CHAPTER I

INTRODUCTION

This chapter discusses the background of the study, the statement of problems, the purposes of the study, the significance of study, the scope and limitation, and the definition of key terms.

1.1 Background of the Study

In modern era, information and communication technology has changed our societies. Technology gives some significant effect to the human society, especially the internet. Nowadays, many people use internet to help their life such as in education, socializing, communication, and others. The internet can be a place of thinking, expressing ideas, content of thought, purpose of thinking and so on. Therefore, the impact of the internet use in this digital society has given birth to a new generation called the digital natives.

According to Bennet, Maton, and Kervin (2008) Digital Natives are those born roughly between 1980 and 1994. Digital natives have very fluid and constant communications. The mobile phone application has risen the trend of texting, chatting and networking in social media. Digital natives are highly connected with persons in their personal network. According to Prensky (2001) Digital Natives are people who have grown
up in the digital world using technology as the way to communicate record, educate and understand society. Digital natives represent the first generation to grow up with new technology. A communication medium of digital native is the computer language. It means that the development of digital native’s language is related to the technology development, internet, movie, room chat and social networking are factors that influence language development of digital native. It is different with digital immigrants that are not too familiar with technology.

According to Prensky (2001), digital immigrants are those who were not born in the digital world. They cannot learn to use technology effectively and efficiently, but they will always have an ‘accent’, as they learn the language of technology. It means by accent is that can be seen in such things as turning to the internet for information second rather than first, or in reading the manual for a program rather than assuming that the program itself will teach us to use it. It is the reason why digital immigrants are quite different from digital native. The differences between digital immigrant and digital native can be seen in their language use.

Someone can be categorized as a digital native if the one was born the during which technology has already developed. They use technology in early age, the digital native can manage or dominate many kinds of technology like nowadays. The way they communicate will develop and change like using kinds of abbreviation and slang language. Furthermore, most teenagers today use abbreviation and slang language in many social
media such as sending message on phone or doing updates status on Facebook, Twitter, etc.

There are many social networking platforms on the internet and Facebook is the most popular one. Facebook is a social networking platform that helps every person to communicate more efficiently and easily with their family and their friends. They also can get new friends from Facebook and express their feeling, creativity and imagination. According to Anne and Lary in a parent’s guide of Facebook (2012:12), there are two pages on Facebook, which are home and profile in the upper right corner of any Facebook page. Profile is more about what people see of you and home is about what you see of others on Facebook. Facebook becomes daily activity for digital native and it is also often used as a media to express their feelings or called status update. Digital natives usually use Facebook to express their feelings in a sentence. Instead, the digital immigrants almost use common words in their sentences on their Facebook status updates. Sometimes the digital immigrants 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 immigrants and digital natives so the perception will appear.

According to Prensky (2001), the single biggest problem faced by education today is that our digital immigrant instructors, who speak a formal-language (that of the pre-digital age), are struggling to teach a
population that speaks an entirely new language. It shows that, the language of digital native’s and digital immigrant’s are different. Sometimes digital native uses slang language in speaking. Prensky (2001) mentions that most of digital immigrants still use formal language and, they still maintain the standardized language which they know, commonly they did not accept the new words in language such as abbreviation, slang, short words and new name which we call Alay language.

The information above is based on a theoretical consideration. Based on an empirical consideration, the studies about textbook have been carried out by some researchers such as: Brimantio (2012), Ni’mah (2012), and Ibnu (2012).

Nowadays, some people can’t understand and accept the new language from teenagers called as alay language. Brimantio (2012) claims that teenagers sometimes use the language that create the eyes and harming the ears for the society which unusual with Alay language. It means that not society can accept the new transformation of language such as Alay language. Alay also means a community comprised of teenagers with unusual characteristics. Alay is a phenomena that happens in a group of minority teenager and has unique characteristic. Alay language is basically formed from a cultural phenomenon happened in Indonesia a few years ago. The 'language' basically replaces letters with numbers and the words got shorten in a very (most of the times) questionable ways.
Ni’mah (2012) investigated the word formation of the Alay language in status updates on Facebook. She describes the word formation of the Alay language used by Facebookers and gives the meaning of the Alay word in Indonesia. This research reveals that there are 90 Alay words in Indonesia. These are 35 Alay words which conform the theory of the word formation such as 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 language use on Facebook is important to be discussed because many Facebookers often use language out of the theory of word formation.

According to Ibnu (2012), Alay language first appeared and developed in a certain community, but use of Alay language extend by socialization from mouth to mouth to the mass media such as advertisement that strength is sometimes they did not understand and are confused when they are talking to a digital immigrant, because some digital immigrants still talk with standardized language, Prensky (2001).

Based on the above description, the writer focuses to identifying comparing the borrowing of language using comparison between digital native and digital immigrant use social media as Facebook status updates. This study concentrates on comparing the borrowing of language using comparison between digital native and digital immigrant in social media such as Facebook status updates.
1.2 **Statements of The Problems**

1. What are the similarities of the borrowing of language using comparison between digital native and digital immigrant in *Facebook* status updates?

2. What are the differences of the borrowing of language using comparison between digital native and digital immigrant in *Facebook* status updates?

1.3 **Purposes of The Study**

Based on the statement problems, the researcher’s purposes of the study are:

1. To describe the similarities borrowing of language using comparison between digital native and digital immigrant in *Facebook* status updates.

2. To reveal the differences borrowing of language use comparison between digital native and digital immigrant in *Facebook* status updates.

1.4 **Significance of The Study**

After analysing the borrowing of language using comparison between digital native and digital immigrant in *Facebook* status updates the researcher hopes that:

1. This study will give specific information about the borrowing of language use comparison of digital native and digital immigrant in *Facebook* status updates.
2. The result of this study can give information, experience, and knowledge to the digital native and digital immigrant language.

1.5 **Scope and Limitation**

The scope of this research is comparing the borrowing of language using comparison between digital native and digital immigrant in *Facebook* status updates. Meanwhile, the limitation of this present study is on the borrowing of language use comparison by digital native and digital immigrant in *Facebook*.

1.6 **Definition of Key Terms**

1. **Digital Native**: 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. **Digital Immigrant**: who were not born into the digital world, but who adopted many aspects of the new digital age (Prensky: 2001).

3. **Facebook**: is one of social networking host developed by Mark Zuckerberg that helps every people to communicate more efficient and easy with their family and their friends. They also can get new friends from Facebook and express their feeling, creativity, and others (Anne, C and Larry, M: 2012).