CHAPTER I

INTRODUCTION

This chapter presents the background of the study, statements of the problem, the objective of the study, the significance of the study, the scope and limitation of the study, and the operational definition.

A. Background of The Study

The young Generation in this digital era is a society that has grown up and lived exposed to the current developments in information and communication technology. They communicate to build relationships, both verbal and non-verbal, using an important tool, namely language. That's why language cannot be separated from society because with language we can understand the meaning of a discussion and can avoid mistakes. Lestari (2020), states that People are social creatures who routinely hold discussions to set up relationships, both verbal and non-verbal, within the sense of discussion and the foremost important device for carrying out these huge talks.

Language as a communication tool plays an important role in the interaction of every society. With the help of language, we can convey thoughts, opinions and spread information. Language is a communication tool that is the basis of all human activity. Language is a medium of communication between humans (Syakur et al, 2020). Humans depend on the use of language to fulfill their needs in terms of communication. The use of this language can

help humans to express what they think and what they feel. In other words, wherever an activity occurs, there is also a language activity.

In this digital era, the delivery of ideas and information has been greatly modified so that the language style for communication in society has changed a lot. This digital era is a big step towards a system that is more community-oriented, collaborative, interactive, and responsive. Communication does not escape the internet network, which every Generation will evolve to become more advanced and modern, one of which is social media. Social media is a web-based message that can be a forum for expressive people. Social media sites have become the world's largest virtual communities where they are a place to express the language characters of those who have feelings, starting from how they carry out conversations on social media, channeling ideas and opinions, etc.

Misunderstandings often occur because there are many languages they do not understand as a result of the meaning of the language they use. The application of language is not just about how to produce language but must be appropriate to the context of the language used, both sender and recipient must clearly understand the topic being discussed. Language also influences a person's good or bad characteristics.

In this digital era, the younger Generation uses a lot of social media such as Instagram, Facebook, WhatsApp, Twitter, TikTok, etc. As a technology-savvy Generation, the use of social media can build friendships or relationships with conversations that can be responded to and felt by other

people through an application also known as indirect interaction. Twitter is an application that is used by almost the whole world and we can find it among both young and old, regardless of age, sex or gender. Twitter (http://www.Twitter.com) is an online platform where people can communicate and exchange real-time information (Zahidi & Sulaiman, 2023). The language used in social media is related to sociolinguistics and pragmatics which still has a structure as a language system that is understood by every speaker. Therefore, we can encounter various types of language because they are used almost all over the world. This variety of language has given rise to the phenomenon of slang and abbreviations on social media, especially on the Twitter platform.

Slang words and abbreviations widely used by Twitter users are popular words, so some of them are not listed in the dictionary. Some words are not understood by ordinary people or anyone who is not very active on social networks, especially Twitter, so there are meanings that are difficult to interpret literally. The large number of abbreviations and slang used on the Twitter platform makes some people use them without knowing and understanding the meaning of these words, thus making people confused and not appropriate to the context of what is being discussed or used on social media. People usually use slang to talk with their friends or close people and it is regarded inappropriate when it is used to talk to elders (Sopiah & Yulianisha, 2023). This study will begin to analyze the use of abbreviations and slang so that people do not get confused and understand the use of slang and abbreviations.

The young Generation in this era has entered the Alpha Generation, where the specifications of this Generation have not yet been identified, so in this research the Generation that will be discussed is Generation Z or often called Gen-Z or Zoomer. The term Zoomer in Generation Z is taken from the first letter, namely "Z" and from the term Generation X or Baby Boomers, so it becomes "Zommer". Generation Z is the Generation born after Generation X or Baby Boomerss and Generation Y or Millennials. Generation Z are those born from 1997 to 2012. For young age groups born after 1996, the term Z or Generation Z (Yusuf & Aini, 2022).

