

## CHAPTER I

### INTRODUCTION

This chapter is the introductory part of the paper which consist of the background of the study, the research questions, the purposes of the study, the significances of study, and clarification of study.

#### **A. Background of the Study**

Language is a sound symbol system that is arbitrarily which is born by agreement and used by the society to show their identity. It becomes the most prominent distinguish feature because each social group feels that language as a unity that is different from other groups. Language and society are two things that meet at one point and will never be separated. It is so closely attached. It unites the soul of every speaker in society. As social beings, they used language to work together, to communicate, to exchange the informations, and to fulfill their needs. It has an important role in all humans' life. Without language, humans cannot convey any thoughts, ideas, feelings, and willingness. It also become the tools to influence and be influenced.

In the use of language, humans need a discipline that specifically studies about science of language. It is known as linguistics. Linguistics divide language to be studied becometwo ways, internally and externally. Internal study means that the study is only done by the internal structure of language, such as phonology, morphology, or syntactic structure. Otherwise, external study means that the study was conducted on things or factors outside the language. It is related to the use of that language by the speakers in their social groups community. So, it will produce the formulations or rules related to the funtion of the language. It does not only use the theories, but it also uses dicipline procedures related with the use of that language, such as sociology, psychology and antropology diciplines. It involved two or more dicipline studies, too. The form is a

combination from those discipline itself. For example, sociolinguistic, it is a combination from sociology and linguistics disciplines.

Sociolinguistics is the study of language varieties, their functions, and their speakers who constantly interact, and change one to another within a speech community (Chaer & Agustina, 2010). It is as a branch of linguistics that views or places the language position in relation with the use of language in society. It studies the language based on social language that surrounds in society. Because in social life, humans are no longer as individuals, but as social societies (Wijana & Rohmadi, 2013). Therefore, everything that humans do in communicating will always be influenced by the situation and conditions around them.

In this millennial era, technology makes the process of communication between people easier and more practical. It means that many language variations have occurred too. It also can make a new community in society. It is social media. Social media is no longer become a small thing in various circle of society. Since the internet has dominated the world of telecommunications, social media becomes one platform that is widely used by the society. The most popular and the people's favorites platform is known as Instagram. Instagram which grows rapidly with its visual features becomes the main attraction for all social media users. Various photos and videos uploaded with various themes ranging from self-photos, foods, hobbies, views, with various editing technique. Therefore, they utilize the potential of language to convey ideas or creative ideas too. They play the language even they puns it. Although sometimes it looks like a joke, the impressions and the messages conveyed can make other users respond to the intended purpose. Such as pick-up lines.

A pick-up line is a conversation which is opening with the intent of engaging an unfamiliar person for romance or dating. Overt and sometimes humorous displays of romantic interest, pick-up lines advertise the wit of their speakers to their target listeners. So, it's no wonder, if the speaker often create a joke to do it. The features of the pick up lines is usually universal, which means

the phenomenon can also be encountered in other humor language media. These jokes which occur in pick up lines is because of pick up lines maker's creativity in playing the language. Therefore, it can create high tastes of humor in the works by the using the language play.

The language play are exploitation language elements of such sounds, syllables, parts of words, words, phrases, sentences, and discourse as bearers of meaning or messages (intent) in such a way so that elements will not be present as should grammatically, semantically, or pragmatically (Wijana & Rohmadi, 2013). In general, this exploitation is used to make a joke. It is a thing that someone says to cause amusement or laughter, such as a funny story or trick, that is said or done in order to make people laugh or a display of humour in which words are used within a specific and well-defined narrative structure to make people laugh and is not meant to be taken seriously. This exploitation aims to ridicule and laugh at something that is considered funny or ironic. It may be intentionally created or accidentally created. Both of them also have linguistic aspect which help to create the language play. Those linguistic aspect definitely is from its sociolinguistics disciplines. They are phonology, morphology and syntax. Also semantic which influence the change of meaning in the language play itself.

Phonology is the study of sound. Sound is a linguistic aspect that is widely used in discourse. Language sounds are sound units that are produced by the utterance and observed in phonetics as phone or in phonology as phonemes. Phonemes are understood as united sound which distinguishing the meaning. So that, if one sound is replaced by another sound, it can change the meaning. Conversely, if the sound is not distinguishing the meaning, it is called as a phone. Language play in phonology are closely related to the sound of language that distinguishes meaning and does not. It can be shown in sound permutation aspect, sound substitution, sound addition, and similarity of sound aspect.

