CHAPTER I
INTRODUCTION

1.1 Background of study

In this world, language is an important thing to interact with other people. By language, human beings express their thought, emotion, idea, and feeling by using sounds, gestures and signals that have the pattern. According to Kreidler (1998:5), "language is a system of symbol through which people communicate; people use language as a tool of communication". In other words, language is the major base for the human to communication and socialization within their society.

In a social context, the relationship between language and society is studied in sociolinguistics. Halliday and Hasan (1991: 2) state that "sociolinguistics is a relation between language and the people who use it", the studies explain why people speak differently in a different social context. Sociolinguistics also deals with the social factors that have a role in influencing various linguistic forms used by a speaker.

Language variation refers to the various forms of language triggered by social factors. Language variation is defined as differences in pronunciation, word choice, and grammar. According to Holmes (2001:138-276), there are two kinds of language variation they are language variation based on user and language variation based on usage. Language variations based on user are dialect, gender, age, ethnicity and language change (Holmes, 2001:138). Language variation based on usage they are register, context, and style, speech function (Holmes, 2001:239).

"The language and style is a pivotal construct in the study of sociolinguistic variation (Eckret, 2001:1)". Language style focused on the differences in spoken language and written language. It can be formed by

pronunciation, grammar, vocabulary, and changes in situational factors, such as an address, task, setting, or topic. By language style humans could be used their own words to convey their feelings and desire. In general, people unconsciously have their own characteristics both in speech or writing.

In this digital era, social media users increased every year such as twitter, Instagram, Facebook, etc. One of the popular social media is Twitter. There are various kinds of age, region and ethnicity in this world using social media Twitter to communicate, interact and send a text to other people. The language style in social media is an important thing to know the style of language communication. The language style in social media twitter is interesting to study because we can find what types of language style is commonly used by the user.

Many researchers have conducted the analysis on language style. The first is the research about language style in writing by Alya Farzani (2018) entitled "Language Style in Writing Instagram Caption between Males and Females at SMA Negri 1 Medan". The researcher focuses on analyzed the language style used by males and females in Instagram based on Haas (1979) theory which consist aspects of forms, topic, content, and use and communication purposes in writing such as; communication for solving problems, report fact, debate issue, express feeling, express opinions, and develop and maintain rapport. The results that the author obtains are males and females balanced in talking about life problem as their topics but they are different to using the words choice of language. Male like to use slang and hyperboles tend to be in negative aspects while female are less to using slang and hyperboles used to praise something

The second is the research about Language Style "An Analysis of Language Style of Teenagers Found in Facebook Status" By Indra Hamzah (2017). This research focused on language style used by Facebook users from the teenager to pre-adult users in Indonesia. The writer used describing the phenomenon based on the source of data based on Joos (1998). The types of five

language styles are frozen, formal, consultative, casual, and intimate. The result of this research shows that the background of education and age affect the usage of language style.

And the last research by Nurjannah (2014) entitled "The Analysis of Language style used by the Speaker in the Tonight Show with Jay leno Talk Show season 21 Episode 145". This researcher focuses on investigated language styles using Martin Joos's theory to see the characteristics used by the speaker in Tonight Show. The result found that there are two types of language style used by the speaker it is formal and casual style. The researcher also found four categories of functions in using language style. Those four functions in using language style, like expressive, directive, metalinguistic and referential function

In this case, the researcher interested to investigate the kinds of language style and the most dominant language styles used by twitter users using the theory of Kirszner and Mandell (1978: 217-219) and Joss (1967: 11).

1.2 Statement of the problem

Concerning the background of the study explained, the problem to be solved in this research is what types of language styles mostly used by twitter users in writing status?

1.3 Objective of the study

Based on the research question above the objective of this research is to analyze the types and most dominant language styles used by twitter users.

1.4 Scope and Limitation

This research belongs to the study of language variation, langauge styles is one aspect of language variation. The scope of this study is specifically on sociolinguistic. In this study, the researcher only focused on analyzing the types and the most dominant language styles in twitter status based on Kirszner and Mandell's (1978) and Joos (1967) theory. The object of the data in this study has been selected randomly by the researcher. The writer selected 40 twitter users as the participants and took one data status on twitter from each user with the topic of status is #DonaldTrump since 19th December 2019 – 31st March 2020.

1.5 Significance of the Study

1. Theoretically

The study supports the development of subjects dealing with language variation for the other studies especially the study of language and style.

2. Practically

This study provides the readers to get more information about the study of language style and could be used as a reference for those who want to conduct further studies on the same topic.