

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter discusses several theories related to this research, such as: Language, Sociolinguistics, Code Switching, Internet and Facebook.

2.1 Language

Language is a communication tool to interact with other humans. We cannot interact without language, because language is the source for the creation of human interaction with others, both oral and written language. According to Richards and Rogers in Macau (2003: 12-13):

“Languages are: 1. Structural, Language is a system of related elements to codify meaning. 2. Functional, Language is a vehicle to express a functional meaning. Communication is the most important thing. 3. Interactive, Language is a vehicle to develop personal relations and social transactions among individuals.”

Drs. Soekono in Syakir (<http://massofa.wordpress.com/2009/03/28/penggunaan-bahasa-dalam-short-message-service-sms-di-kalangan-remaja-kota-tarakan/>) argues:

“Bahasa adalah alat komunikasi antar anggota masyarakat yang berupa bunyi suara atau tanda/isyarat atau lambang yang dikeluarkan oleh manusia untuk menyampaikan isi hatinya kepada manusia lain” (Soekono, 1984:1).

It means, Language is a communication tool between members of the public in the form of speech sounds or sign/gesture or emblem issued by the man to convey his heart to another man.

Language is the most important of all the system of signs. Amberg and vause argue:

“Language is foremost a means of communication and communication almost always take places within some sort of social context. This is why effective

communication requires an understanding and recognition of the connections between a language and the people who use it. Language is integrally intertwined with our notions of who we are on both the personal and the broader, societal level. When we use language, we communicate our individual thoughts, as well as the cultural beliefs and practices of the communities of which we are a part; our families, social groups and other associations.”

Based on the opinion above, it can be concluded that the language is a system of arbitrary symbols and sounds as a means of communication.

The function of language is a communication tool, a tool to express self-expression, a tool to make integration and social adaptation, and a tool for social control. There are four functions of language described by Keraf in his book entitled "Komposisi" (available from: <http://id.shvoong.com/humanities/linguistics/2217598-fungsi-bahasa/#ixzz1vrGzyugK>) :

1. Bahasa Sebagai Alat Komunikasi Manusia membutuhkan bahasa untuk berkomunikasi dengan sesamanya. Dengan komunikasi manusia dapat menyampaikan segala perasaan dan pikiran kepada manusia lain. 2. Bahasa Sebagai Alat untuk menyatakan Ekspresi Diri. Bahasa membantu manusia menyatakan secara terbuka segala sesuatu yang tersirat di dalam benak setiap manusia....agar menarik perhatian orang lain terhadap kita dan keinginan untuk membebaskan diri kita dari semua tekanan emosi.3. Bahasa Sebagai Alat untuk Mengadakan Integrasi dan Adaptasi Sosial....Manusia berusaha menyesuaikan dirinya (adaptasi) dengan semuanya melalui bahasa.... supaya mudah dan cepat diterima dan bergaul dengan lingkungan barunya.4. Bahasa Sebagai Alat untuk Kontrol Sosial. Kontrol sosial adalah usaha untuk mempengaruhi tingkah laku dan tindak-tanduk orang lain....

It means, 1) Language as a Tool of Communication. Human beings need language to communicate with each other. With communication, people can convey all the feelings and thoughts to another man. 2) Language as a Tool for Self-Expression states. Language helps man to disclose, everything that is implied in the mind of

every man, in order to attract the attention of others towards us and the desire to free ourselves from all the pressure emotion. 3) Language as a Tool to Provide Integration and Social Adaptation. People trying to adjust itself (adaptation) with the whole thing through language so easily and quickly accepted and get along with the new environment. 4) Language as a Tool for Social Control. Social control is an attempt to influence the behavior and mannerisms of others.

Language community

Each community, like every individual, has its own language to express ideas, values and attitudes of its members. A particular group of language users who share the use of a specific language adapted to fit their needs is called a language community. (Julia S. Amberg and Deborah J. vause, 2009:4).

Certain language communities may be created by some interests, like a sports team or members of their school club by their age group, by their gender etc. Furthermore, Amberg and vause (2009:4) wrote that your language communities may be created by someone interests, say a sports team or school club you belong to, by your age group, by your gender and so on.

