

# **CHAPTER I**

## **INTRODUCTION**

This chapter consists of the introduction part of the study. It contains seven parts: the background of the study, the research questions, the aims of the study, the scope of the study, the significance of the study, the clarification of key terms, and the organization of the paper.

### **1.1. Background of the study**

Globalization has changed several aspects of life and become something that cannot be separated from people's daily activities. As Kumaravadivelu (2008) stated, globalization shrinks space, time, and makes national borders disappear. Globalization does not only affect the trades, development of technology, or the spread of information but also affects communications. In the present time, communications can be easily done anytime, anywhere, with anyone. The development of technology has invented easy ways to communicate. One of the ways can be done is through social media platforms. The way people communicate these days has changed drastically based on what social media platforms you are using, like Twitter for example which has 326 million active users all around the world, per July 2020 (Clement, 2020). On this platform, people could make a post limited to 280 characters, called a tweet. It has pushed the user to apply several strategies for language use such as abbreviation, either in their mother tongue or other languages, and code-mixing to make the sentence shorter but easy to understand. One of the language features that is affected by those limitations of communication in this platform is address terms—the terms, words, or phrases that people use to address someone in both writing and speaking.

With regard to address terms, they are fundamental in communication because they can be used to signify speakers being socially intimate or distant to the addressees. Further, Moody (2018) adds, the choice of linguistic form, such as address terms, the speaker uses to an interlocutor helps to make personal and professional identities relevant to their social interaction. Also, address terms are significant to analyse the interpersonal relationship and identities between people in specific settings. Unfortunately, in social media, sometimes the users feel

confused about what address terms they should use since the tweet might be read by people from different communities, gender, age, and cultures. They sometimes use the wrong address terms and offend their communication partner. Address terms, used by young users, become more varied from their mother tongue to foreign languages such as Arabic (Qonitah & Triwinarti, 2020). According to Susanti (2016), Korean, English, and Japanese words are also found in language variety used on social media. Those things are influenced by the trends of people's interest such as Korean pop, the community of pet owners or pet lovers, anime, or several popular figures who use different address terms. Young users tend to follow and use something that they found interesting. According to Holmes (2013), people often shift their language style and adopt linguistic features of a different group. Holmes (2013) adds that the shift of language of young people might be triggered by those whom they admire. When people whom they admire, such as idols, use that language, they might adopt the linguistic feature and start shifting their language (in terms of style or linguistic features) to follow their idols.

One of the foreign terms that are adopted by Indonesian netizens is *Hyeong*. Fitriah, Indah, and Iswatiningsih (2021), in their research about ethnolinguistic lexicon in Millennial youth language in social media, add *hyoeng/hyung* as an adopted lexeme from Korean language that is used by youth to communicate in social media. At the beginning of 2020, the use of Korean kinship term, *Hyeong*, meaning 'older brother', gets more attention from Twitter users in Indonesia, signaled by the confusion of some people about this term. One of the examples is in Pais' tweet (Mar 21, 2020) which expresses his confusion about the meaning of *hyung* and *ciayo* (*jiayo* in Mandarin). This phenomenon started because one of the famous Korean idol group members started tweeting in Bahasa Indonesia and people replied to his tweet with 'hyung' as their address terms. At that moment, the impact of the Korean wave in Indonesia is at its peak. People in Indonesia can see Korean idols performed in local events or advertise local products. People start calling the Korean idols, specifically men, who are tweeting in Bahasa Indonesia as *Hyung* or *Hyeong*. This kinship term is generally used by Korean men, to call other men older than them that they consider as close relatives or friends. However, this term is used by Indonesian Twitter users regardless of gender, age, and distance.

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The use of foreign address terms and slang address terms is also growing since the situation makes people have enough time to explore and learn some new things on social media (e.g. *ngab, bund, nder, moms, etc.*). The use of address terms has different meanings based on the situation and context where they use it. It can be changed through time and this change is inevitable. Several new identity stances also appear because of those changes in the use of address terms. According to Gee (2008), speakers' language signals different identities that each group or social network has. In other words, their language indicates what kind of identity and which group they belong to. Nevertheless, social media gives people a wide space of networking where people could interact and show different identities through their language use. Manns (2015), in his study, found out that the use of address terms does not directly indicate the identity of the user but it can be one of the stances that index identity. This makes me start to question does the use of foreign address terms interferes with the young users' identity or even represents the identity of a specific community?

