

DISSERTATION

**LANGUAGE USE AMONG YOUTHS IN THE INSTAGRAM:
THE EMERGENCE OF ETHNOTECH-PRAGMATICS**



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(MAJORING ENGLISH LANGUAGE EDUCATION)
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ABSTRACT

This study aimed to identify new words used by the Balinese youths in instagram communication. Specifically, this study identified kinds of domains represented in the Balinese youths' communication in instagram, the word formations used by the Balinese youths to construct new words in instagram communication, and the language functions used by the Balinese youths in instagram communication. The study samples were selected using purposive sampling technique with criteria such as authors of the Instagram to young generation or youth (15 – 24 years old) and Balinese youths where they have been learning and using Balinese language as a traditional language, Indonesian as a national language, and English as a foreign language. The researcher collected the data using online observation, documentation, and library study. The data were collected in the form of linguistic corpus. The collected data were analyzed using the combination of hermeneutic and qualitative content analysis as the primary method for hermeneutic content analysis. It is necessary to bring together the two analysis methods, so qualitative Content Analysis describes the data, whereas Hermeneutic interprets and reflects these data. The results of the study show three major findings. First, the domains represented in the Balinese youths' communication in instagram were related to friendship domains. Those domains include close friend, friend, stranger, compliment, joke, flirting, support, and request as a concern. Second, the Balinese youths used various formations to construct new words. They created the new words by Multiple Processes, Borrowing, Clipping, Compounding, Blending, Derivation, Conversion, Coinage, Acronym, Reversing, Changing Letter/ Spelling (Similar sound, imitating, & cute speech), Repeating (Repeating letter & Syllable/ word), Adding unknown affixes, Contracting (Removing Letter, Compressing Syllable, Silent sound), and Semantic Shift. Third, the language use by youths on social media Instagram mostly function to expressing solidarity and empathy with others where they have a habit or culture to establish contact and refers to the channel of communication and this function is used for sociability. However, that phatic function mostly goes along with emotive function. Thus, it can be expected that youths tend to be expressive in communication on social media Instagram. The youths' utterances contain the elements of emotive function such as: Interjections, Emotional Expression (laughing, crying, etc.), Emotional words (to berate, to mocking, to joke, or any words that attract or involve emotion), Expressive Keyboard Drawing, and Emoticon. In addition, the youths have a habit to function language as conative function in social media Instagram with some intention namely: to request as a social friend, to negotiate the request, and to invite for certain event (meeting in the reality or travelling based on topic shown). it is recommended to do further research by employing more subjects and conducted on longer period of time. It is also suggested that the future research will be considering different kinds of social status and see how the social status can be related to language use in Instagram.

Keywords: *language use, language use domains, word formations, language function, youths, social media, Instagram, sociolinguistics*

SUMMARY

a. Introduction

The phenomenon of language use among Balinese generation Z youths with specific emphasis on language use domains, forms (word formation), and functions on Instagram are identified and needs further explorations. It can be concluded that there hasn't been much research done on how young people use language, making it difficult to identify the traits of their language style. It has been noted that they frequently utilize their own language style, occasionally departing from the accepted norm. This study only focuses on language use among Balinese generation Z youths with specific emphasis on language use domains, forms (word formation), and functions on Instagram. Thus, this study was conducted to understand the design process of constructing new words or symbols by analyzing the language use domains, word formations, and language functions mediated in Balinese youths' digital communication on their Instagram. The main research's novelty is to understand how Balinese generation Z youths create some additional new words or symbols discovered in this study, which will be helpful for young people's conversations on social media platforms, particularly Instagram. In other words, the findings of collaborating language use domains, word formation, and functions by ethnotech-pragmatics are new.

b. Method

The study used descriptive qualitative with Hans Gerog Gadamer's hermerneutics model to interpret the data. Instagram comment of Balinese youths with age 15-24 years old taken by purposive sampling. Linguistic corpuses combining with purposive sampling used as a data collection method. Those data analyzed using theory of Language and social media, Language Use Domains, Morphology (Word Formation), Semantics (Word Meaning), Pragmatics (Context and Language Functions), and Hans-Gerog Gadamer's hermerneutics model. This research used a subjective constructivist

methodology. The interpretive method emphasizes the subjectivity of the social world and seeks to comprehend the framework of the studied object.

