CHAPTER I
INTRODUCTION

Chapter I of this research analysis discusses background of the study, statement of problem, purpose of the study, significant of study, scope and limitation, and definition of key terms. Each section presented as follows.

1.1. Background of Study

Today’s world, technology has become more familiar in every day’s society. Our need and dependence on technology is unavoidable and it has become almost unbearable to live without it. Most people tend to view technology as something that enhances every day’s life and increases knowledge.

Today’s students (Prensky identified and called them as digital native) are definitely different from the students in the past; students now have grown up in a digital era. Almost their whole time were surrounded by digital devises. Prensky (2001) stated students now have spent their entire lives surrounded by and using new technology such as Computers, Videogames, Digital Music Players, Video Cams, Cell Phones, Internet and all the other toy’s of the digital age. They enjoy and develop with technology and gadgets interact on facebook all day, many of them tweeting, and all of them are online in some capacities like YouTube, Game Online, TV shows, Movies Online, Facebook, or just surfing in internet. It shows us how students now have become almost unbearable with technology. On his study Lenhart (2007), has found that 64% of online teens ages 12-17 have participated in one or more among a wide range of content-creating activities on the internet, up from 57% of online teens in a similar survey at the end of 2004.
Thirty-nine percent of online teens share their own artistic creations online, such as artwork, photos, stories, or videos, up from 33% in 2004.

Thirty-three percent of teens create or work on webpages or blogs for others, including those for groups they belong to, friends, or school assignments, basically unchanged from 2004 (32%).

Twenty-eight percent of teens have created their own online journal or blog, up from 19% in 2004.

Twenty-seven percent of teens maintain their own personal webpage, up from 22% in 2004.

Twenty-six percent of teens remix content they find online into their own creations, up from 19% in 2004.

The percentage of those ages 12-17 who said “yes” to at least one of those five content-creation activities is 64% of online teens, or 59% of all teens. In addition to those core elements of content creation, 55% of online teens ages 12-17 have created a profile on a social networking site such as Facebook or MySpace; 47% of online teens have uploaded photos where others can see them, though many restrict access to the photos in some way; and 14% of online teens have posted videos online. It can be concluded that students now were very active on using technology especially when they want to know something new such as; new technology, daily life information, health, news, language translation, looking for some information, or finding something they want to know, the first thing they do is opening the internet. As the result, it is intended to accelerate the change of users in some aspects. One of them is language.
The faster the growing of technology, the faster the digital native adapts and grows in this digital era. It changes everything about them including language as the main tool of the human communication. Prensky (2001) stated today’s students have not just changed incrementally from those of the past, nor simply changed their slang, clothes, body adornments, or styles, as has happened between generations previously. It means that the era of technology have big influences on human daily life changes, including language.

Language is one of the functional communication tools that has directly grown and changed as the result of technology development. A fundamental fact about language is that it is always changing in time, the standard language experiences many changes, both its grammar and vocabulary, so, it sounds like a new language. Technology has influenced our students to produce this new language. Crystal (2001:7) stated to change an important element in any situations is to motivate a change in the language people use there. It means technologies also take part on the process of change of language as the result of technology development. One of the new technologies that are classified as social media and is familiar among students (digital native) daily life is *Facebook*.

*Facebook* is one of the new popular social media that is used by digital native to communicate at this present, *Facebook* allows people to interact and share life events. Wilkie (2012) has stated that *Facebook* allowed people to share ideas and thoughts, but allow people to think, learn, and socialize differently than through a textbook or in person. According to Anne (2012:2), *Facebook* is a social networking site used by more than 800 million active users in every country on the planet, so far in 70
languages. *Facebook* services come with all of the types of interesting features that were very complete. All of things could be on *Facebook* beginning from making a status updates, links, blogging, and many other interesting things. *Facebook* also provides with the invitation features, group, quiz etc.

Developed in 2004 by the Harvard University student, Mark Zuckerberg now *facebook* becomes the most popular social networking site, Anne (2012:2). As the new technology that has provided new ways of communication, *Facebook* has recorded many changes on language like changes from the internal aspects such as; lexical, grammatical, punctuation, pronunciation, or even change in meaning and linguistics. This can be categorized as language change. The language like “*Cius miapah*” which has used in *Facebook* status update by digital native and it means “*Serius demi apa*” has changed from the original language. Omar and Miah (2012) explained, one of the most dramatic changes that this digital revolution has prompted is a transformation in how students write and communicate (language). They use this new foam of language in their daily life as one of the lifestyle to communicate to another, like what have happened on social media communication.

