

CHAPTER I

INTRODUCTION

This chapter presents the introduction of the research. It contains background of the research, statement of problem, research objectives, research significance, clarification of key term.

1.1 Background

A language is the source of human life. Human expresses communication in a world of language and signs. The distinguish human from animal. Animal communicates also and has sound system, but the system is not words of sign. So they don't have language. Furthermore, language and the sign in human logic expression is the basic principle that distinguished to the animal language (Alwasilah,1993:7).

Sign takes the form of words, images, gestures and objects. Language is the system of sign to communicate. The system of sign in language has arbitrary relation and meaning of a language object. Human uses the sign or symbol to communicate to other people who have the same feeling, idea and desire. In a term of communication, there are a sign and symbol agreed by communicator.

A symbol of language manifested by everyone in many form, it is used in university symbol, logos, billboard, and slogan in advertisements. All of a symbol in that form designed a meaning or an icon of design that made. The symbol of design gives a message or meaning to their viewer, reader, or user itself.

A brand that uses a symbol and sign of language expression is emoticon. Emoticon is a metacommunicative pictorial representation of a facial expression which in the absence of body language or temper of a sender's nominal verbal communication, changing and improving its interpretation. It expresses usually by

means of punctuation marks a person's feelings or mood and can include numbers and letters, as well.. Emoticon is a symbol or combination from symbols which useful for describing the expression human face that contain emotion or sense in the form of message or article.

Emoticon also use several characters to display somebody natural sense. On the other hand, emoticon has become a part of important things as a facilitate in communication but many people do not understand about the meaning of emoticon. In communication, people sometimes use it, especially in written form, such as sms or email, in order to make their message delivery shorter and faster.

Semiotics as the study of interpretations in all cultural aspect of human being life, the discipline can use to interpret the linguistic symbol on emoticon. Actually, the theory of the general linguistic usually applied to interpret the meaning of the sign or the symbol. The founder of modern linguistic, Ferdinand de Saussure, defines the language as system of sign and he look forward about the science to analyze the sign system in linguistic within society. He said on his famous book, course in general linguistics:

“Language is a system of sign which express ideas. Hence it is like writing, the deaf and dumb alphabet symbolic rites, etiquette, military signal and so on, except that it is the most important of such systems. One may therefore envisage a science which studies the life of signs in the framework of social life... we shall call it semiology (from greek semeion, ‘sign’). It will teach us what signs consist of, the law which they governed” (Saussure. 1966 :16).

Through time, society has gone through great changes which have influenced our languages especially in the use of emoticon . One of researcher (Maxfirsyah, 2014) has exploring the linguistic features of computer mediated communication and language style use between men and women on personal message in blackberry messenger. She concluded out the differences of writing features in personal message between men and women on blackberry messenger. What makes this research

different is that this research is exploring the function and semiotic meaning of emoticon that used in blackberry messenger chatting as the communication form. This study is aimed to detect the function and semiotic meaning emoticon that used in conversation blackberry messenger as form of communication. This is what makes the researcher desired to reveal in this research. So the researcher entitles this research with “ **Analisis of Emoticon on Blackberry Messenger .**”

1.2 Statement of Problem

Ignorance of blackberry users especially in meaning aspect becomes the basic in using emoticon in blackberry messenger chat. The preliminary investigation shows that the users of blackberry only use emoticon as conversation variation without knowing the semiotic aspect of them. This basic fact has creating a fundamental problem in the use of emoticon this day which is raised in this research. It is from this problem that this study focuses to answer the following questions:

1. What meanings are implied in emoticon blackberry ?
2. How does emoticon work in communication of Blackberry Messenger ?

1.3 Research Objective

In accordance with the problem of the study, the objective are formulated as follows:

1. To uncover meaning contained in emoticon that used by blackberry users.
2. To analyze the way emoticon work in communication.

1.4 Research Significance

Based on the background of this study, the researcher expects that the study will contribute to the linguistic study especially the study of semiotics and improve of the student's knowledge in English Department. For blackberry users itself, this research can give them information about meaning from emoticon which usually they use .

1.5 Definition of Key Terms

1. Communication

(Effendy, 1989:60) argue that Communication is message delivery process in the form of symbol as mind blend and feeling shaped idea, information, belief, hope, appeal, and done through somebody to another person, either direct. An important part of communication is Non verbal. Non verbal communication is communication without language or communication without word.

2. Emoticon

(Pearson and Nelson,1979:3) states language as a tool of communication not only with spoken language but with language symbol, can be said that communication is process understand and share meaning. Emoticon is a metacommunicative pictorial representation of a facial expression which in the absence of body language and prosody serves to draw a receiver's attention to the tenor or temper of a sender's verbal communication.

3. Blackberry Mesengger

(Trenholm and Jensen in Wiryanto 2004:17) he said that communication is a process by which a source transmits a message to receiver through some channel. Technology has important role in communication, the one of product of technology is blackberry. The product of blackberry also can be used to chatting , resemble with

Yahoo Messenger that named Blackberry Messenger (BBM). BBM functioned through network blackberry with unique identity number insert or PIN from every blackberry

4. Semiotics

Semiotics become study area that learn about meaning from a sign or symbol, human by the instrumentality of marking can do communication with the fellow so that many matters that can to communicated. Language, in perspective semiotika, only one of the signs system (Budiman, 2005:37).

1.6 Organization of the Paper

This paper is ordered into five chapters. Chapter One as Introduction, It consists of background of the research, research question, the purpose of the research, significance of the research, clarification of terms, and organization of the paper. The second chapter, it contains some theories which used in the research; include the explanation related to the theory applied in the research. It provides definition of language and brand names also its relation. This chapter also delivers the theory of word formations processes as the main supported theory of the research. Third chapter, It elaborates the research design that used in this research; include some steps that the researcher did in the research. This chapter also explains how the data were collected and analyzed to find the final result. The fourth chapter, it discusses the result of the research which consists of data presentation, analysis, and the discussion and also its interpretation.