

CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter, the researcher will explain the related literature that is required in this research, the related reviews are about the details of language style in formal and informal styles and then also mention how social media works for the military and the public.

2.1 Language Style

Language style in literature covers how people utilise vocabulary, syntax, and figurative language to create understanding or express emotions that reflect their expressions based on the word arrangement (Ireland et al., 2010; Bayram et al., 2018). Therefore, language style is primarily used in people's daily activities because on each activity, they will choose different styles of language based on the conditions and situations, example of the condition are academic purposes, business purposes, conversation among friends and entertainment needs, that types of purposes had different language style that will be used based on their effectiveness and comprehension while conversation. Joos in Zulaekho, (2011) stated that language style contains five language styles, such as frozen, formal, consultative, casual and intimate, but the focus of this research is only on formal and casual or can be called informal.

2.1.1 Formal Language

Formal language style, these types of language style of communication is interpreted to be impersonal and have a clear intention, this language style is used in serious situations like lecturing, business or legal documents. In the context of communication, formal language style is likely used to express professionalism and credibility by their word composition (Indrawa et al., 2023; Vitariyani, 2022).

Formal language style is used in serious or essential situations and conditions where complete sentences and specific words are arranged to show formality and professionalism. Usually, this style is utilised in a few conditions, like lectures, sermons, and television newscasts. Particularly, this style of language concerns word choice and structure, that aspect can be the determiner of the formality between written and spoken communication.

Based on Togatorop et al, (2023) stated that the formal language style has complete sentences and specific word usage are essential characteristics that distinguish it from informal styles. Additionally, the structures of sentences, including elements like antithesis, repetition, climax and anticlimax, can contribute to the formality of language style, with that component, the grammatical and use of cause and effect in sentences indicate formal language style (Afifah et al., 2019; Hidayah & Setiawan, 2022).

2.1.2 Informal Language

The informal language style is characterized to be more casual, relaxed, and the word composition is more common, this style of language apparently used to reflect the user's feelings or expressions to gain intimacy in an informality context that will lead to an engaging context that they are discussing, generally, this style of language is suitable in social media interactions, casual communications, and informal written content like blogging or sharing personal experience (Apriyani & S, 2019; Vitariyani, 2022).

Informal language style typically involves the use of contractions, slang, colloquial expressions, and abbreviations, which contribute to a more relaxed and conversational tone, this style is regularly characterized by its accessibility and relatability as stated by Hooijdonk, (2021). Informal language style may include sentence fragments, incomplete sentences, and a more conversational tone that mimics spoken language. Additionally, humour, emoticons, and emojis are generally used in informal language, adding a playful and expressive element to the communication.

The point of the informal language style is the flexibility to express an idea or emotions based on the speaker's needs. In addition, informal language styles are less rigid than formal language styles in the context of structure, usually informal language styles are developed with simplicity and clarity over formal grammatical rules, this composition will engage the audience or speaker in a friendly manner and relaxed conditions.

2.2 Social Media

The phrase "social media" refers to online platforms that provide people to generate, distribute, and interact with material publicly through an internet network. It provides a media for people to interact, communicate, share knowledge, expressing thoughts, and engage with a wide range of exposure (Yusianto et al., 2022; Oktaviana et al., 2023). This concept covers various platforms that allow users to connect and collaborate across distances, such as social networking sites and microblogging services (Pelealu et al., 2022; Aichner et al., 2021). Moreover, social media is defined as a group

of internet-based programs that enable the production and sharing of user-generated content and are based on Web 2.0 (Pelealu et al., 2022; Aichner et al., 2021).

Social media has a significant impact on various fields such as work organisations, community, entertainment, and government. An example of the utilization of social media is the flexibility of communication between employees in work organizations, in the entertainment section, attractive content that can please users like movies, videos that accessible from various social media, then based from Mergel, (2013) stated that social media applications are utilized in the public sector to increase government transparency, participation, and collaboration, as seen in the U.S. federal government.

2.2.1 Types of Social Media

Social media generally has various types based on the function and most people used it for different purposes to catch their needs, some examples are blogs, microblogs, social networking sites, message boards, virtual social worlds, and virtual game blogs. Those examples of social media had different functions based on the provider.

The following functions of social media are: First, blogs are platforms that allow users to publish articles or posts on a wide range area of topics, generally enabling personal expression and information. Genuinely, this platform is utilized for individuals or organizations to share insight, experiences, and expertise on specific topics with various audiences (Yoo et al. 2018). Second, microblogging is a platform that is characterized with a short template of written content and frequent posts,

microblogging platforms are like Twitter that enable users to share quick updates, thought or multimedia content, with the feature of real-time communication (Skogen et al., 2022). Third, social media networking sites (SNS) are platforms that facilitate the creation and maintenance of personal or professional needs, this platform can connect users with friends, family, and colleagues to share content and convey discussion, this aspect makes SNS a central hub for social interaction (Voorveld et al., 2018). Then, message boards is a platforms that commonly known as forums, these platforms allow users to post questions, share information or express emotions, and engage in discussion in a specific context, mostly these platforms are utilized to exchange knowledge or build a community (Kim & Lee, 2021). Furthermore, virtual social worlds are immersive environments that enable users to interact with each other through a virtual world with an avatar, users can socialize, participate and do activities to explore the digital landscape to create a unique form of online engagement (Yang et al., 2021). Lastly, virtual game blog is a blog that focuses on video games and provides a platform for gamers to share experiences, reviews or strategies, often formed as a community space for discussion related to gaming needs or industry (Pulido et al., 2020).