c. Research Finding

Ethnotech-pragmatics phenomenon among the youths as language users/learners with awareness of language use on social media Instagram could be (1) friendship's domain represented in the youths' digital communication on the Instagram emerge the culture of youths' language use; (2) the word formations constructed in the youths' digital communication on the Instagram lead the youths to the habit or culture of language use in term of using word formations on social media Instagram, such as: Multiple Processes, Borrowing, Clipping, Compounding, Blending, Derivation, Conversion, Coinage, Acronym, Reversing, Changing Letter/ Spelling, Repeating, Adding unknown affixes, Contracting, and Semantic Shift; and (3) the language use by youths on social media Instagram mostly function to expressing solidarity and empathy for sociability where that phatic function mostly goes along with emotive function. The youths also have a habit to function language as conative function with some intention. It is recommended to do further research by employing more subjects and conducted on longer period of time. This research would be useful for guidance and designing and developing (D&D) of Ethnotech-pragmatics competence among youths as language users/learners with awareness of language use in a digital era, thus, people as a teacher can understand youths by learning their language use.

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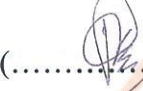

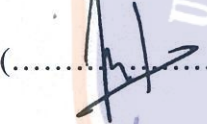




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LEMBAR PENGESAHAN

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STATEMENT LETTER

Saya menyatakan dengan sesungguhnya bahwa Disertasi yang saya susun sebagai syarat untuk memperoleh gelar Doktor dari Pascasarjana Universitas Pendidikan Ganesha seluruhnya merupakan hasil karya saya sendiri.

Adapun bagian-bagian tertentu dalam penulisan Disertasi yang saya kutip dan hasil karya orang lain telah dituliskan sumbernya secara jelas sesuai dengan norma, kaidah dan etika penulisan ilmiah.

Apabila di kemudian hari ditemukan seluruh atau sebagian Disertasi ini bukan hasil karya saya sendiri atau adanya plagiat dalam bagian-bagian tertentu, saya bersedia menerima sanksi pencabutan gelar akademik yang saya sandang dan sanksi- sanksi lainnya sesuai dengan peraturan perundangan yang berlaku.

Denpasar, 26 Juni 2023

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The writer realizes that this dissertation is far from the word perfect. However, it is hoped to bring some contribution to the educational and social field. The writer hopes that this dissertation will be useful in understanding language among people to make the world brighter.

Denpasar, June 26th, 2023

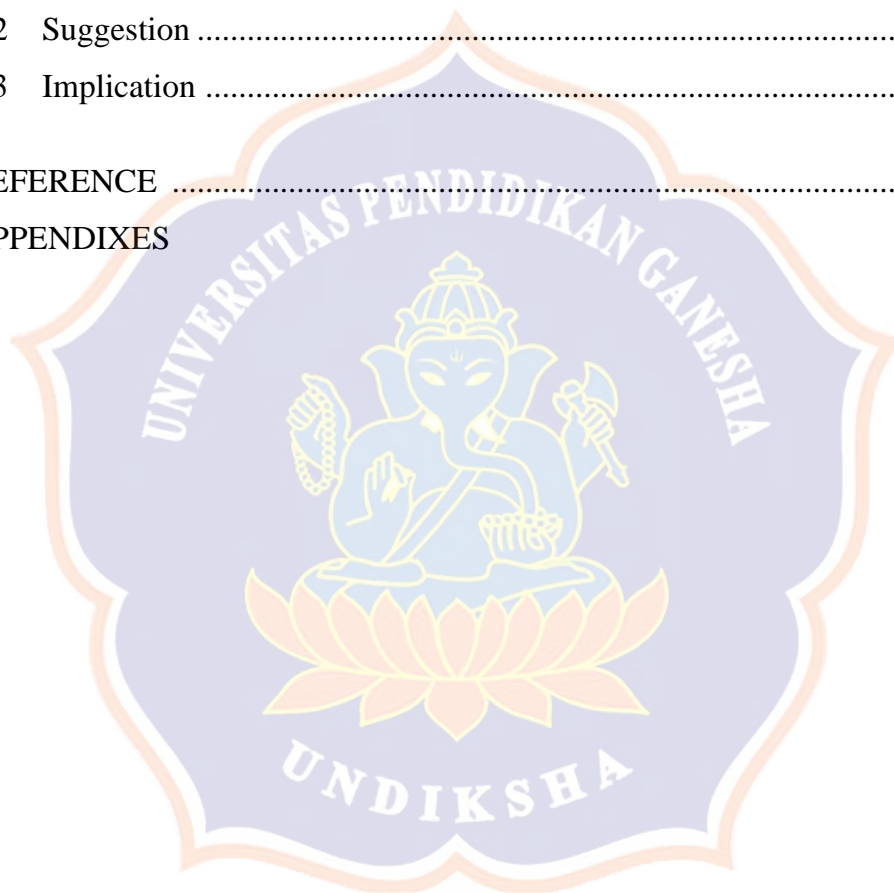
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TABLE OF CONTENT