Considering the importance of address term in communication, it has received considerable attention in the last five years, especially in its relation to identity (e.g. Moody (2018); Manns (2015); Nwode, Osuchukwu, and Ogayi (2019); Ebongue (2018)). However, the research in address terms is still limited to spoken text. There are only a few researchers who focused on the use of address terms and their relation to identity in social media. The recent one is *Ukhti vs Ughtea: Arabic Kinship Address Terms as Slang* by Qonitah and Triwinarti (2020) which focuses on the use of the specific Arabic kinship in Twitter. The result shows that the kinship term and its slang version have a different meaning that shows different identities based on the constructed perception by the post internet group. This study may set as an example of how the identity can be constructed through the selection of address terms and people perception about the specific address terms.

Another previous study on address terms is coming from Manns (2015) who investigated the use of address terms by Javanese youth in Malang. This study tries to explain the address terms used as one stance which helps to construct the identity. He stated that the use of address terms can be fruitful to index the shifting identity. Indonesia itself has many ethnic groups. As stated by Gee (2000), identities are

connected to people's performance in society. The way they talk to other people who have different cultures and ethnicities might show a different identity from their “core identity” as Javanese.

Unlike Manns study which focuses on the relation of address terms and identity in a specific area in a country, Moody (2018), in his study, analysed the use of address terms between participants with different countries (America and Japan) in one workplace. This study tried to describe the use of the most common address term in American-Japanese workplace interaction and analyse the function of the address terms patterns in managing the personal and professional identity. The study shows several patterns of address terms used in intercultural professional interactions. Moody states that addressing terms is a salient resource for managing identity, which is related to the power and position, in intercultural professional interaction.

The research about address terms and identities has received great attention in recent years. However, the research of address terms and identity in social media, especially in Indonesia, is still limited. Most of the study focused only on the use of address terms and their relation to identity in speech rather than in the online conversation. Therefore, the present study aims to fill the gap by examining the way address terms used by Indonesian young users in Twitter may represent their identity. The data are collected from the reply sections of popular tweets mostly about educations and analysed by using Wardhaugh's (2006) theory of address terms, comparing the results with several research about Indonesian address terms, indexicality by Bucholtz and Hall (2005 & 2007), and framing analysis by Coupland (2007), and stance-taking theory by Kiesling (2004 & 2009) to see the relation between the use of address terms and identity. The outcome of this study is expected to be able to explain the issues in the use of address terms and widen the knowledge about the relation of address terms and identity in social media.

## **1.2. Research Questions**

In order to achieve the aims of the study, several research questions are formulated as follows.

1. What types of address terms are used by Indonesian young users in the reply section of the selected popular tweets of Indonesian netizens?

2. How does the use of address terms relate to the represented identities?

### **1.3.Aims of the Study**

The study aims to analyse the address terms used by young Indonesian Twitter users in replying to tweets and relate the result of the analysis to their individual identity construction, the relation between the use of address terms and represented identities, the distance of the speakers, and the signification of the use of address terms.

### **1.4.Scope and Limitation of the study**

This study investigates the use of address terms by young Indonesian users on Twitter in replying to popular tweets to see the types of address terms that are frequently used and what kind of identity they want to represent. However, based on Braun (1988), address terms are the terms used to refer to second person singular reference that falls outside the core structure of the sentence. With that definition in mind, this study only analyses the address terms which are used outside the core sentence structure, such as adjuncts, utterances, etc.

In addition, this research focuses on the use of address terms by Indonesian Twitter young users. Youth, according to United Nations in preparation of International Youth Year (1985), are people who ranged from 15 to 24 years old. Furthermore, the Indonesian young Twitter users who are considered as the participants are the users from 15 to 24 years old, or currently studying in middle school, high school, and university, and replied to the selected popular tweets from two auto-base accounts for middle school students, high school students, and college students. The selected popular tweets are the tweets that have more than 100 retweets and 50 replies which consist of address terms. This study analyses address terms that fall outside the sentence core structure, second person singular and plural, and both formal and slang address terms, such as *nder*, *ngab*, *hyung*, *lo*, *kamu*, etc. The address terms themselves could be referring to the sender or people that they tagged in the tweet.