Morphology is also subdisciplinary of linguistic that studies the form and formation of words. According to Wijana (Wijana & Rohmadi, 2013)

morphological studies are the ins and outs of morphemes, both free morphemes or bound, and the role of the morphemes in forming words polymorphics and their formation processes. It talks about nitty gritty outs of words as well as words form changes. In pick up lines, oftenly, morphological deviations were made by the pick up liners asa form of creativity. It can be shown in orthography aspect, acronym, abbreviation, repeated words, name, and antonym of the words.

Syntax is the study of ins and outs of the formed lingual construction from combining words into larger units, such as phrases, clauses,sentences, and discourse (Wijana & Rohmadi, 2013). Syntax is a branch of linguistics used to investigate languages such as sentence structure and sentence structuring rules. By that, syntax often also called sentence structure. Language play are contained in various types of humorous discourse which can help explain a number of syntactic problems.

Semantics is a branch of linguistics that studies the meanings or the meanings which is contained in language, codes, or other types of representations. Semantics is usually associated with two other aspects: syntax, complex symbol formation from simpler symbols, and pragmatics, the practical use of symbols by people in certain contexts. According to (Wijana & Rohmadi, 2013) the language play is largely or entirely depend on the ambiguity which is created through various forms of linguistic manipulation in various levels.In the language play, semantic aspect is the most important source to produce language games and humor in pick up lines. It also can be shown in polysemy and homonymy.

Beside the work above, the researcher intends to give strong explanation about the language variation, how the word and the linguistics aspect is formed which help to create the new word, and their correlation between their meaning. Meanwhile, this work tries to find and identify the language play, especially in creating the words to show a joke and the significance of them in pick up lines of Hasanjr11's instagram videos. Because of that, the researcher is interested in conducting a study of the language play that can be seen in pick up lines videos.

## **B. Research Question**

The research questions of the present study are formulated as follows:

1. What language variations and linguistic aspects which are formed the language play in Hasanjr11's pick up lines?
2. How are the significances of language variation in language play of Hasanjr11's pick up lines?

## **C. Research Objective**

Based on the research question above, the researcher is aimed:

1. To describe the language variations and linguistics aspects which are formed the language play in Hasanjr11's pick up lines.
2. To decribe the significances of word form variations in language play of Hasanjr11's pick up lines.

## **D. Research Significance**

This study is expected to get the result that will be useful, in terms of:

### **1. Theoritical Significance**

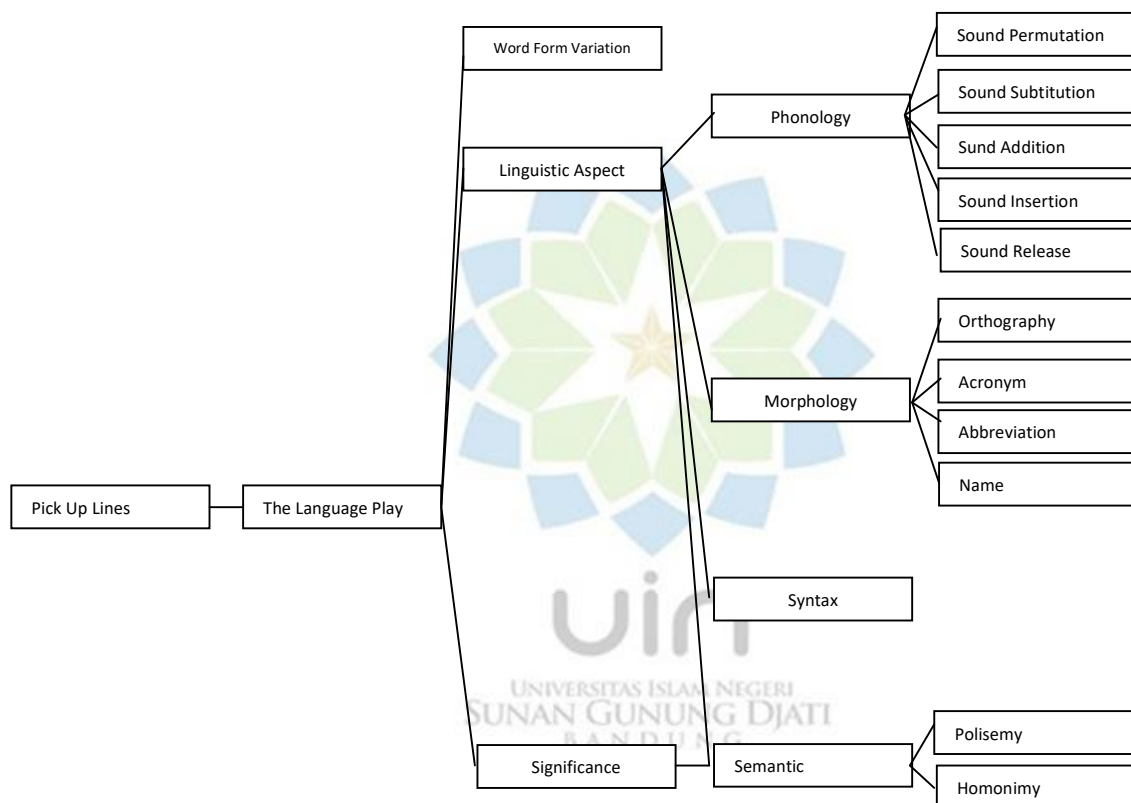
For theory development, this study of language play can be a learning in english literature college students to enhance their knowledge as well and to uncover critical area in the investigating process that many researcher were not able to explore.

