

# CHAPTER I

## INTRODUCTION

This chapter consists of background of the research, statements of problem, research objectives, and significance of the research.

### 1.1 Background of the Research

In this modern era, the development of technology makes human's communication easier than before. When telephone was firstly invented about a century ago it was the only way of communication which could be operated easily. However, with cables and satellite, the telephone becomes popular, cheap, and easy communication tool for people. But for now, everything can be accessed quickly with the help of modern technology such as mobile phone or internet. Furthermore, nowadays to access the internet does not only use the computer but also can be accessed through mobile phone.

Recently, modern technology is dominated by mobile phone and internet. By browsing the internet, people can get anything from all over the world. An up to date mobile phone which has a lot of applications and is called a Smartphone that is Blackberry. In Blackberry, we can access anything and it has different application from other mobile phones that is Blackberry Messenger (BBM). Blackberry Messenger (BBM) is special application on Blackberry and friend maker application that connects to internet network. People use this application to connect each other; get information; meet new friends, and always keep in touch

with relatives easily. In case of practicality, this kind of communication can be done anytime and anywhere. Their activities in using the Blackberry messenger (BBM) are such as sending messages, making calling, and making updated personal messages. “Blackberry Messenger can be a definite asset, with it, you can: Carry on a real-time conversation with friends and colleagues in several different location or carry on several conversations simultaneously, chat with a group, send and receive an unlimited number of messages worldwide for free no message charge, and know whether a buddy is online, available or busy” ( Dannenfeldt, 2013).

People need a tool for interaction, the tool is called language. Language is one of the important things for people. By receiving and sending message, people can fulfill their needs to interact. Language is primarily spoken, although it can be transferred in another way, such as written. It also makes people easier to exchange information and to express their ideas or feeling. Crystal (1992:52) defines language as the systematic, conventional use of sounds, signs or written symbols in human society for communication and self-expression.

Continuously, all languages change as far as culture develops and create many variations and styles in its usage. The use of variation itself is influenced by many factors, such as social background, linguistics environment and non-linguistics factors, etc. The users of Blackberry have a different feature to update something on their personal message. They try to find the correct style of writing when they update something on personal message such as by shorting the possible word without losing their meanings, use some emoticons, using some punctuations and autotexts. Because there are no rule about writing personal

message, it causes the users have their own style to arrange and write personal message. Nowadays, many variations of writing features are very popular, for examples, the researcher has found the use of abbreviation like ‘gws’, ‘tft’, and ‘jwu’ which the meaning are ‘get well soon’, ‘thanks for today’ and ‘just wake up’ and also the use of some emoticon for example ‘☺’, ‘☹’, ‘(°Д°)’, and many others. Besides, in updating personal messages the users are often use autotext such as: ‘ñï°=D°ñï°=D°ñï’, “ωκωκωκωκωκ” ‘α β γ δ ε ζ η θ ι κ λ μ ν’ and many more. Most of the users are young people as young generation, because they have a big creativity. Different gender, can be different features of updating personal messages, such as the language, abbreviation, emoticon, punctuation, and autotext. Furthermore, every people has different language style to express something based on the expert the language style is a way of speech and/or a kind of utterance which is formed by means of conscious and intentional selection, systematic patterning and implementation of linguistic and extra-linguistics means with respect to the topic, situation, function, author’s intention and content of an utterance (Missikova, 2003:16).

Based on this phenomenon the researcher is interest in analyzing this case and presents it as a research entitled “The Different Writing Features between Men and Women in Personal Messages on Blackberry Messenger”.

As a basic reference for this research thesis in 2011 by Nurul Adhalina discussed about “The Different Language Style and Language Function Between Students and Teachers in Updating Their Status in Facebook Webpage (A Case Study of the Topic National Final Examination 2011). The results of her working paper are : a.The Students and The Teachers have different style to updating their

status in facebook. b. The different is the use of language style. The student use casual language whereas the teachers use formal language. The second previous research is about language and gender in using internet in Canada by Paolo Rosetti discussed about gender differences in email communication. The results of his working paper are, gender difference styles in e-mail messages posted to electronic discussion groups: males are aggressive, competitive style, while women tend to be far more supportive in their writing.

In this research, the researcher will analyze about the different writing features between men and women personal messages based on the use of linguistic features of Computer-Mediated Communication (CMC), language style and themes.

## **1.2 Research Questions**

This research aims to analyze the different between man and woman writing features in updating personal messages on blackberry messenger. Based on the statement above, it can be formulated as follows:

1. What are the differences of writing features between men and women's personal messages on Blackberry Messenger?
2. What are the themes mostly used by men and women in their personal messages on Blackberry Messenger?

## **1.3 Research Objectives**

The objective of the research in the scientific work is to reach a series of research activities because every research has a specific goal based on the

problem itself. Based on a formulation of the research question, which has been mentioned before, this study aims to:

1. Find out the differences of writing features in personal messages between men and women on Blackberry Messenger.
2. Find out the theme mostly used in personal messages between men and women on Blackberry Messenger.

#### **1.4 Significance of Research**

As the purpose of this research are for knowing about the difference writing features between man and woman's personal messages on blackberry messenger, the significances of this research are:

1. For the research, it can increase new experience and knowledge not only about writing features but also language and gender.
2. For the reader, it can be a beneficial research and used as a reference about writing features.
3. Then, the researcher experts this research to give positive contribution developing linguistics study, especially related to writing features and language and gender.