The above description is theoretical consideration about digital native, language change, the internal aspects of change in language and *Facebook*. The following discussion will be about some previous studies in the area of linguistic context, which have studied on social media conducted by some researchers.

*Haryanti* (2012) in her thesis about an analysis of “*lebay*” words in status update of *Facebookers* found from the status updates of *Facebookers* found 89 (eighty nine) “*Lebay*” words in *Facebook* status updates during 15th until 28th of July 2012. The
first week the researchers found about 33 Lebay words used by Facebookers in Facebook status updates around 15th – 21st of July 2012.

Based on the result of the data analysis in her thesis Asrifah (2012), was found that the total number of jargons used by the teenagers in Facebook started from June 16 up to June 23, 2012 were 72 (seventy two) which consisted of English and Indonesian jargon.

Dewi (2011) in her study about “Jargon used by students and alumni of University of Muhammadiyah Malang in Facebook” Found that the total number of the jargon were fifty seven (57). There were 9 words in coinage category including, 10 words in borrowing category, 1 word in compounding category, 11 words in blending category, 2 words in backformation category, 18 words in acronym category, 1 word in derivation category, 5 words in abbreviation category.

Based on explanation and support by some previous studies above, it is clear that there are some significant effects of digital media related to language. Internet, especially social media and other tools of digital media, have influenced digital native to produce new languages. They do not realize or notice that they constantly use new forms of language because of their new interaction and communication using these digital medias. Facebook is one of the digital media, which is very popular among of digital native by now and have recorded this kind of new language. Unfortunately, no research has been carried out on this phenomenon of the language transformation, which is categorized as language change on linguistics that is used by digital native in Facebook status update. Based on the reasons above, it is important for the researcher to investigate and show what are language changes used in Facebook status update
and analyzing the internal aspects of change used by digital native in the Facebook status update.

1.2. Statement of the Problems

From the explanation in the background of the study above, the researcher arranges the statement of the problems as follows:

1. What are languages changes found in facebook status update?
2. What are the internal aspects of change on language used by digital native in Facebook status update?

1.3. Purpose of Study

The purpose of this study are to analyze and show what are languages changes found in facebook and to analyze the internal aspect of change on language, which is used by digital native in Facebook status update.

1.4. Significant of the Study

This research aimed on giving knowledge and a clear description to the learners and readers about change on language in context of internal aspects of change that are used among digital natives in Facebook status update. Theoretically, researcher hopes the findings can give contribution in intended to be references to others related to language change in context of internal aspects of change. The findings will provide a useful documentation of internal aspects of change in the major languages used in internet communication. This record will allow educational useful insights into how a language evolves and will contribute substantially to a growing literature on language change. Moreover; practically the readers could understand and get knowledge about
language change especially in context of internal aspects of change of digital natives’ language.

1.5. Scope and Limitation

In this study, the researcher focuses on finding language change and analyzing the internal aspects of change of language used by digital native in Facebook status update.

1.6. Definition of Key Terms

In order to avoid misinterpretation among the readers of this research, the researcher explains the definition of the key terms below according to their meanings and contexts.

1. Digital Native is a person who was born during or after the general introduction of digital technology, and through interacting with digital technology from an early age has a greater understanding of its concepts. Prensky (2001).

2. Facebook is a popular free social networking website that allows registered users to enjoy activities such as creating unique profiles, uploading photos and video, send messages and staying in touch with circles of friends, family and colleagues.

3. Status Update is the way people express their feeling or something to talk in social media and share it to others.

4. Language change is a change on language related to the changes on word, pronunciation, grammatical foam and structure, and meaning. Trask (1999) the fundamental facts about living language is that they always changing. New
words, new pronunciation, new grammatical foam and structure, and new meaning.

5. *The internal aspect of change is* changes in language related to the change from lexical, spelling, punctuation, grammar, meaning and etymology, and pronunciation. Beard (2006).