use slang languages to make the communication simpler, easier, and closer. In addition, English students have different reason about using slang language. Still in line, they also use slang language in some social media with the different percentage.

The different purposes of English students about using slang language can be the motivation for them to learn and use English language which automatically can improve their performance in English. Moreover, the different social media

that they use can be information about the most appropriate social media which can give impact for English students to learn English.

Based on the statement above, researcher interested in analyzing the slang language in social media (facebook, twitter, and whatsapp) which is used by English students at Muhammadiyah University of Ponorogo.

## **1.2 Statements of the Problem**

The problems that are discussed in this study come up from these questions:

1. What types of slang language are used in social media by English department students at Muhammadiyah University of Ponorogo?
2. How are the effects for English learning of using slang language in social media by English department students at Muhammadiyah University of Ponorogo?

## **1.3 Purposes of the Study**

Based on the problems mentioned above, the purposes of this study are:

1. To describe the types of slang language are used in social media by English department students at Muhammadiyah University of Ponorogo.
2. To find out the effects for English learning of using slang language in social media by English department students at Muhammadiyah University of Ponorogo.

#### **1.4 Significance of the Study**

##### 1. For student

Student can learn the description and identification of slang language that they use in social media.

##### 2. For lecturer

Lecturer can make consideration about the use of social media for learning by the result of this research about social media used by English students.

##### 3. For next researcher

Next researcher can use this research as reference to develop new research more detail and better.

#### **1.5 Scope and Limitation**

This study was focus on slang language in social media. The researcher formulates the scope and limitation of this project to identify the boundaries of this study. The scope of this study is slang language in social media of English department students at Muhammadiyah University of Ponorogo. Moreover, the limitation is slang language which has borrowing, coinage, blending, and abbreviation process in English language form. Then, the social media are facebook, twitter, and whatsapp which used by fourth semester of English department students at Muhammadiyah University of Ponorogo.

## 1.6 Definition of Key Terms

Slang : an everyday term that does encompass jargon, dialect, national Englishes, buzz words, colloquial language, family language, sociolects, and idiolects (Coleman, 2014:2).

Social media : the platform that gives individuals the opportunity to interact, using two ways to communication; meaning, that anyone who has online accounts can share their opinion with other social media users (El-Badawy and Hasyem, 2015:127).