### **1.5. Significance of the study**

This study is expected to fulfil both theoretical and practical benefits. Theoretically, the result of this study is expected to add a new contribution and knowledge in sociolinguistics, especially in the relation between the use of address

terms and the represented identity in social media platforms. This study is also expected to contribute to Indonesian study for foreign people (BIPA) in terms of the use of address terms in daily conversation on Twitter. Practically, this study hopefully will be helpful for those researchers or English Language and Literature students who are interested in doing research around this topic or using the same theory.

### **1.6. Research Methodology**

This study primarily uses a descriptive qualitative study to gain more knowledge about the use of address terms and their relation to represented identity. According to O'Leary (2017), the qualitative approach highly relies on qualitative data such as words, observations, and experiences and is relevant to gain an intimate understanding of culture, people, and situations. Wray and Bloomer (2006) add that the qualitative approach puts more attention to description and analysis. Also, this study is supported by descriptive statistics to describe the frequency of the address terms used in the reply section. Therefore, this research design is chosen as it helps to know deeper about the relation between the address terms and represented identity.

The research participants are Indonesian young users on Twitter, ranging from 15 to 24 years old, who replied to selected popular tweets from certain auto-base accounts. The data are collected from tweets under the reply section of chosen popular tweets. The tweets must be filling several requirements: 1) Contains Address terms; 2) Tweeted by users from 15 to 25 years old or users who are middle school students, high school students, and undergraduate students. Tweets that fulfilled the requirements will be taken as the source of data. In addition, the data are also taken from the questionnaire and semi-structured interviews. Research details regarding how the data are calculated and analyzed are presented in Chapter 3.

### **1.7. Clarification of Key Terms**

In order to ease the reader's understanding of this research, there are several terms that need to be clarified. Those terms are as follows.

- 1. Address Terms:** According to Wardhaugh (2006), address terms are terms used to address one another. Those terms are varied and usually chosen

regarding the distance of the speakers, age, gender, or ethnicity. There are two types of address terms used in conversations; symmetrical (e.g. when two friends call one another by name) or asymmetrical (e.g. when a person starts calling one person “Mr” but the other call him by the first name). This study focuses on revealing the identity represented through the use of address terms in social media.

2. **Identity:** Identity, based on Bucholtz & Hall (2005), is the social positioning of self and others. In other words, identity is constructed on how people and ourselves positioned ourselves and others in society. Gee (2000) adds that all people have multiple identities that are not connected to their inner state but their performance in society. In other words, the identity represented by people are depending on their performance in society. The way they perform in society includes conversations and the use of language variations. This study focuses on the identity constructed through the use of language variations, specifically address terms.
3. **Twitter:** Twitter is a social media platform, created by Jack Dorsey, Evan Williams, Biz Stone, and Noah Glass in 2006. Murthy (2013) stated that Twitter enables the users to share short but regular content to a large audience beyond the users’ social network (friends list of the users). Twitter has special features that make them different from other platforms, they are tweets or a post limited to 280 characters, threads, and spaces.
4. **Auto-base account:** Auto-base account is a Twitter account which is using a third party in form of a bot (robot) to be able to tweet automatically. This auto-base account could automatically tweet words that include a particular keyword that is submitted via direct message. In other words, anyone who is followed by the account could send a direct message that includes the keyword and their message will be posted as a tweet.

### **1.8. Organization of the Paper**

This paper consists of five chapters; The Introduction, Theoretical Framework, Research Method, Findings and Discussion, and the Conclusion of the Study.

The introduction section comprises the background of the study, aims of the study, formulation of the problem and the research question, scope of the study, the

significance of the study, brief explanation about research methodology, and the organization of the paper.

The theoretical framework section consists of related theories about the topic as the foundation of the research, and the previous studies about the field of language variations and identity, specifically address terms and identity.

The research methodology contains the methodology of the study, namely the research design, the participants of the study, data collection, and the procedures in analysing the collected data. This chapter also consists of a preliminary analysis that will be discussed further in chapter four.

The fourth section, findings and discussions, covers the result of the data analysis, and findings and discussion to answer the research questions.

Lastly, the conclusion section presents the summary of the findings and discussion, suggestions for future study, and the implication of the study.

