

CHAPTER I

INTRODUCTION

This chapter presents the discussion about research background, statement of problems, research objectives, research significance, and previous study. Research background gives an overview of the topic of this research, the problems found in real life that lead the researcher to do this research, and the importance of this research. Statement of problems presents the main questions that become the main focus explained profoundly in this research. Research objectives presents the goals of this research. Research significance explains the benefits of this research. Previous study presents some study related to this research and what makes this research different.

1.1 Research Background

The previous decade has seen an expansion of internet use for socializing with devoted websites and keeping up connections using computer-mediated communication. People can extend the limit associated with traditional forms of communication and use technology to interact with strangers online to share interests or keep up existing connections distantly. One of the most significant functions of computer-mediated communication is its contribution to social communication advancement (Eljarn, 2015, p. 1). Computer-mediated communication (CMC) is the communication between human beings through the instrumentality of computers (Thurlow et al., 2004). Computer-mediated communication is also defined as the communication produced when human beings interact with one another by transmitting messages via networked computers (Herring in Mahfouz, 2018, p. 27).

As a result of the accommodation and adaptability that CMC provides, it can be effectively used to coordinate various communication situations, for

instance, on social media. Social media has become the choice in which people are keeping up connections or meeting new individuals. A social media is an online platform that people use to build social networks or social relations with others who share similar interests, activities, backgrounds, or real-life connections (Akram & Kumar, 2017, p. 347). Verheijen (2015) states that CMC, which is also referred to as *netspeak*, *net-lingo*, and *weblish*, can deviate from standard language conventions since it is affected by the brevity, speed, and creativity of this medium. It impacts the languages people use on the internet, especially on social media. Therefore, people generally use informal language to communicate with each other on social media instead of formal language.

Informal language is a casual language that is generally used for personal use. In English, informal language is also considered colloquialism. Colloquialism or colloquial language refers to the usage of informal or everyday language. Bańko (2006, p. 84) also defines colloquial language as the linguistic style used for casual communication. Colloquialism is mostly used on social media. It is confirmed by Nofalli (2012, p. 10), who states that colloquialisms are more often used now through informal online communication.

Informal online communication with colloquial language can be done on several sites of social media. One of the most popular sites that people use recently is Twitter. Twitter is a social network created by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams in 2006. It is a platform where people can write their thoughts in the form of tweets. Twitter used to limit the characters of a tweet which was only up to 140 characters in a single tweet. Fortunately, on November 8th, 2017, Twitter changed the character limitation from 140 characters to 280 characters. However, the addition of the character limitation does not affect much on word shortening strategies used by Twitter users (Boot et al., 2019). Since the characters of a tweet are still limited, Twitter users still have to sacrifice adhering to some English language conventions. Therefore, the words used in Twitter are mostly shortened by using the word-shortening strategies.

Word shortenings are the forms made up of fewer characters than the full form of a word or a combination of words (Bieswanger, 2006). Shortening is also

known as abbreviations. It is also stated by Hartman and Stork (1973, p. 1) that an abbreviation is the shortening of a particular form of language to reduce the time and effort spent in their use, both in speaking and writing.

Shortened words can be created by using some strategies. There are some types of word shortening strategies, according to some experts. For instance, Zadok (2002) states that shortening strategies are divided into acronym, clipped compound, clipping, and hypocoristic. Meanwhile, Kridalaksana (2009, p. 162) categorizes word shortening strategies into four types: initialism, acronym, fraction, and symbol. However, Weakly (2006) and Schendl (2001, pp. 28-29) stated the theories used in this research in determining types of word shortening. Those theories are chosen because they have sub-types that can lead this research into more profound analysis. Weakly (2006) states that shortening strategies are divided into four types: clipping, acronym, initialism, and contraction, while Schendl (2001, pp. 28-29) divides shortening strategies into clipping, blend, acronym, and initialism.

Since shortening are created by using some strategies, it impacts the numbers of forms of the shortened words. One word can be shortened by some strategies; thus, many shortened forms can be made. For example, the word *because* can be shortened to become *cause* by clipping, *bc* by initialism. It can also be shortened according to some phonological rules. For instance, the word *because*, which is clipped to *cause*, is sometimes also written *cus* because both are pronounced the same. Thus, it can be seen that word shortening strategies depend not only on morphological rules but also on phonological rules.

Word shortening strategy is an interesting topic to be studied because it is the thing that are found in everyday lives since many people use it, especially on Twitter. Therefore, this research will study the word shortening strategies in English colloquial language used in Twitter. The researcher decides to choose Twitter as the object because of two reasons. First, Twitter limits their tweets which impacts the amounts of the shortened words used there. In addition, Twitter is one of the most popular social media that people use nowadays.

The tweets used as the object in this research are limited to the tweets which only related to the Covid-19 vaccine. A Covid-19 vaccine is a vaccine that is intended to provide acquired immunity against severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2) or the virus which causes coronavirus disease 2019 (Covid-19). Those tweets can be identified by the hashtag; #Covid19Vaccine. Covid-19, the instrument used for Covid-19 vaccination, has become a hot issue that people in the world have talked about these days. Further, the Covid-19 vaccination that is recently happening may become a historic moment for the world. Hence, this topic, which is formed in tweets, is chosen to be the object of this research.

Therefore, in this research entitled *Word Shortening Strategies in English Colloquial Language Used on Twitter*, the researcher is going to study about the strategies of word shortening in English colloquial language that are used on Twitter, which are limited to only the tweets related to Covid-19 vaccine marked by the hashtag #Covid19Vaccine.

