CHAPTER I

INTRODUCTION

In this chapter some aspects of introduction of thesis are explained. Those aspects are: background of the research, statement of problem, purpose of research, significance of research, scope and limitation, and definition of key terms.

1.1 Background of the Research

There are a number of labels to describe the young people currently researching at school or college. They include the digital natives, the net generation, the Google generation or the millennial. All of these terms are being used to highlight the significance and importance of new technologies within the lives of young people (Gibbons, 2007).

According to Bennett, Maton and Kervin (2008) Digital Natives are those born roughly between 1980 and 1994. Digital natives are people who have grown up in the digital world using technology as a way to communicate record, educate and understand society. Digital natives have very fluid and constant communications just not on the phone. With the rise of texting, chat and social media news feeds, digital natives are highly connected with those in their personal networks. According to Prensky (2001) the natives have subtle differences in speech, social interaction, and are fluent in the digital communication forms that are prevalent in the new land. A communication form of digital native is using computer language. It means that the development of digital native’s language is related to the technology development.
Internet, television, movie, room chat and social networking are factors that influence language development of digital native. It is different with digital immigrant that not too familiar with technology.

According to Marc Prensky (2001), digital immigrants are those of us who were not born into the digital world. They cannot learn to use technology effectively and efficiently, but they will always have an ‘accent’ (Prensky, 2011) as they learn the language of technology. It is the reason why digital immigrants quite different with digital native. The differences between digital immigrant and digital native can be seen in their language use.

In the statement before said that digital native’s language is influenced by technology development. It means that when they find out new words from the technology they use, they will use it in their daily activity. It is suitable with their characteristic that is easy to accept new transformation in their life including language or new words. The new words that they use such as, *cemungud* (keep spirit), *ciyus* (serious), *miapah* (what for), *eah* (yes), *vuk* (fuck) etc. In fact, digital immigrants never use those words. It is because digital immigrant’s language development is not influenced by technology development. Those words like *cemungud* in digital immigrant as *semangat*, *ciyus* as *serius*, *miapah* as *demi apa*, *eah* as *iya* and *vuk* as *fuck*, but the digital immigrant use this word rarely.

Their language differences observably in their status updates on *facebook*. *Facebook* is one of social networking that helps every people to communicate more efficient and easy with their family and their friends. Based on Anne and Lary in A
Parent’s guide of facebook (2012:12), there are two pages on facebook, that are home and profile in the upper right corner of any facebook page. Profile is more about what people see of you and home about what you see of others on facebook. Digital natives usually use facebook to express their feelings in a sentence form; they usually use words that never be used by digital immigrant in their sentences. On the contrary the digital immigrants almost use common words in their sentences on their facebook status update. Sometimes the digital immigrant cannot understand the meaning of digital natives’ status updates on facebook. It is because the digital native’s sentence with their new words is hard to comprehend. This condition causes many misunderstanding between digital immigrant and digital native so the perception will appear.

Perception is the process of organizing and interpreting information received from outside world (Lahey, 2004: 114). According to Rakhmat, (2001:51) perception can be obtained by inferring information and interpret the message. There are two types of perception: positive and negative perception. Positive perception can be said as a good perception and negative perception is a bad perception. Rahmat (2001) states there are two factors that influence perception. First is personal factor or internal factor comes from two sources; physical and psychological. The second one is situational factor/external factor are stimulus and environment factors where perception is continuous.

The above description is a theoretical consideration about digital native vs digital immigrant, facebook, and perception. The following discussion will be about
the some previous studies about perception and *facebook* conducted by Rahayu (2012), Indriawati (2011), and Ni’mah (2012).

A research conducted by Rahayu (2012) “Digital Natives’ Perception toward the Mobile Phone Roles in School at SMK Muhammadiyah 2 Malang” reveals that the digital native needs mobile phone in school during the class to help them knowing something about the lesson that they did not know before by searching in internet. It is showed that digital natives are familiar with technology. They cannot be separated with the technology.

Indriawati (2011) investigated about colloquial language found on English writing update status on *facebook* focused on what are colloquial words found on English writing updates status of *facebookers* and what are technical terms used to form the words based on word formation process. This research reveals that there were 90 colloquial words. There were 43 colloquial words based on the theory word formation process and 47 colloquial words did not belong to the theory found on Engling writing updates status *facebook* in internet *www.facebook.com*. There were 8 technical terms used based on theory word formation process to form the colloquial words.

Ni’mah (2012) investigated about the word formation of the *alay* language in status update on *facebook*, describes the word formation of the *alay* language used by *facebookers* and give the meaning of the *alay* word in Indonesia. This research reveals that there are 90 *alay* words found. There are 35 *alay* words which conform the theory of the word formation such us clipping, blending, and multiple process, 33
*alay* words do not conform the theory word formation and 22 *alay* words are called conversion. These research studies show that the language use on *facebook* is important to be discussed because many *facebookers* often use language out of the theory of word formation.

Based on the explanation above, it is clear that it is important to investigate the language used on *facebook* status update because no one has investigated this topic. Moreover, the researcher wants to know the perception of the digital immigrants toward language of digital natives’ status updates on *facebook*, especially the perception of English Department lecturers as digital immigrants. The researcher assumed that language lecturers would give negative perception toward the language of digital natives’ status updates on *facebook* because this language is out of Indonesia standart language and the digital native’s status update is sometimes hard to be understood by the digital immigrants. It is of the researcher’s interest to analyze what the English Department lecturers as digital immigrants’ perceptions are toward the language of digital natives’ status updates on *facebook*.

### 1.2 Statement of the Problem

What are English department lectures at University of Muhammadiyah Malang as digital immigrants’ perception toward the language of digital natives’ status updates on *facebook*?

### 1.3 Purpose of the Research

Based on the statement problems, purpose of this research is:
To know English department lectures at University of Muhammadiyah Malang as digital immigrants’ perception toward the language of digital natives’ status updates on *facebook*.

1.4 **Significant of the Research**

After this research has been completed, theoretically the researcher attempts to provide a real description about the digital immigrants’ perception toward the *facebook* status updates of digital natives. Practically, it helps the digital immigrant more understand about the digital native.

1.5 **Scope and Limitation**

The scope of this research focused on language of digital natives’ status updates on *facebook*. The researcher limits the research on digital immigrants’ perception toward the language of digital natives’ status updates on *facebook*.

1.6 **Definition of Key Terms**

1. **Digital Immigrant**: someone who was not raised in a digital environment but still uses and adopts many aspects of technology (Prensky, 2001a).


3. **Facebook**: one of social networking that helps every people to communicate more efficient and easy with their family and their friends (Ilmimaghfiroh, 2012).
4. **Facebook Status Update**: one of features that is always used by every user to share their direct activity that they do, share their feeling and other friends could give the direct comments, choose like sign or symbol to show that the reader interested in the status (Ilmimaghfaroh, 2012).

5. **Perception**: perception is an active process of creating meaning by selecting, organizing and interpreting people, objects, events, situation and activities (Wood, 2002:89).