CHAPTER I
INTRODUCTION

This chapter presents the discussion about the research background, research problem, research objective, research significance, scope and research limitation, and key terms definition.

1.1 Research Background

According to Lavoie K (2015), Instagram is one of the newest applications to let its users sharing image and video (Instagram, 2015). In October 2010, Instagram was launched officially, with 1 million users in the first month, later 300 million active users used Instagram actively (Costill, 2014; Instagram, 2015).

The first social network that grew to massive scale without a desktop version is Instagram, a mobile application that permits its users to take, upload, and make editing in their photos and videos. This application also provides social networking services among users to share the contents to the followers or a circle of people, like or comment in others’ post (Miles, 2014).

To make users easy to use, Instagram has many features that consist of a) followers, b) Instagram stories, c) Direct massage, d) Uploading photos and videos, e) Edit photos, and f) Caption (Islami, 2017).

a. Followers

Instagram has two functions; for photos sharing and media interaction between followers. Besides that, Instagram also provides access to users to see Twitter and Facebook among friends.
b. Instagram Stories

The newest feature exposed by *Instagram* is called *Instagram* Stories, on August 2016. *Instagram* stories let users to share their photos and videos only in single a day.

c. Direct Massage

In September 2015, some *Instagram* Direct, such as *Instagram* messaging, connecting to more users and uploading more photos in one message directly to users.

d. Uploading Photos and Videos

The major usage of *Instagram* is sending edited photos and videos to other users. In January 2016; *Instagram* gives longer time 45 seconds of the video from limitation 15 seconds to 60 seconds.

e. Edit Photos

To make photos looked more interesting, the *Instagram* users have many styles for editing. *Instagram* provides forty of photographic filters that users can apply to the users’s photos.

f. Caption

Caption is the descriptive of *Instagram* users feeling that is usually inserted on photos and videos before uploading. It purposes to clarify those photos and videos for easy understanding as the users thought. Caption also contains of emoticons, aroba (@), hashtag (#), and the last is verbal expression that will be described below.
The first is emotion derived from the word emoticon means “feeling”. This caption represents users feeling at the moment that is expressed through some interesting photos and videos uploaded.

The second is aroba with the common symbol @ starting. This feature also can be found on Twitter and Facebook, they have function to tag other users by adding @ and entering the name of users Instagram account. By tag others, the users will get some benefits involving in caption and photos comment.

The third is hashtag with the symbol #. It is words or phrases which are most familiar among Instagram users. It has the same function in twitter hash tagging photos permit other users to connect one another for searching people, finding images, and adding brand new image.

The last is verbal expression. Usually the Instagram users add verbal expression in their caption in order to clarify the pictures, photos or videos uploaded, moreover those verbal expressions will avoid misunderstanding.

In verbal expression, most common one is expressing emotion. Waterloo et al., (2017) state that there are two kinds of emotional expression: positive one consisting of joy and pride and the negative one that might be in the form of sadness, anger, disappointment, and worry.

These six emotion expressions mentioned might be stated full words to make them clearer, but they also might be stated in abbreviation.

An abbreviation is a shortened form of a word or phrase (Nordquist, 2017). Mangrum and Strichard Reval (2012), abbreviation has function to save space. It shortens the writing and does not need to take many places in writing (as cited in
Dewi 2013). Abbreviation is used to simplify the communication, by using abbreviation, it saves time, and does not need to take for a long time. In conclusion, the use of abbreviation can make users easier in communicating (Tsima, 2017). e.g. “DM”, meaning “Direct Message”.

The discussions above are based on theoretical consideration. Empirically, the topic about Instagram has been investigated by Nummila (2015), and Emmy et al., (2015), and about abbreviation, it has been investigated by Irawan (2013) and Utami (2018).

The first discussion is investigated by Nummila (2015) with the title “Successful Social Media Marketing on Instagram.” She found Instagram is predominantly based on marketing demands as communication among users through their images and videos sharing. Instagram is also an approach for communication between customer and company.

The second discussion is investigated by Emmy et al., (2015) with the title “Branding via Instagram: A research on an SME’s brand identity.” They found Instagram works as a mediator between brand identity and brand image for a specific SME.

The third discussion is investigated by Irawan (2013) with the title “Types of Indonesian Abbreviations Found in The Ekonomi Bisnis Rubric of Padang Express Newspaper”. He found, In Ekonomi Bisnis Rubric of Padang Express newspaper contains of abbreviations which those abbreviations can be divided into five types. They are clipping word, blends, acronym, initialism, and contraction. However, it can be found some abbreviations that do not include to
the types above because way, how to construct, and the how to pronounce them are
different from others. Those some abbreviations are the unique forms of
abbreviation because they have own rules to abbreviate.

The fourth discussion is investigated by Utami (2018) with the title
“Abbreviations on Instagram Verbal Expression Used by Students of Morpho-
Syntax Class.” She found, Verbal Expression Used by Students of Morpho-Syntax
Class contains of abbreviations which those abbreviations can be divided into four
types. They are initialism, acronym, contraction, and uncategorized. Those
abbreviation found are, RN (Right Now), ASAP (As Soon As Possible), Mr
(Mister), and F2F (Face to Face).

Based on the previous explanations, this research is different from the first and
second previous studies. Those previous studies concern with the function of
Instagram. The third and the fourth are the same analysis about abbreviation with
this research but in different object. This research examined Abbreviation on
Instagram captions used by Nicki Minaj and the research sample is the researcher
herself who has own experience as one of Nicki Minaj followers.

Thus, in this study, the researcher conducts a study entitled “Abbreviations on
Instagram Written Verbal Expression Used by Nicki Minaj”.

1.2 Research Problems

Related to the research background above, the research problems are stated as
the following:

1. What are the abbreviation words found on Instagram written verbal
expressions used by Nicki Minaj?
2. What types of abbreviation used on *Instagram* written verbal expression used by Nicki Minaj?

1.3 Research Purposes

Based on the research problems above, the purposes of the research are:

1. To know the abbreviation words found on *Instagram* written verbal expressions used by Nicki Minaj.
2. To know the types of abbreviation used on *Instagram* written verbal expression used by Nicki Minaj.

1.4 Research Significance

The research significance in this research is explained in term of theoretical consideration and the practic alone. Theoretically, abbreviation used by Nicki Minaj in her *Instagram* showes the simple and unique way to express her feelings. In stead of giving additional information about *Instagram*, formation process especially abbreviation.

Practically, this research will give contribution to any *Instagram* users in knowing the definition of *Instagram*, the features, meaning of abbreviation, the types, and utilization. The researcher expects *Instagram* users to know more about abbreviation used by Nicki Minaj in her *Instagram* further no more misunderstanding between fans and their idol.

1.5 Scope and Limitation

The scope in this research is abbreviation words found on *Instagram* written verbal expression in Nicki Minaj. The limitation in this research is only focused on Nicki Minaj captions uploaded in 1 month; on September 2017.
1.6 Definition of Key terms

Abbreviation word : An abbreviation is a shortened form of a word or phrase (Nordquist, 2017).

Instagram : Instagram is like a family connector that has purposes to connect other friends, and strangers who follow among Instagram users on posting their pictures and videos (Al-Kandari et al., 2017).

Verbal Expression : A bridge to communicate and convey the purpose in communication (Islami, 2017).

Nicki Minaj : Nicki Minaj is a famous woman with many talents, she is known as American rapper, singer, songwriter, model, and actress.