

CHAPTER I

INTRODUCTION

1.1 Background of the study

Social media has become a necessity for the general public. Almost all of the online activities that we require are covered by social media. Information, knowledge, and even human livelihoods are all derived through social media. Platforms on social media are increasingly starting to provide online commerce, jobs, and access to education etc. Social media allows us to communicate and build social relationships with the public. The freedom to communicate and share information with everyone in the world, or with a large number of people at once, is the strength of social media.

There are more than 3.8 billion social media users in this world. In Indonesia, from 274.9 million people, 170 million of them are active users of social media. The number of social media users has increased recently especially during the Covid-19 pandemic. Some people use social media to do their jobs from home during the Covid19 pandemic, such as online shops, and even office employees are required to use social media to make communication easier. Furthermore, some teachers require their students to use social media as teaching materials in order to avoid boredom. Adults and even children are among the most active users of social media. People like to use social media because it makes certain things easier for them, such as becoming friends with people all over the world. It can also be used to create and extend the network. Besides that, social media is a great place to promote your shop or business online because it's so simple to promote brands or tourist attractions by easily uploading a photo with a catchy caption.

Today's social media uploads a lot of content that contains knowledge, information, or news that can improve our knowledge, not just as entertainment. Many social media platforms are dedicated to providing information and knowledge to users. Indonesia's most popular social media are TikTok and Twitter. TikTok is a social media network that provides a short video that is used to provide users with information, advertise products, and so on. The Twitter social media platform does the same role, but it can also share status updates and fleets not only videos. Of course, there are certain English terms that the public is unfamiliar with. As we know English is also used in a certain field such as in social media. There are many words and terms we can found in social media TikTok and Twitter.

This research involves the characteristic of language which is part of sociolinguistics study. Trimastuti (2017) stated that Sociolinguistics is the study of language varieties, with the goal of determining what variation reveals about language and speakers' "knowledge of language." Eduardus (2017) (in Budiana & Setiyoko, 2021) say that sociolinguistics is an interdisciplinary field that studies linguistic problems in the form of social, situational, and cultural influences. As per Fishman's opinion, sociolinguistics is a subdivision of linguistics that investigates the language and culture of language users in society's social communication.

This research requires the writer to search for terms and know the meaning of social media, TikTok and Twitter, which are used by many people. More than only learning the definition of a term, but also knowing and experiencing the meaning of the term discovered. Therefore, the learning of meaning in language belongs to the semantic linguistics of the study. Kredler (1998) stated that linguistic semantics is the study of how languages arrange and express meanings, while semantics is the systematic study of meaning. Therefore, people are expected to understand the meaning of each term written by the author and be able to apply it correctly in our daily lives.

Similar research was already done by Damayanti (2016). She identified the English terms used in blackberry messenger and Instagram. She found 13 terms used in blackberry messenger and 20 terms used in Instagram.

1.2 Statements of the problems

Based on the background of the study, the problem can be stated as follows.

- a. What term is used in social media TikTok and Twitter?
- b. What is the meaning of the term used in social media TikTok and Twitter?

1.3 Purposes of the study

Based on the problems stated above, the purpose of the study can be stated as follows.

- a. To find out the term used in social media TikTok and Twitter.
- b. To discover the meaning of the term used in social media TikTok and Twitter.

1.4 Significance of the study

- a. For the students

This research could increase the knowledge of the student about the vocabulary and give more information for social media active users especially TikTok and Twitter users.

- b. For Institutions

This study should be used as a written guide and source of information in the internal campus library, and the author hopes that society and students will benefit greatly from its establishment

as a key reference for students who want to pursue related research or as preliminary research for other students.

1.5 The Scope of the study

This research focused on all the social media active users especially Tiktok and Twitter users and will be beneficial for the people who have problems with understanding terms used in TikTok and Twitter.

