

CHAPTER I

INTRODUCTION

1.1 Research Background

Recently, speech (a word or words) on Social Media platforms (such as Instagram, Facebook, Twitter, WeChat, LinkedIn, Tiktok, etc.) can be classified into words containing or expressing hate, amusing facts, healing, etc. Finding the meaning of the words above can be challenging because neither the language book nor the dictionary contains information on their language use, word formation, functions, literal meanings, or contextual meanings.

Instagram is one of the social media platforms that people use to communicate. A lot of youth utilize it to communicate between and among them. The writer would like to research the language used on Instagram because it is interesting. The writer also knows that language science has descriptive, predictive, explanatory, developmental, and control responsibilities or duties (Nasution, 1985).

Considering the descriptive and predictive duties, a linguist must be able to categorize nouns, verbs, active and passive verb tenses, nonfinite verbal forms, verbal plural forms, complex forms, linguistic uses, functions, causes, systematization, explicit forms, and continuity.

Regarding the predictive and developmental duties, a linguist must be able to create some concepts and rules. Regarding control duties, a linguist is responsible for controlling the language in a positive direction.

Talking about language, it is essential in human life to maintain a social life in good communication. Because people choose a language based on their circumstances and the social context. There are linguistic variations in communication, making each language distinct. No two languages have the same collection of patterns, sounds, words, or sentences. As a result, Crystal & Robins, 2021, stated about the meaning of language:

"Language is a system of conventional spoken, manual (signed), or written symbols utilizing which human beings express themselves as members of a social group and participants in its culture. The functions of language include communication, the expression of identity, play, imaginative expression, and emotional release (Crystal & Robins, 2021)."

Regarding the variations in the generation, Aeni (2022) stated that there are five generations: baby boomers (1946 – 1964), X (1965 – 1980), Y (1981 – 1994), Z (1995 – 2010), and alpha (2011 – 2025). She added that Generation Z is globally connected and networked in the virtual world and is known to be open-minded. Thus, generation Z tends to use varieties of languages without strict language rules, especially on social media, so the youths from generation z would be the best subject for this study. Furthermore, the fact that young people speak the youth language accounts for swift change because young people are more receptive and flexible than the age groups following. Besides borrowing and neologism, youth languages also use existing terms creatively (Noppers, 2010). The writer's analysis in this research study is limited to several Balinese generation Z youths who use Indonesian, Balinese, or English on the social media platform Instagram.

Regarding digital communication in social media platforms, the formal and standard language recently seems to sink because it feels less effective and seems stiff for young people. Therefore, they prefer a more straightforward or unique language to communicate through social media. From this statement, using social media languages for analysis will be a breakthrough in determining the meanings and forms of language young people use while communicating on social media, especially Instagram, which the writer emphasizes.

Discussing Instagram, Napoleon Cat (a Social Media Marketing analyst company based in Warsaw, Poland, as of November 2019) said that the number of monthly active users of Instagram in Indonesia has reportedly reached 61,610,000. Users aged 18-24 are Indonesia's most influential user age group, with a total percentage of 37.3 percent or around 23 million users (Putri, 2019).

In addition, Mighty Gadget Website (2019) mentioned that Instagram had been one of the fastest-growing social media sites to hit the internet. People turn to Instagram for fame, making money, or getting hired. In addition, interacting through Instagram has been made insanely easy, and the app sees a lot more communication than other social media sites, such as giving like and comment on photos, chatting, sharing posts, and sending links (both in the private or public system). Instagram offers the most connection with businesses, celebrities, and other users who follow duplicate accounts and keep up with trending hashtags like you (Mighty Gadget, 2019). From

the facts above, the writer prefers Instagram as a perfect platform for this research study.

Based on the background above, this study was conducted to understand the design process of constructing new words or symbols by analyzing the language use represented, word formation forms constructed, functions, and meanings mediated in Balinese generation Z youths' digital communication in their Instagram. The design process is expected to be useful for future language evolution, especially its use in education.

1.2 Problem Identification

Based on the research background above, the phenomenon of language use among Balinese generation Z youths with specific emphasis on (1) language use domains, (2) word formation, and (3) language functions on Instagram are identified and need further exploration.

Referring to the information stated in the introduction, it can be concluded that there hasn't been much research done on how young people use language, making it challenging to identify the traits of their language style. It has been noted that they frequently utilize their language style, occasionally departing from the accepted norm.

