CHAPTER 1
INTRODUCTION

This chapter contains introduction of the research. It consists of background of the research, statement of the problem, objective of the research, significance of the research, and definition of key terms.

1.1. Background of the Research

Language is one of the most important things for human, because they need it to express and show what they feel. Development of the human environment and characteristic makes the language is also continually developed. This fact creates language phenomena which are often found in the surrounding environment. The language phenomena even can be seen in technological world. It is evident that digital era has come where most of things are digitalized, such as information shared through social media. There are Facebook, Instagram, Twitter, and YouTube that most of people used to share the information they have with others. These phenomena of language can be found in these media by looking at the way people interact with each other, the way stories are shared and distributed, and the way feeling are expressed. People have their own way to use language in writing. The variety of their character creates variety of language writing style. Therefore, these are phenomena which are interesting to analyze which occur in social media.

Language phenomena are often seen from the language change. The change occurs to some characteristics such as change of word form. This change of form creates a new word. The created word is a new word in which is its meaning or form changed through compounding, affixation, blending, and shortening.

This is in line with the phenomenon which is seen on YouTube. This phenomenon occurs through word formation process which is a kind of major

subfields in morphology. It concerns on the processes of how existing words are built, and how new word form are created. Morphology itself is the sub field of linguistics. Aronoff and Fudeman (2011:2) stated that morphology refers to the mental system involved in word formation or to the branch of linguistics that deals with words, their internal structure, and how they are formed. So, word formation is a change of word which passes a morphological process.

Nowadays, YouTube is a popular medium among modern people. YouTube is a popular video sharing website where registered users can upload and share videos with anyone able to access the site. It created the service in February 2005. There are millions of people registered and have their YouTube Channel to upload their videos with different contents. The contents include video clips, TV show clips, music videos, short and documentary films, audio recordings, movie trailers, live streams, and other contents such as video blogging, short original videos, and educational videos. Not only uploading the videos, the users also allow to view, rate, share, add to favorites, report, comment on videos, and subscribe to other users. YouTube might have replaced television because the content is not only uploaded by individuals but also media corporations including CBS, the BBC, Vevo, and Hulu which offer some of their materials via YouTube as part of the YouTube partnership program. Many people watch television programs such as news, entertaining program, and other programs in YouTube. They can get a lot of information anytime they want easily without having to wait the show schedule like television. YouTube can also become business place, so there are some people who want to be a YouTuber to earn money. This popularity makes YouTube chosen to be a data source of this analysis.

YouTube shows variety of people's writing style. It can be seen how they give comments on the videos uploaded. Some people have different styles of writing. There are many people use new word forms as their own writing style in their description or comments, most of them shorten them with abbreviating, truncating

and changing some letters of the word but with similar sound to be shorter, for example: *ads* for *advertisement*, *pls* for *please*, and *boi* for *boy*. Here, the writer is interested in analyzing the morphological process of this language phenomenon. Therefore, the writer finds a YouTuber in YouTube. He is Felix Arvid Ulf Kjellberg well known as PewDiePie, as his YouTube channel name. The writer decides to find the data from his channel because a web Statisca (The Statistics Portal) *https://www.statista.com/statistics/277758/most-popular-youtube-channels-ranked-by-subscribers/* is written an article titled "Most popular YouTube channels as of September 2018, ranked by number of subscribers (in millions)" says that he has the most subscribers, with this fact automatically there will many people react to his videos. After having a look at his channel, the writer checks the data in his description and the comments of his videos. In fact most of the data are found in the comments. The commenters shorten many words to be a new word form in giving their comments. The change of the word form is suspected because of morphological processes called word formation. So the writer chooses the comments to be data source of this analysis.

Their different writing style indicates that there are some different patterns of the shortened word forms they use. It means that there are some different morphological processes happen in the comments. There are word formation which is formed by addition of affix, consisting of prefix, suffix and infix and word formation which is formed without addition of affix such as abbreviation, truncation, and blend.