TITLE	i
INSIDE COVER	ii
ABSTRACT	iii
SUMMARY	iv
APPROVAL SHEET	vi
LEMBAR PENGESAHAN	vii
STATEMENT LETTER	viii
ACKNOWLEDGEMENT.....	ix
TABLE OF CONTENT	xi
LIST OF TABLE.....	xiv
LIST OF FIGURE	xv
LIST OF CHART	xvi
LIST OF APPENDIX.....	xvii
CHAPTER I INTRODUCTION	1
1.1 Research Background.....	1
1.2 Problem Identification	4
1.3 Research Limitation	5
1.4 Research Questions	6
1.5 Research Objectives	6
1.6 Research Significance	7
1.7 Novelty	8
CHAPTER II REVIEW OF LITERATURE.....	10
2.1 Theoretical Reviews of Social Media	10
2.1.1 Social Media Platform of Instagram	11
2.2 Theoretical Reviews of Generations	13
2.3 Youth Generation’s Language.....	15

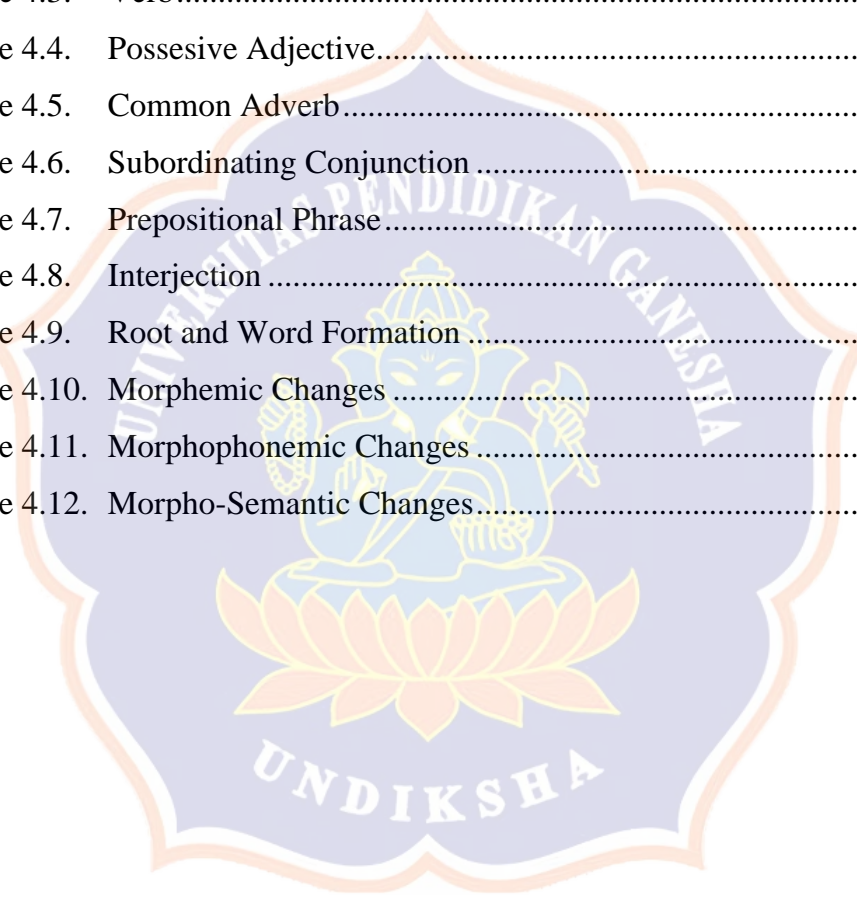
2.3.1	Indonesian and Balinese Youth Language.....	15
2.4	Theoretical Reviews of Language.....	18
2.4.1	Language.....	19
2.4.2	Sociolinguistics.....	21
2.4.3	Linguistics.....	22
2.4.4	Discourse Analysis in Social Media.....	22
2.4.5	Language Use.....	24
2.4.6	Language Structure.....	28
2.4.7	Language Functions.....	47
2.2	Theoretical Framework.....	50
2.3	Empirical Reviews.....	55
CHAPTER III RESEARCH METHOD.....		72
3.1	Research Design.....	72
3.2	Research Site and Subjects.....	72
3.3	Methods of Data Collection.....	74
3.4	Research Instruments.....	74
3.5	Methods of Data Analysis.....	75
3.6	Data Trustworthiness.....	75
3.7	Research Procedure.....	76
3.7.1	Research Procedure for Research Question One.....	79
3.7.2	Research Procedure for Research Question Two.....	80
3.7.3	Research Procedure for Research Question Three.....	81
CHAPTER IV FINDINGS AND DISCUSSION.....		83
4.1	Findings.....	83
4.1.1	Domains of language use identified in Instagram.....	83
