

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Modern technology is growing rapidly and everyone cannot avoid it. The development of technology in modern era gives some impacts on human life. In daily life, everyone interact and make conversations with others by using language. Because technology is growing rapidly, then it can change the way people communicate, either directly or indirectly using the internet.

Since technology is growing rapidly, the internet becomes the object that is commonly used. The internet is not a strange thing. It can give the user advantages and disadvantages depending on the usage of user. The internet becomes medium of searching information, knowledge, entertainment, and social network for communication. There are many kinds of internet application for communicate, it is called as social network.

Social network can be defined as social network are the online technologies and practice that people use to share content, opinions, insight, experiences, perspectives and media themselves. According to Milroy and Gordon in Meyerhoff (2006, p. 184), "Social network are blooming in society due to the fact that it gives broader community link." The users of social networks are not

only adult but also teenagers and students of elementary school. Especially, social networks are used in every level of society, profession, education background, and also regardless age. Social networks are created for communication such as Facebook, Twitter, Instagram, Path, MySpace, Friendster, and yahoo Messenger. Nowadays, most are people use social media for communication. But, the functions of social media are not only for communicating but also for chatting, sharing a photo and a video, making a status on timeline, and selling some products.

This study chooses Instagram as media to get the source of data. Instagram was launched in October 6, 2010 by Kevin Systrom and Mike Krieger (Burbn, Inc). Instagram is a popular photos-sharing application for Smartphone. Compared with other social networks, Instagram is relatively simple. It is focused exclusively on sharing photos with friends. It means that Instagram is one of special social media to only share photos and video. Furthermore, the user also can give caption when posting a photo or a video, comment, she or he can also send like or dislike, and send a direct message or DM to followers or following, and live.

Since Instagram was launched in 2010, this application has already 400 million users from around the world. It makes Instagram is one of the phenomenal social media. The writer has some reason to choose Instagram in conducting this study. First, studying Instagram caption is very interesting, because there are many users that make some unique captions. A unique part sometimes sends a word that has different meaning from the original meaning. The unique things

found in Instagram are caption or status, dialect, and picture posting that correlate with captions or quotation. The sentence below is analyzed because it has many variations of the language used. Like “@” use to explain the description of the place. The use of punctuation is also included in the category of language variations. For example quotation, *Zennatayua: Quote of the day! Keep trying. Falling is proof that you made an effort. Harus semangat ok. @jobroom.* The second, the differences between men and women in creating caption on Instagram. The last, because the writer wants to deliver about language variety on Instagram caption and show to the reader how to make a caption well. Therefore, the writer is interested to conduct this study entitled “A Study of Language Variety on Instagram Caption”.

1.2 Statement of the Research Problem

Based on background of the study above, the problem can be defined into two questions:

1. What kinds of written language variety used by males and females in Instagram caption?
2. How do males and females differ in their written language found in the caption?

1.3 Objective of the Study

Based on the statement of the research problem above, the objectives of the study are:

1. To explain written language varieties that are used by males and females in Instagram caption

2. To explain the differences between males and females in their written language in the captions.

1.4 Significance of the Study

This study is expected to give theoretical significance and also practical significance. Theoretically, people are able to understand about language variety on Instagram caption. The readers understand the real meaning of word on Instagram caption and the readers are able to know and understand the differences between men and women in creating on Instagram caption. Furthermore, the result of the study can be a reference for everyone to know about language variety on Instagram caption. Practically, the writer hopes that this study can make people realize that making a caption on Instagram is important by using language well and clear and also unambiguous.

1.5 Scope and Limitation

The scope of the study is Sociolinguistics which is focused on language variety on Instagram caption and concerned about language variety between men and women in creating caption on Instagram.

The writer limits the data of this research only in language variety on Instagram caption by Instagram users. The research only focuses on words that already exist in Instagram.