CHAPTER II
REVIEW OF RELATED LITERATURE

In conducting the research, the researcher has collected and reviewed the related review the literature related to the researcher. Literature is needed to give theoretical explanation. There are some related literatures that will be explained in this chapter. They are about: abbreviation, types of abbreviation, functions of abbreviation, Instagram, features of Instagram and biography of Nicki Minaj.

2.1 Abbreviation

An abbreviation is used by taking the first letter of a longer sentence (McCarthy, 2009). Abbreviation is a group of several letters picked up from a word or phrase that is shortened. An abbreviation is a result from abbreviating one word. It is used to summarize idea in communication. The using of abbreviations will add new vocabulary (Irawan, 2013). Crystal (2008) reveals an abbreviation is a shortened or contracted form, usually represented by a single token, of a term (comprising a single word or multiple words). Usage of abbreviations is common in almost all types of text genres. Specifically, technical documents often contain a considerable number of abbreviations (as cited in Glass et al., 2017).

2.2 Types of Abbreviation

Some related studies about the types and definition of abbreviation found by the researcher are based on Andrew (2017), and Zadok (2002). The first theory is type of abbreviation based on Andrew (2017), he divides abbreviation into four types:
a. Initialisms

The definition of initialism is formed first letters of group of word. This pronounces each letter individually, example: CEO (Chief Executive Officer), PLC (Public Limited Company).

b. Acronyms

An acronym is formed by the first letters of group of words. Acronym can be pronounced as a word, example: ASAP (As Soon As Possible), PIN (Personal Identification Number), NASA (National Aeronautical and Space Administration).

c. Shortenings

A shortening is an abbreviation in which the beginning or end of the word has been omitted. There are two types:

- Type 1 shortening, for both usages not only in speaking but also in writing, example: Ad (Advertisement), app (Application), flu (Influenza).
- Type 2 shortening, only for writing usage, example: Feb (February), sat (Saturday), etc (Etcetera).

d. Contraction

Contraction is abbreviations in which some letters from the middle of a word are omitted. They do not write a full stop at the end of a contraction. The first letter is a capital letter only, every the full word starts with a capital letter. There are two types:
• Type 1 Contraction (Missing letters from 1 word), example: Dr (Doctor), govt (Government), st (Saint), nr (Mister).

• Type 2 Contraction (Missing letters from more than 1 word), example: he’s (Heis), they’d (They would), I’ve (I have).

The second theory is from Zadok (2002), he classified these abbreviations into four different types:

a. Acronym Words is words comprised of only one segment from each base word, e.g. the word “NATO”, followed by “North Atlantic Treaty Organisation”.

b. Clipped Compound is words comprised of more than one segment from at least one base word, e.g. Fortran (Formula Translation), sitcom (Situation Comedy).

c. Clipping is words that are formed from a single base word, e.g. Ad (Advertisement), memo from memo (randum), and exam from exam (ination).

d. Hypocoristic is abbreviated names, e.g. “William” is “Willy”.

Based on the two experts, the researcher can conclude the types of abbreviation might be categorized into 1) initialism; 2) acronym; 3) shortening; 4) contraction; 5) clipped compound and 6) hypocoristic. For two other types: 1) acronym words and 2) shortening type one and clipping are same.

2.3 Function of 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 K, 2013). According to Crystal (2008), general natural language. Based on context and variations of possible expansions, sometime abbreviation can be ambiguous for example, the short form “ACE” can have a large number of expansions including “accumulated cyclone energy” and “American Council on Education”. Additionally, “ace” may not be a short form in some context, instead referring to a playing card or an exceptional individual (as cited in Glass et al., 2017). The usage of 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”.

Based on the explanations above, the researcher conclude that abbreviation is shortened word that originaly from more than two words, the purpose of abbreviation is to make the people easier in both writing and speaking, also it can save the space. Abbreviation can be classified into 6, there are: initialism, acronym, shortening, contraction, clipped compound, and hypocoristic.

2.4 Instagram

Instagram was founded in October 2010 by Kevin Systoras and Mike Krieger CEO (Chief Executive Officer) and it started to realase on April 2012 (Instagram, 2017). Instagram provides a mobile photo, video capturing and sharing service, recently has quickly arisen as a new medium in spotlight. It facilities users to celebrate a great moment with friends by capturing photo or video (HuY et al., 2014).
According to (simplyMeasured 2015; Walter & Giolgio 2014) Instagram provides an application which is used for editing photo and video. By using editing photo or video, a very good result can be gotten (as cited in Hellberg, 2015).

In 2012, Facebook and Instagram were elaborated, Instagram as the newest application gives much features that easier and more fun to use by its users. Those facilities provided inside it inspire Facebook for expanding its site, but Instagram runs quicker gaining almost 150 million active users monthly compare to other social media like Facebook, Pinterest, Twitter, and LinkedIn! (Herman, 2014).

Taken from the statements above, it can be concluded Instagram mobile application with many benefits to connect among its users through uploading photos and videos in order to share their live moment faster and easier.

2.5 Features of Instagram

According to the research conducted by Islami (2010), some features provided by Instagram such as mentioned below:

a. Followers

Instagram has two functions; it can be used for sharing photos and media interaction between followers or other following users as well. In this case the Instagram also provide 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 that will
be exit only in single a day, it means that those photos and videos file will vanish on users profile.

1. Parts of Instagram Story

✓ Live Video : Is directly sharing video by users that can be joined by another user. It provides many chances to see each other live event.

✓ Normal : It is only for recording video and photo.

✓ Boomerang : Is most creative way in repeating one’s attractive movement.

✓ Rewind : Backward movement

✓ Hands-Free : The simplest way to record a video by pressing one-time button.

✓ Text Icon : Style of writing provided various types, colour and size.

✓ Smiley Face Icon : Cuttest style provided in live video, normal, boomerang, rewind, and hands-free that can be used by users to express their feeling at the moment.

✓ Hashtag : An easy way to display the same thing related to the story. If the users hold the hastag simbol so it can be connected to another the same hashtag users.

✓ Tag Somebody : Tag somebody has the same functions with hyperlink to mention the Instagram users name that mean to let other users know about our story or pictures and videos.
✓ Share Stories in Direct Message: it can share the stories to other users by sent in direct message.

✓ Story Replay: It aims to gives comment to the posted story of Instagram following.

✓ Drawing Tool: Tool that provides many facilitis for writing and drawing, this creativity can be colored as we like.

c. Direct Message

On December 2013, Instagram founder present new invention named Instagram Direct, where the users get privacy to share photos and videos. In September 2015, some facilities shown up on 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 in sending photos and videos to other users, those photos can be chosen from camera or photo album by editing to create better photos and videos quality before sharing. 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 looks 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. The example of some filters are clarendon, gigham, moon, lark, reyes, juno, slumber, crema, ludwig, aden, perpetua, amaro, mayfair, raise, hudson, valencia, x-pro II, sierra, willow, lo-fi, inkwell, hefe, nashville, stinson,
vesper, early bird, brannan, sutro, toaster, walden, 1977, kelvin, maven, ginza, skyline, dogpatch, brooklyn, helena, ashby, charmes. The user can also use edit tab to make the photos better.

f. Caption

Caption is the descriptive of Instagram users feeling that usually inserted on photos and videos before uploading. It purposes to clarify those photos and videos for easy understanding as the users thought. Caption is also containing 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 photos or videos uploaded, moreover those verbal expression will avoid misunderstanding.