The analysis of word formation is not the first time conducted. There are some people conducted it using different objects. The first, Zubaidah Binti Mustafa et al. (2015), for example, have analyzed word formation process among Malaysian Facebook users. They found that the participants used three most common word formation processes; abbreviation (clipping, acronyms and combination of letters), blending and the use of emoticons in everyday communication on Facebook. The

second, an analysis of types and processes of word formation in short message (SMS) sent by students using their phone conducted by Sukma (2014). The result shows that clipping is the most often used, the next is multiple processes, and the last is acronym. Both of the research above analyzed word formation with different research objects. Generally, those give some additional knowledge about the analysis of word formation which can help the process of this analysis.

In this case, it turns out that the most seen on comment of PewDiePie's videos is shortened word form such as *ur* (your), *vid* (video), *sub* (subscribe), and *plz* (please). These forms are word formation without addition of affix. This phenomenon encourages the writer conducts the analysis more specific with focusing on the word formation which is formed without addition of affix or known as non-affixational word formation. It makes the writer is interested to find out what kinds of non-affixational word-formation exist and how the morphological processes formed to the words on comment of PewDiePie's videos.

PewDiePie has had 3,675 videos until Dec, 3 2018 it is hard to find the data in all of his videos because only in one video can have millions comments. It takes too long time to finish. Therefore, the writer limits the collected data. The data are collected in period where the research is conducted. In fact, the research is conducted for few months but the data are collected only from the videos which were uploaded on November 2018. It is considered enough because one video can have millions comments.

Those shortened word forms which are written by commenters on the comment columns might make some readers cannot understand what they are, because they form unusual words as common used in written conversation. This analysis is expected making all of them understand the comments which are written using the words formed through morphological process.

1.2.   Statement of Problems

Based on the background above, the writer sees the different of writing style on comments of PewDiePie's YouTube channel as a language phenomenon that should be analyzed. the language phenomenon is indicated a change of word form through morphological process. In this case, the writer focuses on the word formation which is formed without addition of affix or non-affixational word formation. Therefore, there are some problems that can be formulated as follows:

1. What kinds of non-affixational word-formation are found on comments of PewDiePie's YouTube channel?
2. How are the morphological processes formed on the comments of PewDiePie's YouTube channel?

1.3.   Objective of the Research

Every research will have purposes to achieve. They are related to the problems which are formulated. Thus, there are two purposes or objectives of this research as follows:

1. To find kinds of non-affixational word-formation on the comments of PewDiePie's YouTube channel
3. To analyze the morphological process formed on the comments of PewDiePie's YouTube channel

1.4.   Significance of the Research

This research explains the word formations which are expected to make readers in general understand what they are and provide the benefits for the readers both theoritically and practically. Theoretically, the writer expects this research can give contribution to the linguistic field, especially about word formation and specifically about non-affixational word formation. Practically, this research is expected to help the readers add their knowledge about linguistics especially about word formation and specifically about non-affixational word formation. This is also

expected to be a good reference and relevant information for others particularly English department students to do their research on the same topic.

1.5. Definition of Key Terms

To make the readers understand the terms used in this research, the writer writes their definitions as follow:

1. Affix is a word element that can be attached to a base or root to form a new form of the word

2. Affixation is a morphological process whereby a bound morpheme (affix) is attached to a roots

3. Word Formation is the creation of a new word. It refers to the ways in which new words are made on the basis of other words or morphemes.

4. Non-Affixational Word Formation is the word formation which is formed without addition of affix

5. Morphology is the branch of linguistics that deals with words, their internal structure, and how they are formed

6. Morphological Process is a means of changing a stem to adjust its meaning to fit its syntactic and communicational context

7. YouTube is a video sharing website where registered users can upload and share videos with anyone able to access the site

8. YouTuber is a frequent user who produces and appears in videos on the site and he or she is a type of internet celebrity and videographer who has gained popularity from their videos on the YouTube.