It is also observable that the usage of young language has revealed its structure, and frequently, the meaning does not correspond to the literal meaning. It frequently also performs other, less common functions, which makes it interesting to study and analyze further.

Even though there has been a lot of research on social media language use, the study explicitly addressing language use on Instagram is one of the most urgent to be investigated, from which teachers at school can base their pedagogical strategies to match the characteristics of their language use.

1.3 Research Limitation

This study focuses on language use among Balinese Generation Z youths, specifically emphasizing language use domains, forms (word formation), and functions on Instagram. There are some limitations to this current research:

- 1) The data collection on Instagram language use is limited to language use among Balinese Generation Z chosen based on convenience samples, which may not represent the population of youth Instagram users.
- 2) Data access: Instagram's privacy policies and terms of service can make it difficult for researchers to access data on users' language use. Therefore, the data were collected based on those allowed to be used as research data by the comments' writers.
- 3) Self-presentation: Many users on Instagram may strategically use language to present a particular image or identity, which can skew the research results on language use.
- 4) Limited context: Instagram is a visual platform, and language is often used with images, videos, and other media. This can make it difficult for the researcher to understand the full context of the language used on the platform.

- 5) Lack of longitudinal data: The data on Instagram language use is conducted at one point in a certain period, so the language use is not collected over time.
- 6) Instagram is a constantly evolving platform. New features and functionalities are added, which may make it difficult for researchers to stay current on the language use trends on the platform. Therefore, the data on Instagram is limited to the features used during the data collection period.

1.4 Research Questions

- 1) What language use domains are represented in the youths' digital communication on Instagram?
- 2) What word formations are constructed in the youths' digital communication on Instagram?
- 3) What language functions are used in the youths' digital communication on Instagram?

1.5 Research Objectives

Based on the background above, 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.

1.6 Research Significance

Research on language use on Instagram can be considered significant in several ways:

1) Theoretical significance:

The research outcome would help design and comprehend new words or symbols for the youths as language users/learners with an awareness of language use in the digital era. This will enrich the scope of sociolinguistic study on language use, especially about technology.

2) Practical significance

In addition to the theoretical significance, the study is also beneficial in the following aspects:

- a) Understanding youth communication: A large percentage of Instagram users are youth, and research on language use on the platform can provide insights into how this demographic uses language in a digital context. This can help us understand how younger generations communicate, construct, and present their identities online.
- b) Impact of technology on language: Instagram is a digital platform, and research on language use can provide insights into how technology shapes language use. This can help us understand the impact of technology on language and how it might change in the future.
- c) Representation of identity and culture: Instagram is a platform where people strategically use language to present a particular image or

identity. Research on language use on Instagram can provide insights into how people use language to construct and present their identities online and how cultural backgrounds shape the way language is used on the platform.

- d) Applied implications: Understanding how language is used on Instagram can have practical implications for marketing, education, and social media management. For example, it can help companies understand how to effectively target and communicate with youth on the platform or how educators can use Instagram in the classroom.
- e) Interdisciplinary: Research on Instagram language use can be interdisciplinary and benefit the fields of Linguistics, Computer Science, Sociology, Anthropology, and Communications.
- f) Evolving field: As Instagram is a constantly evolving platform, research on language use on Instagram is a dynamic field that can provide new insights as the platform and its users continue to change, which can help us understand how the platform and language use will develop in the future.

1.7 Novelty

Research on language use on Instagram can be considered novel in several ways:

- 1) The aim and main novelty of the research 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 ethno-tech pragmatics are new.

- 2) Platform-specific: Instagram is a unique and distinct platform with features and functionalities that shape language use. Research on language use on Instagram can provide insights specific to this platform, primarily used by the Z generation of Balinese, which is scarcely studied.
- 3) The representation of Z-Generation identity: Instagram is a platform where people strategically use language to present a particular image or identity. Research on language use on Instagram can provide insights into how people use language to construct and present their identities online, whose linguistic characteristics will become new findings for this study.
- 4) Although much research has been conducted on Instagram language use, the intersection of language, culture, and technology of Instagram users, who are diverse and come from different cultural backgrounds, has rarely become the research focus. Therefore, this research will fill the gap and provide insights into how these cultures and backgrounds shape how language is used on the platform and how technology is used to communicate.
- 5) A dynamic field: As Instagram is a constantly evolving platform, research on language use on Instagram is a dynamic field that can provide new insights into the platform.