CHAPTER I

INTRODUCTION

This chapter presents the background of the study which contains of the phenomena underlying the variations of language, the reasons to choose the object of the study, and the brief explanations of the related studies. In addition, this chapter also involves the statement of the problems, the objective, the significance, and the definition of key terms of this study. Those are explained in the following subsections.

1.1 Background of the Study

As in everyday life, internet communication contains of some variations of languages. Many people who are communicating with the others through the internet often use language in different ways. Sometimes, they also use own characteristic or style of languages to show their existence. According to Crystal (2001, p.24), Internet is an electronic, global, and interactive medium, and each of these properties has consequences for the kind of language found there. It means that all of the properties in the internet such as variations of symbols and other elements of devices provided there have revolutionized the use of language. The standard form of language is replaced by the unique features of writing form as Crystal (2006, p.x) stated that "If internet is a revolution, it is likely to be a linguistic revolution. Hence, the different use of language from the previous

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linguistic behavior is emerging in which Crystal (2011) called this way as multidimensional continuum.

The multidimensional continuum, based on Crystal (2011) refers to the internet as a mixed medium. It displays properties of both spoken and written communication. It means that the participants of online communication on the internet seem to use spoken language even though they communicate with the others is in the writing style of interaction. As the consequence, internet has motivated new form of languages in which called in general as Hybrid language, as in the example of Crystal (2001, p.230) such as ru2cnmel8r, it is read as 'are you to seeing me later?', it has simpler form than the original one. Another example, c%l that is read as 'cool', the double vowel 'o' is substituted by symbol '%'. It shows that there are many possible of words, symbols, numbers, and other elements of devices that can be changed or combined each other, then become the features of language in the internet.

One of the media in the internet that has shown the multidimensional continuum is the social media. Nowadays, twitter is one of the largest social media that is commonly used by many people in the world. It has more than 40 million users and 500 million tweets are sent per day. Twitter is a service for friends, family, and coworkers to communicate and stay connected through the exchange of quick, frequent message. Twitter is the best way to connect with people, express yourself and discover what's happening (retrieved March 22, 2014 from https://about.twitter.com).

The writer chose twitter as the media to gather the data of this study because in twitter people can write anything about their interest and then what they have written will be shown on their timeline. It seems like a chronological of personal updates with their own features of language they use. So, it means that by looking at what they have shared which are called tweets, we will know their characteristics and style of language through their writing form. Besides, features of language that are found in tweets can represent the people's unique characteristics in the ways of communication.

Moreover, since the account of twitter can be verified, it becomes the option for celebrities to use this social media. Verification is currently used to establish authenticity of identities of key individuals and brands on Twitter (retrieved March 23, 2014 from https://support.twitter.com). In addition, tweets that are shared by one person are not the same as those shared by the others because what they are thinking about are different. People may write about their experience, their feeling, and so on by their own language and style of communication. When these new styles of features are used by public figures, the features can be followed by their fans, who are usually the followers of the twitter accounts of the public figures. Therefore, this new variety of languages can become the trendsetter around the world.

If we relate the use of language with gender, some researchers have seen the significance of studying female language than male language. The reason is because women have been known to be more aware in using language. Holmes (2008) states that women are more status conscious in using language as we can

see from their preference in using more standard speech forms than men. This means that female tends to use formal language in their speech. However, it is possible if those female use different style while communicating through the internet, even they are public figures. As we know that in online communication, people are not directly spoke or in face to face. So, it is become interesting to study about this phenomenon. Therefore, in this thesis, the writer would like to analyze the tweets of Miley Cyrus and Paris Hilton.

Miley Cyrus is an American actress and singer, born on November 23, 1992. Paris Hilton is an American Socialite, actress, singer, and entertainer, born on February 17, 1981. As we know that as a public figure, they are always popular in various media. So, when they create a new form of something, including the use of language features, it may become a trend for people around the world, especially their fans and followers. The account user of Miley Cyrus's followers is about 17.6 million and Paris Hilton's followers' account is about 12.6 million. This number can be multiplied by retweet and shared.

However, by looking at Miley Cyrus and Paris Hilton's age, we know that Miley Cyrus is younger than Paris Hilton and it is possible that Miley Cyrus' tweets are more varied in the style of her writing form as Holmes (2008, p.176) said that not only pitch, but vocabulary, pronunciation and grammar can differentiate age groups. Besides, according to Coulmas (2005), people in the different of lifespan are also different from each other in various ways, not least with regard to language use. Therefore, this encourages the writer to do the further research.