4.1.2	The word formations constructed and language functions mediated in the youths' digital communication in the Instagram.....	85
4.2	Discussion.....	147

4.2.1 Discussion of Research Question One	147
4.2.2 Discussion of Research Question Two	157
4.2.3 Discussion of Research Question Three	169
4.2.4 Overall Discussion	171
CHAPTER V CONCLUSION	178
5.1 Conclusion	178
5.2 Suggestion	180
5.3 Implication	180
REFERENCE	182
APPENDIXES	



LIST OF TABLE

Table 3.1.	Sample of the Study	73
Table 3.2.	Hermeneutic's Research Procedure	77
Table 4.1.	The Word Class.....	103
Table 4.2.	Pronoun	104
Table 4.3.	Verb.....	105
Table 4.4.	Possesive Adjective.....	106
Table 4.5.	Common Adverb.....	106
Table 4.6.	Subordinating Conjunction	107
Table 4.7.	Prepositional Phrase	107
Table 4.8.	Interjection	107
Table 4.9.	Root and Word Formation	109
Table 4.10.	Morphemic Changes	117
Table 4.11.	Morphophonemic Changes	125
Table 4.12.	Morpho-Semantic Changes.....	134



LIST OF FIGURE

Figure 2.1	Ethnotech-pragmatics Emergence.....	52
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LIST OF CHART

Chart 3.1.	Research Procedure Research Question One	79
Chart 3.2.	Research Procedure Research Question Two	80
Chart 3.3.	Research Procedure Research Question Three	81
Chart 3.4	Ethnotechpragmatics' Analyzing Device	82



LIST OF APPENDIX

Appendix 1.	Youths' Background.....	188
Appendix 2.	Utterances' Analysis	189
Appendix 3.	Sentence Meaning and Function	190
Appendix 4.	Word Classes of Data Observed.....	264
Appendix 5.	Finding on Word Formation.....	271
Appendix 6.	Morphemic Changes.....	310
Appendix 7.	Morphophonemic Changes.....	322
Appendix 8.	Morpho- Semantic Changes	335

