CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter discusses review of related literature that supports the theoretical framework underlying this research. It consists of Instagram, Language variation, and kind of language variation.

2.1 INSTAGRAM

Instagram is an abbreviation of “instant photograph and telegram” is the most famous and the most uses social media nowadays in the world. This application allows us to share and edit our photo as well as video in just one click. The intention is surely not only to edit and share our photo and video, but also to interact with our followers so that they can see what we share and we as a user can also follows who we are wanted to see and that makes us their followers. With all that easiness we all as 21st century generation witness that this new application become even more famous and have more than a billions users in the world that makes Instagram the most popular social media beat Facebook, twitter, and another similar apps.

Instagram was founded and created by two brainy young man, Mike Kriger and his college friend Kevin Systrom. It was just their very own college project that they focused on mobile photographic HTML5. Both of these guys has no idea that it will be huge in a year ahead knowing that this is just a project kind of stuff that nowadays loved and uses by almost a half of the world population. Then the day that surely changed their life begin in October 6th 2010 that Instagram has finally
launched and two years later back in 2012 they have made its final version that usable on android users which it was makes their way to become the most popular social media apps in the whole planet. Only several months after their apps released to the internet, it’s already has 30 million users and it was getting bigger and bigger numbers of users after their acquisition back then in 2013 which reach 150 million users and active accounts.

2.1.1 Features of Instagram

*Instagram* has some features which has purpose to make the users easier to use, it has to be known by users to avoid the confusion in using *instagram*. The following will explain the features of *instagram*. It divided as a) followers, b) *instagram* stories, c) direct message d) Uploading Photos and Videos, e) Edit Photos, and f) Caption.

*Instagram* is the #1 social platform photo and video. The founders are Kevin Systrom and Mike Krieger in October 2010 and then on April 2012 purchased by *Facebook*. In beginning, *Instagram* is set become a successful application. In fact, it has 1 million users just 2 months after its launch and has been growing ever since. *Instagram* continues to improve its quality by adding new features and new photo effects. Once available on Android phones and recently added direct messages (Desreumaux, 2014).
*Instagram* devises new features to make the application more interesting, enhance the *Instagram* be better. The explanations of some features on Instagram are as follows:

a. **Followers**

People account sometimes called as *Instagram* users that follow an *Instagram* user (Herman, 2014). It means that your friend follow your account so you can share your photo or video to your friend.

b. **Instagram stories**

*Instagram* stories allows the users to sharing photos and videos for about 24 hours then not show up on the profile grid or feed. It means the stories it just temporary.

c. **Direct Message**

Private photo and video sharing features, it is also a simple messaging, make a groups, sharing many photos, you also can share post and profile from the feeds directly to the user. So, users can send photo, video, or chat your friend and it is private.

d. **Uploading photos and videos**

As the main feature of *Instagram*, uploading and sharing can we get through the *Instagram*’s camera or album photo on mobilephone. In any case to sharing the photos is a basic function, *Instagram* also encourage to increase quality of the features inside. In January 2016, *Instagram*
application change the limitation of the video from 15 seconds to 60 seconds than we can share more long time of duration video.

e. **Edit Photos**

This feature can be found automatically before uploading photo over the time, *Instagram* provides fourth kind of editing tools to make the capacity of photo which want to be uploaded to gain a good and more interesting photo. So, we can add some effect or crop the size in edit photo.

f. **Caption**

Before the users uploading the videos or photos, users can write down the caption based on the users feeling. Caption can be serious, humorous, inspirasional, simple, long, or short and should reflect the images do (Herman, 2014). Caption is used to convey the message behind the picture; why it is taken or why did it inspire the photographer. There will be considerations where users tend to get to know someone’s existence, in which someone will need to still drown to get there while the others would still form of social comparison in order to increasing their popularity (Davenport et al., 2014; Lup et al., 2015).

2.2 **Language Variation**

Everyone has a language, could be one or more. Even Indonesian, most of them speak only Bahasa, usually they also know how to speak the dialect. Language are always changing every time, different with other, and have a lot of varieties. Language varieties exist because the use of language is different
within people, such as old people do not talk like young people, and men do not talk like women. Hudson (in Wardaugh:2006) states that a set of linguistics item with similar current social distribution is called as language variety. Moreover we can say that the languages of some multilingual speaker or community, as a single variety, because all the linguistic items involved concerned to have a similar using of communication.

