CHAPTER I

INTRODUCTION

1.1. Background Study

Millions of people use digital technology in their daily lives from turning on a computer for data processing, communication, information, and playing games, to accessing the internet as well as using mobile phones to communicate verbally and textually across space and time. Technology throughout the last several centuries has greatly influences human language. Based on Raymond Snoddy (2001:18-19) in his journal *Modern Media Myths*,

> Modern media like television, computer and mobile phone, bring a lot of false prediction there have been, and how many misunderstanding. The increasing innovation in communication technology has led us in to the world where no space and distance anymore. This will of course amount to the people from different parts of the world can share there ideas, give an information, and create a relationship easily at the same time even though they are separated by distances and wide areas.

The developments of technology also create new ways to communicate, such as the latest trend in technologically advanced communication, mobile phone. Mobile phone is the term for a modern communication device that, in addition to calling features, has other features such as short message service (SMS), phone book, and organizer. Almost every year the numbers of mobile phones are sold, until million units. The mobile phone made so flexible and personal for youth market. There is a feature in mobile phone that is called SMS (Short Message Service) which is nowadays is being parts of service in every mobile phone.

SMS, otherwise known as text messaging is a digital cellular network feature that let the users send short text and numeric messages, it can send up until 160 characters (about 20 words and 224 characters if using a 5-bit mode) to and from mobile phones that use the Global System for Mobile (GSM) communication (http://www.funsms.net). The users will always have to pay for sending SMS whether it is received or not. Text message per delivery contains only 160 characters or approximately 20 words that are typically charged Rp 350. When it is compared with the cost of airtime for voice calls or wireless web access, SMS is a real bargain. Messages can be received while the users making calls, moreover if their phone is turned off the message still can be received, the message will be stored in the mobile phone system in a couple of days and will be sent when the phone is turned on again.

Since the SMS service was introduced in the cellular world- especially after provider across services applied, SMS has become an interesting phenomenon of the cellular business that grows rapidly. Not even in our country, but also internationally. Short message service also even becomes something that very famous and infatuated by teenager, student, adult, politician, housewife till executive. It is not only its effectiveness used in the two directions, but also from its cost which is relatively economize (Rp 350 per message).

Because text message per delivery contains only 160 characters or approximately 20 words (which are typically charged Rp 350), SMS users commonly make an extensive use of abbreviations to 'save' the cost. Abbreviation is practical form in writing and its spelling, caused by long form of word or phrase

can be written and spoken briefly. The occurrence of abbreviation is influenced by language users and typical language on the text messaging which are brief, compact, clear, fluent and interesting. As Adetola Bankole (2003) explains in his article "Dealing with Abbreviation in Translation",

> The use of Abbreviation is a relatively new linguistics phenomenon. The art of reducing a sequence of words to their initial letters became well developed in the late 50s and 60s. This phenomenon portrays the characteristic of the modern era, in which technical and scientific discoveries are developing fast along with all manner of organizations and institutions. Meanwhile, the formation of abbreviation follow the certain patterns, which, if the translator is familiar with them, could leave him stress-free when, faced with such sequence of letters.

By using abbreviation, language can be written as brief as possible and succinctly as a consequence of limited message lengths of text messaging. The practicality of abbreviation can be felt by the messaging users; it is can be seen from various type abbreviations which occurred. The limitation of character, forced the users to be creative with language, expanding the abbreviation observed in Short Message Service.

The SMS users creatively produce an abbreviation to 'save' the cost. There are examples of creative abbreviations created by SMS users in different countries for example in mandarin Chinese, numbers that sound similar to words are used in place of those words, such as, the number 521 in Chinese "wu er yi" sound like the words for "wo ai ni" (I love you). SMS users in French usually dropped the vowels of the word to shorten the message such as; "tt' for "tout", and "bcp" for "beaucoup" (Pomier: 2004). In Britain the message is written very short, for example, "*My summer holidays were a complete waste of time. Before*

we used to go to New York to see my brother, his girlfriend and their three screaming kids face to face. I love New York, it's a great place" just written *"my smmr hols wr CWOT. B4, we used 2go2 NY 2C my bro, his GF & thr 3:-kids FTF. ILNY, it's a gr8 plc"* (BBC News: 2003). While in Indonesia the SMS users use several ways (clipping, blending, and shortening) to shorten a message, for example *"Selamat ulang tahun, tapi maaf, saya akan datang ke hari ulang tahunmu agak telat"* (Happy birthday, but sorry, maybe I will be late to go to your birthday) was just written with *"Met ultah tp maaf, sy kan dtg ke ultahmu agk tlt"*. Actually, there is only a few difference of its character number, but it is enough economize.

In fact, the usages of abbreviation sometimes cause communication breakdown because there are many unknown abbreviations for some people. Nowadays, the development of abbreviation in text messaging growth rapidly, as a language user and the mobile phone user, people should know about the principle of abbreviation format in the text messaging.

1.2. Statement of the problem

Based on the background of the study explained above, the writer formulates the problem as follows:

1) What types of abbreviation of Indonesian words occur in SMS?

2) What abbreviated words have variations in spelling?

1.3. Objectives of the study

Through the analysis of the data in Short Message Service, the writer would like to find out types of abbreviation of Indonesian words found in SMS and abbreviated words that have variations in spelling.

1.4. Significance of the study

This study is expected to give meaningful contribution to linguistic studies, especially abbreviation which is a part of morphology. Moreover, the study can also be used by lexicographers or writers to analyze and create the new abbreviations in SMS. Thus, they can publish a guide book about SMS vocabulary which is popular nowadays. Also it is hoped that the reader could have additional knowledge about media communication especially SMS in a mobile phone that we usually use everyday.

1.5. Definition of key term

1. SMS otherwise known as short message service is digital cellular network feature that let you send short text and numeric messages, we can send until 160 characters (about 20 words and 224 characters if using a 5-bit mode) to and from mobile phones that use the Global System for Mobile (GSM) communication (http://www.funsms.net).

2. Abbreviation is a removal process of one or several lexeme parts or a combination of lexemes, producing a new form that can be regarded as a word (Kridalaksana, 1989:159).

3. Singkatan (Shortening) is one abbreviation process formed by a letter or combining letters that are pronounced letter by letter (Kridalaksana, 1989:162).

4. Akronim (Acronym) is abbreviation process formed by taking the initial letters of some or all the words in a phrase or title and reading them as a word (Kridalaksana, 1989:162).

5. Kontraksi (Blending) is abbreviation process that shortens a lexeme or a combination of lexemes (Kridalaksana, 1989:162).

6. Lambang Huruf (Alphabetical symbol) is abbreviation process that produces one letter or more that describe a basic concept of quantity, unit and chemicals element (Kridalaksana, 1989:163).