Chapter I

INTRODUCTION

1.1 Background of Study

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 an interesting feature that was very complete. All of things, we could be on facebook, begin from making a status updates, links, blogging, and many other interesting things. Facebook also provide 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).

The site minimum age is 13, but teens represent only a minority population on facebook. It is used by a lot of adults. Actually the activity that they do on facebook is chatting, sharing photos, posting videos, staying in touch and sharing personal news (updating status), playing games, find and contact long-lost friends and relatives. In fact, there is very little people can not do on facebook.

According to Angga(2010), National School Boards Associations:2007 bring up that, the time was exhausted for almost of the teenagers or adult to visiting the site of social networking is nearly the same with the time that was used up for watching television. Based on the same data, the teenagers spent their time about nine hours per week to visit and surf the social networking site to update status, comment, upload their new picture or everything they want to do while visiting the social networking.
From the phenomenon, the conclusion is at this time the social networking actually becomes the important thing that is very popular.

*Facebook* users are mostly from the digital natives group. Based on Prensky(2001), Digital natives can be defined as a person who was born after the introduction of digital technology. Digital Natives use online services like *YouTube, Twitter, and facebook* on various digital technologies, such as smart phones or a tablet device.

Different from the digital natives, on the digital technology also there is the digital immigrant. Digital immigrant can be defined as a person who was born before the introduction of digital technology begin. For Digital Immigrants, the popular technology for them was radio, television, newspapers, books, and magazines. Digital immigrants adapt to the digital technology introduced during their life time.

The users of *facebook* have an authority to read, see, choose, write, send, and do something on their own *facebook*, because they have feeling of freedom to share everything they feel, including on writing updating status by using the “*Lebay*” word.

According to Guntur(2011), The “*Lebay*” word is a term of slang language which commonly used by excessive. Excessive here were something not commonly seen by the environment. “*Lebay*” is an exaggerated response showed from human behavior, spoken or written. The word of “*Lebay*” were mostly had an exaggeration on meaning. Based on the statement, “*Lebay*” had the similarity with the definition of hyperbole, which mostly had an exaggeration or overstatement on meaning.
Based on Claridge(2011), Hyperbole is figure of speech which express much more or less than the truth, or which represent things much greater or less, better or worse then they really are. An object uncommon in size, either great or small, strikes us with surprise, and this emotion produces a momentary conviction that the object is greater or less than it is in reality. Based on the description above, the researcher going to describe and analyze the phenomenon of using “Lebay” wordsin in updating status used by the facebookers.

1.2 Statement of the Problems

1. What kinds of the expression of the “Lebay” words represented by hyperbole are used by the facebookers in status update on facebook?

2. Why do the facebookers express the “Lebay” words on update status on facebook?

1.3 Purpose of Study

1. To show kinds of the “Lebay” words represented by hyperbole are mostly used by the facebookers on their updating status on facebook.

2. To know why the facebookers do express the “Lebay” words on status update.

1.4 Significance of the Study

After using an analyzing of updates status used by the facebookers, which mostly used the “Lebay” words, which is “Lebay” words here include on hyperbole of language, this research is considered important to the readers know more about what types of language are mostly used by the facebookers. The writer also hopes that:
1. The result of the study will be useful to enrich our sight of sociolinguistics, especially about hyperbole language.

2. This study will give a specific information and deeper understanding about hyperbole language.

3. The result of this study can give an addition and suggestions to development of language study.

4. The result of this study can give information experience and knowledge to teachers of English and students of English who interested in the analysis of sociolinguistic.

5. This study will provide a better understanding about language use and the function in human communication especially used by Facebookers in status updates.

1.5 Scope and Limitation of the Study

The scope of this study converges of the “Lebay” words used by the 23 Facebookers in status updates, and the limitation of this study is on the usage of the news status updates on 15th July until 28th July 2012 which has a new vocabulary of “Lebay” words in my platform of my Facebook.

1.6 Definition of Key Terms

a. The “Lebay” words

The “Lebay” word is a term of slang language which commonly used by excessive. Excessive here were something not commonly seen by the environment. “Lebay” is an exaggerated response showed from human
behavior, spoken or written. The word of “Lebay” were mostly had an exaggeration on meaning.

b. Figurative Language

Figurative language is language that uses words or expressions with a meaning that is different from the literal interpretation. When a writer uses literal language, he or she is simply stating the facts as they are. Figurative language, in comparison, uses exaggerations or alterations to make a particular linguistic point. Figurative language is very common in poetry, but is also used in prose and nonfiction writing as well.

c. Update Status

Make information about everything in our feeling, and to be share to the readers by writing what are conditions about us.

d. Facebook

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. The site’s minimum age is 13, but teens represent only a minority population on Facebook. It’s used by a lot of adults, certainly including parents.