The Twitter used as the object of this research is Tori's Twitter account, which actively uses Twitter, resulting in the emergence of abbreviations and slang. An abbreviation is a shortened form of a written word or phrase that is used as a substitute for the entire word or phrase. There are contractions, word shortening, word clipping, acronyms, initialisms, and blends. Slang is a collection of words or terms that have a special, unique, deviant or even controversial meaning by people of certain subcultures. Teenagers frequently utilize slang as a communication tool throughout time. This is a result of the fact that youth use social media to express themselves in their own language (Situmorang et al, 2021).

Based on the explanation above, there are several reasons to study the phenomenon of using slang and abbreviations on the Twitter platform. First, more and more new languages are being produced by the younger Generation in facing the development of this digital era. Second, it can help people to know

more about what is in slang and its abbreviations. Third, help people understand the meaning of language, both slang and abbreviations, so that in the future there will be more understandings regarding the meaning of a language used on the Twitter platform.

B. Statements of The Problems

1. What are the types of slang and abbreviation in the Tori account on the Twitter platform?

2. What are the intended meanings of slang and abbreviation used in the Tori account on the Twitter platform?

C. Objectives of The Study

In relation to the problems mentioned above, the purpose of the research can be outlined below:

1. To identify the types of slang and abbreviation that exist in the Tori account on the Twitter platform.

2. To describe the intended meanings of slang and abbreviation used by the Tori account on the Twitter Platform.

D. Significances of The Study

In theory, the results of this research are expected to provide a worthy contribution for users of the Twitter platform in terms of communication so that they can understand the meaning of the platform.

In implementing this, the researcher hopes that the results of this study will be useful.

1. For teachers or lecturers

    This research can be used in the learning process to develop abbreviated vocabulary which is still often found in student material books where the abbreviations are only written without any extension of the abbreviated words. And in this digital era, this significant technological development, slang can help teachers and lecturers in delivering material to their students, most of whom are the younger Generation.

2. For Students

    This research can help students understand more deeply about abbreviations in developing vocabulary. And it can help students understand further the meaning of slang in this digital era.

3. For other researcher

    This research can be used as a source of information or reference for developing research on abbreviations and slang on social media, especially on the Twitter platform

4. For Readers

    This research can help readers develop an understanding of vocabulary, abbreviations and slang which are still often found on social media platforms and print media.

E. Scope And Limitation

Based on the problems the researcher explained above, this research aims to enable Twitter users to understand the meaning of language, both slang and abbreviations that are often found on the Twitter platform. In addition, this research uses the Tori account based on June 02, 2024 to June 26, 2024 on the Twitter platform to analyze slang and its abbreviations.

F. Operational Definition

In order to avoid errors in interpreting the terms used in this research, researcher will explain operational definitions, namely:

1. Generation Z or Zoomer

Generation Z or Zoomer is the Generation born after Generation X or Baby Boomers and Generation Y or Millennials. They were born from 1997 to 2012. There is a term for the young age groups born after 1996 called Generation Z or Gen Z (Yusuf & Aini, 2022).

2. Slang

Slang is a collection of words or terms that have a special, unique, deviant or even controversial meaning by people of certain subcultures. Slang is commonly used as a means of communication for teenagers over a period of time. This is because young people have their own language to express themselves in social media (Situmorang et al, 2021).

3. Abbreviation

An abbreviation is a shortened form of a written word or phrase that is used instead of the entire word or phrase. There are contructions, shortening words, clipping words, acronyms, initialisms, and blends. According to Kridalaksana (1989) quoted in Lestari (2020), an abbreviation is the process of cutting one word, some parts of a word and combining the words into words in a new form. An Abbreviation is the process of cutting part of a word or part of a word to form a new word without changing the meaning or meaning of the word (Cenderamata & Sofyan, 2018).

4. Twitter

Twitter (http://www.Twitter.com) is an online platform where people can communicate and exchange real-time information (Zahidi & Sulaiman, 2023). Twitter is an online social media and social networking service whose registered users can post text, images, and videos.

5. Intended Meanings

Intended meanings is the deeper meaning or main purpose behind a word, phrase, sentence, or even an action. The intended meanings is often influenced by the surrounding context and framingof the language (Chilton et al, 2023)