In this research, the author will focus on blogs and microblogs social networks, because those two social media primarily serve a written text that the researcher can analyse the language based on the context, the chosen social media blogs are built from the official news website, then about the microblogs is basically from Twitter or now called X.

2.2.2 Blogs

Blogs are an online platform that enables people or organizations to post information chronologically, frequently showcasing their own opinions, experiences, or topics of expertise. The unique characteristics of blogs make them valuable resources for qualitative research, as they provide a rich source of data that is often more accessible and relatable than traditional academic literature. The utilization of this platform is particularly in areas such as health, business, news, lifestyle, and education. Furthermore, blogs serve as platforms for social interaction, allowing readers to engage with the content through comments and shares, thereby fostering a sense of community (Prakash, 2024).

The defining characteristics of blogs are multifaceted; it typically features a clear purpose, which guides the content and tone of each post. Successful blogs often exhibit a consistent writing style, appropriate vocabulary, and a layout that enhances readability (Mete et al., 2019). The characteristics of blogs include their informal tone, interactivity, and the ability to engage with audiences through comments and social sharing, which enhances their relation in both personal and organizational contexts (Kim et al., 2020; Aliefiani & Shihab, 2018).

In organizational contexts, blogs have become increasingly important as tools for communication and branding. They allow organizations to share their corporate social responsibility (CSR) activities and engage with stakeholders in a more personal and relatable manner (Kim et al., 2020; Aliefiani & Shihab, 2018). Blogs can enhance internal communication by providing a platform for knowledge sharing among employees, thereby fostering a culture of collaboration and continuous

learning (Caruso, 2018). Additionally, organizations utilize blogs to improve their online presence, enhance brand credibility, and facilitate two-way communication with their audience, which is crucial in today's digital landscape (Rahman, 2019).

In summary, blogs are versatile online platforms characterized by their informal tone, interactivity, and diverse content. They serve as valuable tools for personal expression and organizational communication, enabling effective engagement with audiences and stakeholders. They serve not only as individual expression platforms but also as valuable tools for research and communication across various fields.

2.2.3 Microblogs

Microblogs are a specific type of social media platform characterized by the posting of brief messages, which facilitates rapid communication and sharing of information among users as stated by Gong & Li, (2017). Typically, microblogs allow users to share short updates, thoughts, or multimedia content. With the feature of microblog to post quick updates, typically with a character limit is facilitating users to spread an information or express feelings publicly.

However, the most notable microblogging media is Twitter, where users are restricted to use maximum of 140 characters per post, a limit that was expanded to 280 characters in 2017 (Strand & Robertson, 2020). Because of this character limitation, thoughts or information must be expressed concisely, which frequently results in the use of acronyms, abbreviations, and colloquial language, which together create a distinctive vocabulary known as "tweetspeak" (Danielewicz-Betz et al., 2015).

Moreover, microblogs are essential tools for organizations, including governmental entities, to manage information distribution and engage with the public successfully. These organizations may enhance transparency, engage citizens, and respond to public inquiries in a timely manner (Liu & Zheng, 2012; Zhou, 2014). Because microblogging is dynamic, it also makes it possible to quickly identify and analyze trends, feelings, and false information, all of which are critical for comprehending public opinion and behaviour (Bi et al., 2022; Liu et al., 2018).

In addition, microblogs are a significant type of social media that encourages users to communicate and participate in real time. Their uses in a variety of fields, including as marketing, education, and public involvement, demonstrate their adaptability and importance in the current digital communication environments.

The uniqueness of microblogs can be the gap of this research because had characteristics of “incomplete grammatical structure” that can lead different understanding, this section can be compared with the clarity of information and language that posted in blogs or website, so the researcher will use this chance to analyse how the written content developed based on language style. The focus on the microblogs social media on this research is in Twitter or now called X, those social media selected because those social media are one of the most popular microblogs social media that people used today and those social media also had a various types of written content based on their context.

In addition, microblogs are a significant type of social media that encourages users to communicate and participate in real time. Their uses in a variety of fields,

including as marketing, education, and public involvement, demonstrate their adaptability and importance in the current digital communication environments.

2.2.4 The use of social media in formal context

Formal social media refers to social media platforms used within structured and official contexts, such as institutions, organizations, or professional settings. These platforms are integrated into formal learning environments to facilitate communication, collaboration, and information sharing among individuals within these settings as stated by Sobaih et al, (2020).

In addition, formal social media had vital role for people that works in structured environments, the media is obtained for their needs like communicate, collaborate and engage in a condition align with their goals and regulations based on what they utilized.

2.2.5 The use of social media in informal context

The use of social media in informal environment or context is in wide range of area, the utilization of social media in this context may be very beneficial for everyone that use gadget. For instance, social media platforms and online networks offer chances for people to improve their media literacy, empowerment, and job opportunities, especially for vulnerable populations as stated by Camarero, (2019).

The use of social media in this context is also can be a valuable tool for information dissemination and awareness about what is happening in that moment,

the example of information is like military, political, entertainment and also education.

2.2.6 X

Twitter or now can be called as X, this media is a microblogging platform that enables fast and real-time communication through written text that exchanged between users and their audiences. This platform is generally developed for written contents that can influence nature of conversations with stating personal thoughts or definitive opinions, then this media also combining social media network and broadcast concept that can share relevant content based on what the user like in that social media (Gesualdo et al., 2022; Hamilton, 2020). With that understanding Twitter or X has various purposes like providing educational and communicative environments which can exchange many information based on the context.

Furthermore, Twitter networks have been studied to understand public opinion formation and the dissemination of information, shedding light on the networked nature of society (Chen et al., 2021; Bian et al, 2016), then this social media can be concluded as a space that users can engage diverse conversations, share information and build public community.