### **2. Practical Significance**

- a. For English Literature students, it can be used to improve their knowledge in knowing the language play.
- b. For English Literature Departement, it is hoped that this study will contribute or would be any value in conducting further research of the similar topic.

- c. For other researches, the result of this study can be used to help the knowledge to be developed by investigating the topic.
- d. For Linguistic Communities, the result of this study is expected to be useful to give the knowledge the factors of culture differences.

## E. Theoretical Framework



## F. Clarification of Study

To avoid the misunderstanding in this research, there are several terminologies that the writer feels necessary to explain them. The terminologies are as follow:

### 1. The Language Play

The term language play used in this study refers to language elements exploitation of such a sound, syllables, parts of words, words, phrases, sentences,

and discourse as bearers of meaning or messages (intent) in such a way so that elements will not be present as should grammatically, semantically, or pragmatically

## 2. Joke

The term joke used in this study refers to a funny story or trick, that is said or done because amusement or laughter

## 3. Pick-Up Line

The term pick-up line used in this study refers to a conversation which is opening with the intent of engaging an unfamiliar person for romance or dating. Overt and sometimes humorous displays of romantic interest.

## 4. Challenge

The term challenge used in this study refers to the object of this proposal, one of Instagram users that consist the pick up lines videos.

## G. Previous Studies

Besides the theory above, the researcher refers to the research below: First, Dessy Saputry's thesis (Saputry, *Permainan Bahasa pada Plat Nomor Kendaraan Bermotor (Suatu Kajian Sociolinguistik)*, 2015), "*Permainan Bahasa pada Plat Nomor Kendaraan Bermotor (Suatu Kajian Sociolinguistik)*" which investigate (1) What exactly do the vehicle owners want to convey through this form of language? (2) What is the background of the owner to choose and play the language on his vehicle license plate? (3) How does the owner formulate numbers so that they are read correctly by the reader? It identified that based on data, the language play, such as numbers and letters are forms of language that can represent the intent and purpose of the owner. It also can create both of them to convey what is on their minds.

Second is Sutji Hartiningsih's thesis too (Hartiningsih, 2013), "*Permainan Bahasa Dalam Masyarakat Multilingual Di Jawa Timur Suatu Kajian Sociolinguistik*" which investigate (1) What forms or language variations such as what is formed in language play in East Java society? (2) What expression which rise the form of language play against the GERINDRA (Gerakan Ingin Duduk Segera). It identified that based on data, the public gave rise to a form of language play against the party because based on its financing rating, this party spent the most funds compared to other parties. It shows the form of satire expression from the community by providing a description that reflects the actual conditions and situation encountered so far.

Third refers to Wilda Meridiyana's thesis (Meridiyana, 2012), "*Pemakaian Bahasa dalam Olahraga Futsal (Suatu Pendekatan Sociolinguistik*" which investigate (1) What are the characteristics of language use in futsal sport? (2) What are the function of language in futsal sport? (3) How are the registers of language use in futsal sport?. It identified based on data, it is found some special features or characteristics of language use in futsal sport. Including the use of terms in English, in Jakarta dialect, the addition of prefixes, shortening or contraction, metaphore, abbreviations, greetings and mixing codes. The language functions used when discussing futsal techniques are directive functions, referential, expressive and fat functions. Clarification of vocabulary registers describing the use of the term of futsal sports are the player's position, kick names, game techniques, tools names from futsal environment, and futsal devices.