2.2.1 Dialect

Language variety which is spoken in one part of a country which is different in some words, vocabulary, grammar, from another language, for examples: Sundanese dialect, Maduranese dialect, Bimanese dialect, etc is called dialect. Based on Chika (in Nia 2015), dialect referring to all the differences between variation of language, in pronunciation, syntax, and word usage. of language, those in pronunciation, word usage and syntax. All and all, obviously in some points it is a little difference in language using and identity of a region and social as well as syntactic structure, whereas accent refera to the sounds that speakers produce.

On the vocabulary or word usage, for example, English language on American called the underground railway as “subway” while British English use the term “underground”. “Corn” which means “maize” in U.S., Canada and Australia, “wheat” in England, and “oats” in Scotland.
2.2.2 Style

Style identifies with the common manners by which at least one individuals complete a specific thing. Style in dialect conduct hence winds up elective methods for communicating a similar substance. Style is the way speaker additionally can settle on decision and the age social gathering of member (Wardaugh, 2006). In order hand, people will nailed to get fi their speech in certain occasion in orer to make their audience get the points of what their address.

2.2.3 Slang

Walter (2004) defines that slang is words used in very informal conversation unsuitable for the formal situation. Meanwhile, another definition is from Webster’s new international dictionary which states that “slang is words comprising certain widely current but usually ephemeral terms (especially coined or clipped words in a special sense, or phrases usually metaphors or similes) have a forced, fantastic, or grotesque meaning, or exhibiting eccentric or extravagant humor or fancy”.

2.2.4 Register

Holmes stated that register is a word that used to explain specific vocabulary associateds with the different occupational groups (2013:262). As we all have our own boundaries so that specifically we have our own of dictions in our limited community in same interest. Register often used in every in someone’s job. For examples: an airline pilot, jazz fans, sales clerkz, pimps employ, bank manager with different registers (Wardaugh, 2002).
2.2.5 Jargon

Jargon is a technical or special word used by group or particular people. Jargon is technical, in a group which cannot understand by people out of the group. Nia (2015) stated that jargon spreads from particular group until it is used and understood by the most of population. Understanding the words uses by tiny community then significantly become even more viral in bigger area is the intention of jargon.

A jargon can likewise be a trivial tak or composing that one doesn’t comprehend and it can be described by new vocabulary (Patoko & Yazdanifard:2014). Many jargon terms pass into standard language.

2.2.6 Code Switching

Code mixing can be defined as the use of more than one language. Variety, or style by a speaker within an utterance or discourse. Code switching occurs mostly in bilingual communities. Speakers of more than one language are known for their ability to code switch or mix their language during their communication. As Aranoff and miller (2003:523) indicate, many linguist have stressed the point that switching between languages is a communicative option available to a bilingual member of a speech community, on much the same basis as switching between styles or dialects is a option for the monolingual speaker.
2.2.7 Code Mixing

The concept of code mixing is used to refer to a more general form of language contact that may include cases of code-switching and the other form of contacts which emphasizes the lexical items. Musysken (2000) define that i am using the term code-mixing to refer to all cases where lexical item and grammatical features from two language appear in one sentence. So, we get the logic that code mixing is amalgamation two language in one sentence.

2.3 Anya Geraldine

Anya Geraldine is a famous girl from social media especially in YouTube because her relationship with her boyfriend is so vulgar. Anya Geraldine has the real name Nuramalina Hayati. She was born on Jakarta at November 29, 1995. She was the winner of Gading model search 2016. Anya Geraldine was viral in recent year because her YouTube channel with her boyfriend is vulgar.

She made birthday Vlog with her boyfriend when she was holiday in Bali and it is so vulgar. Many people are judging because her attitude is extremely not good; style of dating with her boyfriend are too vulgar and not appropriate with norm and tradition in Indonesia. Not only that, she also often goes to club and spend the whole night by drink an alcohol. then made all parents in Indonesia feel uncomfortable with the video on YouTube then she called by KPAI. After that she became viral and so many users in Instagram started following her. All media
preach about her such as Line today, television, and media online, changed with positive thing and became selebgram and join 100 Management for endorsement.