1.2 Statement of Problem

The researcher found several problems that underlie this research. First, shortening strategies exist in various types. Second, shortenings are affected by some morphophonological rules. Third, shortened words exist in various forms. It is unrevealed which types, which morphophonological rules, and what forms are used on Twitter, especially on the tweets related to the Covid-19 vaccine. Therefore, the researcher decides that three questions will be the main focus in this research, as listed below.

1. What are the types of word shortening strategies in English colloquial language used on Twitter?
2. What are the morphophonological rules of shortened words making in English colloquial language used on Twitter?
3. What are the forms of the shortened words in English colloquial language used on Twitter?

1.3 Research Objectives

Based on the formulation of the research questions above, the researcher is intended:

1. To describe the types of word shortening strategies in English colloquial language used on Twitter.
2. To describe the morphophonological rules applied in the shortened words making in English colloquial language used on Twitter.
3. To describe the forms of the shortened words in English colloquial language used on Twitter.

1.4 Research Significance

The *Word Shortening Strategies in English Colloquial Language Used on Twitter* research has some significance divided into theoretical and practical significance. Theoretically, this research can be used as a reference in linguistics, especially in morphology. It can also be used to increase readers' knowledge related to the development of the word shortening English colloquial language. Practically, this research can provide some examples of the types of word shortening strategies and the forms of shortened words in colloquial English used on Twitter. Therefore, it can be used as a reference in order to communicate with each other, especially on Twitter.

1.5 Previous Study

Some previous study discuss the related topic of this study. The topic of this study has previously observed by Wahyuni (2017), Wulandari (2018) and Bieswanger (2006). Those are discussed briefly in the following explanation.

Ade Trike Wahyuni (2017), in her thesis entitled *Abbreviations Used in Social Media Facebook and Instagram*, analyzed the abbreviations or word shortenings that are used on Facebook and Instagram. The study focused on finding the meaning of abbreviations in Facebook and Instagram, on describing the types

of abbreviations according to Weakly and Schendl theories, on finding the dominant type of abbreviations that are used in Facebook and Instagram, and on describing the reasons why people use abbreviations in statuses, captions, comments, messages, and memes in both Facebook and Instagram. The study was conducted by using the method of descriptive quantitative. The study found five types of abbreviations or shortening according to Weakly (2006) and Schendl (2001) theories, which are mostly used in statuses, captions, comments, messages, and memes in Facebook Instagram. The study found 142 statuses, captions, comments, messages, and memes, consisting of 992 abbreviations. The most common type of abbreviation that is used in Facebook and Instagram according to the study is contraction (58.8%), then it is followed by the other types; clipping (23.6%), initialism (4.2%), blends (2.4%), and acronym (0.4%). The study also found the reasons people use abbreviations. They are; to write briefly and quickly and to follow a trend in society.

Another thesis related to this research was written by Riski Wulandari (2018). The title of the thesis is *An Analysis of Abbreviation Word Used on Facebook by Seventh Semester Students of English Department of IAIN Bengkulu (Academic Year 2017-2018)*. The study aimed to find out the types of abbreviation words used on Facebook by the seventh-semester students of IAIN Bengkulu, to find out the abbreviated words that the students in their Facebook accounts frequently use, and to find out the reason the students use abbreviations on their Facebook accounts. The design of the study was descriptive qualitative research. Meanwhile, the sample of the study was the whole population which means it includes all of the seventh-semester students of the English Department IAIN Bengkulu. There were some methods used by the researcher in the study. They are interview, observation checklist, and documentation to classify the forms of abbreviations used by the students. The study showed that the type of abbreviation that the seventh-semester students of IAIN Bengkulu use frequently is acronym. It also found out that the abbreviated word that the seventh-semester students of IAIN Bengkulu use frequently is *HBD* which means *Happy Birthday*. Furthermore, it also found that the reasons the students use abbreviation on Facebook are to follow

a modern trend which has developed among youngsters, to follow or imitate their friends, and to look like cool people.

Besides these, there is also a journal article related to this research written by Markus Bieswanger (2006). The title of the journal article is *A Contrastive Analysis of Different Shortening Strategies in English and German Text Messages*. The study aimed to find the average number of shortenings that differ between messages written in English and German and to find out the preferences in the messages written in the respective languages. The study found that the overall frequency of shortenings in each text message in the corpus of English text messages is more than six times as high as in the German corpus, specifically on average 5.57 shortenings per English message as opposed to only 0.86 messages per German message. It seems to be significantly fewer shortenings in text messages written in German than in text messages written in English. Enormous scope study of structurally and socially indistinguishable equal corpora of English and German instant messages are expected to make a more general claim. Furthermore, the contrastive analysis of the individual categories of shortenings and the comparison of the respective frequencies in the corpus data shows that there seem to be pronounced differences with respect to preferences for certain kinds of shortenings in both English and German text messages. Initialisms are much more frequently used in the messages from the German corpus, while contractions and phonetic spellings are much more frequent in the messages in the English corpus, and clippings are fairly frequent in both corpora.

The first two previous study mentioned above discussed the most frequently used type of word shortening by certain people on social media, which are Facebook and Instagram. They also analyzed the reasons why people use abbreviations on social media. Meanwhile, the third previous study discussed the average number of shortenings between messages written in English and German text messages and the preferences of shortening type used in English and German text messages.

On the other hand, this research focuses on finding the types of word shortening, the morphophonological rules of word shortening making, and the forms of the shortened words. Thus, apart from the previous study mentioned

above, this research deals more with words instead of numbers and statistical data. Moreover, this research uses Twitter as the object instead of Facebook, Instagram, and text messages.