The comparison of language used in tweets of Miley Cyrus and Paris Hilton are found in the initial observation of this study that was taken in February, 2014. They have own style of language in sharing something and their features of tweets are significantly different. Miley Cyrus tends to use the vulgar word like in one of her tweet *"As long as my bitches love me"*. The word bitches in that tweet shows as her fans. On the other hand, Paris Hilton still uses 'fans' to call her fans. It is more general word such as in *"Love you all so much! Thank you for all your kind words of love and support! Means so much! Love always Paris #I have The Best Fans in The World."*

We can also see the difference in the use of punctuation in Miley Cyrus and Paris Hilton's tweet such as *"Smile for me Floydy (whatchu lookin at?! I wanna see yo girlzzzz (u wanna see my whaaaaat) yo yo grillz."* It is one of the tweets by Miley Cyrus that contains of combination punctuation between question and exclamation mark. Meanwhile, Paris Hilton's tweet such as *"Just landed in Brazil!! Can't wait to have #GoodTime with you all Tomorrow night at…"*. It contains of multiple punctuation of dot.

Furthermore, there are some related studies about Internet Language Features. One of the studies is conducted by Soedjono (2012) about 'The Comparisons between the language used by Male and Female Peers in Twitter.' The result shows mutual features which are shared between online communication and face to face communication. For example, females tend to discuss about fashion/shopping while males tend to discuss about sports.

Another study is by Mersandy (2012) about 'Internet Language Features use by Indonesian Male and Female adolescents in their blogs in www.blogspot.com.' The result of this study shows that female adolescents are more expressive in their blogs if compared with male adolescents. The internet language features used by female adolescents are higher than male adolescents.

A year later or in 2013, Harsono has conducted the study about 'An Analysis of Internet Language Features used by Male and Female Kaskusers in www.kaskus.com' and the result shows that male kaskusers most frequently used the internet language feature which is called the ways of expressing emphasis (italics, boldface, etc). On the other hand, female kaskusers most commonly use abbreviations.

Actually, those studies above have examined and compared language used by different genders, between male and female. However, there are no researches that distinguish the tweets from the same gender, but in different ages. In this study, the writer analyzes the internet language features of the tweets of Miley Cyrus and Paris Hilton. According to Danet (2001), there are eleven common features of digital writing; those are multiple punctuations, eccentric spelling, capital letters, asterisks for emphasis, written-out laughter, music/noise, description of actions, emoticons, abbreviations, rebus writing, and lower case. Besides, there is also one feature by Crystal (2006). That is the way of expressing emphasis (italics, boldface, etc). In addition, the writer also compares the dictions used by Miley Cyrus and Paris Hilton in their tweets, in order to identify the similarities or differences between these two public figures.

1.2 Statement of the Problems

Based on the background of the study, the research problems are stated as follows:

1. What are the typical internet language features used by Miley Cyrus?

2. What are the typical internet language features used by Paris Hilton?

3. What are the typical dictions used by Miley Cyrus and Paris Hilton?

4. What are the similarities of the internet language features and dictions used by Miley Cyrus and Paris Hilton?

5. What are the differences of the internet language features and dictions used by Miley Cyrus and Paris Hilton?

1.3 Objectives of the Study

In relation with the statement of the problems, the following are the objectives of the study:

1. To discover the typical internet language features used by Miley Cyrus.

2. To discover the typical internet language features used by Paris Hilton.

3. To discover the typical dictions used by Miley Cyrus and Paris Hilton.

4. To identify the similarities of the internet language features and dictions used by Miley Cyrus and Paris Hilton.

5. To identify the differences of the internet language features and dictions used by Miley Cyrus and Paris Hilton.

1.4 Significance of the Study

The writer hopes this study gives both theoretical and practical contributions. For the theoretical contribution, the writer hopes that other researchers will get new information regarding communication in social media, especially in the use of internet language features. The result of this study is expected to provide more knowledge about internet language as well as the relation between language and age. In addition, this study is expected to be useful for linguists who want to analyze new forms of language use in the internet. For the practical contribution, the users of social media will know the use and meanings of the unique internet language features. They can then make selections whether they want to follow the internet language features used by their idols.

1.5 Definition of Key Terms

Diction : The choice and use of words and phrases in speech and writing (Hornby, 2010, p.4191). In this study, the diction refers to the word choice of Miley Cyrus and Paris Hilton in their tweets.

Internet Language Features : The features that include of Multiple punctuation, eccentric spelling, capital letters, asterisk for emphasis, written-out laughter, music/noise, description of actions, emoticons, abbreviations, rebus writing, and all lower case (Danet, 2001). Besides one feature by Crystal (2006) that is the

		way of expressing emphasis (italics, boldface, etc).
Linguistic Revolution	:	The linguistic consequences of evolving a medium in which the whole world participates (Crystal, 2006, p.5).
Multidimensional Continuum	:	The combination of some communication characteristics in speech and writing that have shown varieties of language (Crystal, 2011, p.19),
Tweet	:	Any message posted to twitter, and all are 140 characters or less (Retrieved March 23, 2014 from https://support.twitter.com/groups/50-welcome-to-twitter/topics/203-faqs/articles/13920-new-user-faqs).