

## **CHAPTER I**

### **INTRODUCTION**

This beginning chapter wraps five sub-chapters of introduction. Those are background of the study, statement of the research problems, objectives of the study, significance of the study, and scope and limitation of the study. Each part in the subchapter explains about this study generally.

#### **1.1 Background of The Study**

YouTube is a website for sharing videos. The website is used to upload, watch, and share video. YouTube can be used for everyone such as workers, businessman, artists, instagramers, celegam, adults, children, and so on. According to Westenberg (2016), some users create online content on a daily basis. As well as that we usually know about this YouTube users create online content as a YouTuber. YouTubers can attract attention with their creative content. YouTubers proportion their experiences and reviews approximately everything; from product reviews, beauty vlogger, daily vlogger, game tutorials and game reaction, etc.

The YouTubers always have their own speaking or style of speak. They use their own language according to the content and habits of the YouTubers when communicating in front of the camera. This communication is used to attract the attention of the audience, viewer or subscriber. As an illustration, different people have language variations based on individual YouTubers to talk to other people. The groups have their own idiolects related to their habits, such as: vloggers, podcasters, reviewers, and so on. Thus, this one of linguistics field is compatible

to be used as an umbrella of this research provides a broader perspective in analysing the society's effect on language.

The relationship between society and language is discussed in Sociolinguistics. Holmes (2013) stated that Sociolinguistics is the study of the relationship between language and society. Hudson (1996: 4) also explain about sociolinguistics is 'the study of language in relation to society,' whereas the sociology of language is 'the study of society in relation to language. It is interesting to explain why people speak differently in social contexts and can affect socially in the sense that language affects social. In the presence of a different context, this also happens to be a language that is in YouTuber.

The uniqueness of YouTuber's language is a language variation. The YouTuber has their own idiolect because idiolect is a linguistic feature of the individual and is part of language variation. According to Biantoro (1989), language varieties refer to the various forms of language triggered by social factors. Language may change from region to region, from one social class to another social class, from individual to individual, and from situation to another situation. Idiolect is a variation unique of individual in using the language. According to Wright (2018), the meaning of idiolect is reflected in the etymology of the word: the two morphemes of {idio} and {lect}. {Idio} is of Greek origin, and means own, personal, private, peculiar, separate and distinct, while {lect} refers to a social variety of a language.

The use of language that continues to be used will make subscribers increasingly affected by the YouTuber language style that subscribers enjoy it. Every human being also has a characteristic in language, some over acting, some speak in a gentle way and some have loud and fast speech. Idiolect uses the uniqueness of the vocabulary, grammar, and pronunciation with or without intonation. Idiolect is different from the dialect, which dialect is a characteristic typical of the language that is common and has a similarity between the groups was. Widagdo and Yustanto (2020) mentioned that idiolect is one of the studies in the field of sociolinguistics. The widely accepted term “idiolect” was first used in Bloch (1948:7), which states that the totality of the possible utterances of one speaker at one time in using language to interact with one other speaker.

An idiolect that we often encounter around us is the language used by Indonesian YouTubers. Indonesian YouTubers have a language that is its characteristics when promoting itself such as the opening, closing and content of their videos. An idiolect of language that is unique and makes the audience and subscribers understand the characteristics of a YouTuber. The language that makes YouTubers have the idiolect of its own. For example, the idiolect of an artist Syahrini who always say:

*" Alhamdulillah ya... sesuatu; jambul katulistiwa; majumundurcantik".*

“Praise be to God, yeah... anything; equatorial crested; walkforward and back pretty”.

From the example above, Syahrini's language style and intonation show that Syahrini has her own idiolect. Idiolect itself also applies to the YouTuber,

especially for the YouTubers who already have a lot of subscribers. Idiolect is a phenomenon that does not only occur in society, but idiolect also occurs in cyber society, especially on YouTube.

Idiolect is a study that is rarely used, because researchers prefer to analyse and write about dialects such as article Fadillah (2018); Kartikasari et al (2018); Sibarani et al (2016); Smith and Rathcke (2020) but only a few studies have examined the idiolect that is "Widagdo and Yustanto (2020), Kraljic et al (2008), Mardaga (2014), Wu et al (2009), and, Coulthard 2004.

However, there are several articles and dissertation related to idiolect, they are Idiolect "Antawacana" Werkudara in Wayang Purwa Widagdo and Yustanto (2020), Accommodating variation: Dialects, idiolects, and speech processing Kraljic et al (2008), Hapax Legomena and the Idiolect of John Mardaga (2014), and An Introduction to Forensic Linguistics Malcolm (2004).

From those studies, none of them utilized YouTube as their object of analysis. The writer analyses each person or individual in using language needs to be seen also from a different point of view, because that this study is needed to be conducted. This YouTube platform is used to analyse the idiolects of individual persons and this can help people understand that individuals are unique in their use of language. Also, it can enrich the study related to the idiolects comprehensively. This study is decent to be done since it gives new perspective on the study of idiolects which are seldom found in articles and theories in book. In this case, the writer is interested in conducting an analysis of an idiolect that occurs by Indonesian YouTubers.

## **1.2 Statement of the Research Problem**

Along with research, the writer arises these statements of the research problems:

1. What are kinds of idiolect used by Indonesian YouTubers?
2. What are the linguistic features found in the idiolects used by Indonesian YouTubers?
3. How are an idiolect expression used by Indonesian YouTubers in terms of SPEAKING Model?

## **1.3 Objectives of the Study**

Based on the statement of the research question above, the objectives of the study are arranged as follow:

1. To describe kinds of idiolect used by Indonesian YouTubers
2. To specify the linguistic features found in the idiolects used by Indonesian YouTubers
3. To describe an idiolect expression found in the Indonesian YouTubers analysed using SPEAKING Model.

## **1.4 Significance of the Study**

This study is hoped to give theoretical and practical contributions. Theoretically, this study is expected to give contribution and information in linguistic research by enriching the studies which related to the language and idiolect differences.

Practically, this research is expected to enhance knowledge and comprehension of people about Indonesia YouTubers using their identity idiolect habits. Further, the research can be used as the additional reference both for reader and the other researchers who are eager to do the next similar research about idiolect.

### **1.5 Scope and Limitation of Study**

This study is in the field of sociolinguistics which focuses on idiolect. This is limited to find out the idiolect and the social factors used by Indonesian YouTubers. The difference between this study with the other studies is the uniqueness of the idiolect of each Indonesian YouTuber. This study limits the observation only at the utterance identity of YouTubers who has a different social background, such as social background in level of education, religion, status, gender, age, etc. Therefore, the theory of social factors which might affect the idiolect Youtuber is used in this research.