

CHAPTER I

INTRODUCTION

This chapter explains background of the study, statements of the problems, objectives of the study, the significances of the study, scopes and limitation of the study. Each of subchapters has different explanations which are important to be known.

1.1 Background of the Study

Language is an important thing when you want to communicate. Through a language, a good social interaction can be established and can be understood by others so that it can create a communication. In communicating, the language used can be in the form of oral language and written language. Oral language is a communication between humans with the intention of conveying a message through spoken or spoken words. Oral language can be said to be the language used in everyday life. Meanwhile, written language is a communication formed from a combination of vocabulary which forms a sentence that can be understood and has meaning which is then presented in written form. The language of writing that is often encountered, for example, the writing on magazines, stickers, newspapers, posters, books, banners, and other written media. The written language can also be in the form of an announcement, an appeal, a warning, a quote and others.

A quote is a form of written language that is widely available in books or social media. However, a quote is also attached to land-transportation vehicles. A land-transportation vehicle is a vehicle that uses land access to transport people or goods. Before the existence of land-transportation technology, animals are made to transport goods. Along with the development of times, technology has also developed thus that a means of transportation, using engine power, is more effective and practical to help community activities. Types of land-transportation vehicles that have developed such as bicycles, motorbikes, cars, buses, trains and trucks. However in this study, the researcher only focuses on trucks as the media related to the data of this study.

Trucks are land-transportation vehicles that is made for helping humans to transport goods thus that it is easier to move from one place to another. Nowadays, many trucks are decorated with written quotes. Giving quotes to truck parts is one of the hobbies for truck owners to make it look more attractive. A quote must have a meaning that aims to form communication. Usually, these quotes are accidentally read while on the road, at a red light or when the truck is stopped. The quotes on the trucks use different languages to make them interesting and unique. The use of different languages in quotes is due to different functions. The function it self is the purpose and intent of the language used in a quote so that the language used varies. Language variation is the variety of language that occurs as a result of the social diversity of speakers of that language and the diversity of functions. According to Chaer and Agustina, (2014: 61) state that language variations already exist to fulfill their function as a means of interaction in social community activities. Based on Chaer and Agustina's opinion,

it shows that society has a wide variety of languages. So that in a society there is a variety of languages which can be a means of communicating between a group of societies.

There are many quotes on the truck with various forms of language and attracting people's attention to read quotes, making researcher interest in analyzing them. Researcher analyzed language variations on trucks' quotes with sociolinguistic studies. Sociolinguistics is the study of language variation and that the purpose of such study is to find out what variation tells us about language and speakers' 'knowledge' of language, in this case their unconscious knowledge of subtle linguistic differences (Wardhaugh, 2006). Chaer and Agustina (2014: 61) state that language variation is the main topic in sociolinguistic studies. Then Kridalaksana in Chaer and Agustina (2014: 61) state that sociolinguistics is a branch of linguistics that tries to explain the characteristics of language variations and establish the correlation of the characteristics of these language variations with social characteristics. Thus, sociolinguistics is the science that studies the function of language in society and science that provides knowledge and guidance in how to use language or language appropriately in certain social situations.

In this study, researcher has reasons why researcher is interested in researching this topic. In this study the researcher tooks the research data in the form of quotes, where usually quotes can be words accompanied by pictures, the contents can be in the form of satire, warnings, statements, and sometimes contain words that are not polite. A quote is a medium of communication that uses diverse and interesting words so that they can create social phenomena that gradually affect their readers. In a quote, there are also language variations such as dialect,

sociolect, cronolect and other language variations, thus the researcher wants to identify what language variations are used in the quotes on the truck. Here's an example of a language variation on trucks' quotes:

“Ra perlu tenar sing penting rejeki lancar”

In the quote "*Ra perlu tenar sing penting rejeki lancar*" contains language variations in terms of speakers namely dialect. Dialect is a language variety of a group of speakers whose numbers are relative, who are in a certain place, region or area, where the word *ra* indicates that the speaker is a Javanese who lives in the Central Java region. In addition, the quotes also contain language variations in terms of formality, including the casual variety.

The language used in trucks' quotes is quite interesting to research because not only foreign languages and national languages appear when used, but regional languages are also widely used in trucks' quotes, so there are many language variations. In addition, most of the quotes on the trucks are only seen as scribbles for reading material. Therefore, so that it is not only used as reading material, researchers use this as research material, so that people can find out and add insight into what language variations are contained in the quotes on the truck.

From the description that has been presented by the researcher, the researcher is interested in analyzing how the phenomenon of language variation in truck quotes. The researcher focuses this research on variations in the language used in trucks' quotes and functions of language used in trucks' quotes. Based on this, the researcher is interested in conducting a research entitled "**A Study of Language Variation Found In Trucks' Quotes**".

1.2 Research Questions

This study is conducted to answer the following questions:

1. What kinds of language variations are used in trucks' quotes?
2. What are the functions of language variation used in trucks' quotes?

1.3 Objectives of the study

According on the research question, the objective of the study are:

1. To find out the kinds of language variation used in trucks' quotes.
2. To find out the functions of language variation used in the trucks' quotes.

1.4 Significance of the Study

The researcher hopes that this research can be useful theoretically and practically. Theoretically, this research is expected to be able to add insight in the field of sociolinguistics especially in language variations. Practically, it is hoped that this research can become a reference for further similar studies and also provide an understanding to the public about language variations in quotes on trucks.

1.5 Scope and limitation

According to problem of the study, scope and limitation on this study is the researcher focuses on variation the language of quotes on trucks. Specifically, this research looked for variation and language function of quotes on trucks. The researcher limits the discussion to the language variations in the quotes on trucks

in the Mojokerto and Surabaya areas and researcher only examine language variations from speaker's aspects and variations in terms of formality.