2.2 Sociolinguistics

Sociolinguistics is the study of language in relation to society (wardhaugh 2001:13). Chaika (1982:2) says that sociolinguistics is the study of the ways people use language in social interaction. The sociolinguist is concerned with the stuff of everyday life: how you talk to your friends, family, and teachers, as well as to storekeepers and strangers-everyone you meet in the course of a day-and why you

talk as you do and they talk as they do. Sociolinguistics is concerned with apparently trivial matters, with the talk on streetcorners as well as in the classroom, the things that people do when they want to talk and the ways they signal that they are listening.

Holmes (2001:1) stated that sociolinguistics study the relationship between language and society. In other words, sociolinguistics is concerned with the relationship between language and the context in which it is used.

2.2.1 Speech Community

Human beings are social beings who are always committed to a certain group of people called a community. A particular community has its own characteristics, including the way of communication. This community is called speech community. Bloomfield (1933: 42) offers the simple definition of speech community. He says that a speech community is a group of people who interact by means of speech. In addition, Spolsky (1998: 24) also defines speech community as “all the people who speak a single language and so share notions of what is same or different in phonology or grammar”.

The members of the same speech community should share linguistic norms. That is, they share understanding and values of attitudes toward language varieties present in their community. A speech community is no more than some kind of social group whose speech characteristics are of interest and can be described in a coherent manner (Wardhaugh, 1986: 113).

Because of the system, Gumperz (1971: 115) further states that “the language of a speech community can be analyzed both within the context of the language itself

and also within the broader context of social behavior”. One example of this is the phenomenon of language switching and mixing.

2.2.2 Bilingualism

As has been mentioned previously, Spolsky (1998: 45) defines a bilingual as “a person who has some functional ability in the second language”. This may vary from a limited ability in one or more domains, to very strong command of both languages (sometimes called balanced bilingualism). The definition of bilingualism itself is ‘the native-like’ control of two languages (Bloomfield, 1933: 56). Titone (1972) as quoted by Hamers and Blanc (1987: 7) has also proposed another definition of bilingualism as “the individual’s capacity to speak a second language while following the concepts and structures of that language rather than paraphrasing his or her mother tongue”.

Related to speech community, Hamers and Blanc (1987: 6) define bilingualism as “the state of a linguistic community in which two languages are in contact with the result that two codes can be used in the same interaction and that a number of individuals are bilingual”. Similarly, Fishman (1971), as quoted by Platt (1975: 88), suggests that bilingualism can happen if there is a fairly large and complex speech community, therefore the people in that community become aware of acquiring several languages.

In addition, Gumperz (1971: 222) also mentions that bilingual people usually use their own idioms for in-group communication and the common language for their interaction and communication with outsiders. In this case, the bilinguals have a

repertoire of domain-related rules of language choice (Spolsky, 1998: 46), meaning that bilinguals are able to choose which language he is going to use.

In other words, since the members of a bilingual community vary in the capacity of mastering the languages used in the community, they have to be able to set a condition where they can communicate effectively. This condition leads them to do code switching and code mixing.

2.2.3 Code Switching

Code-switching is a term in linguistics referring to using more than one language or dialect in conversation.

According to Myres and Scotton (2006):

The most general definition of code switching is this: the use of two language varieties in the same conversation. Code-switching can be distinguished from other language contact phenomena such as loan translation (calques), borrowing, pidgins and creoles, and transfer or interference.

2.2.3.1 Types of Code Switching

Wardhaugh (1986) in Ferarra (2011:10) describes two kinds of code switching that are situational and metaphorical. Situational code switching occurs when there is no topic changing when they speak each other and the language used change depends on the situation.

Poplack (1980) stated in Ferarra (2011:10) distinguishes three types of code switching: extra-sentential code switching, inter-sentential code switching, and intra-sentential code switching.

According to Hoffman in Imaroh (2011:11-14) there are 5 types of code switching:

Emblematic

In this kind of code switching, exclamation, tags and certain set phrases in one language are inserted into an utterance otherwise in another. Exclamation or tags is serving as an emblem of the bilingual character. Emblematic switching is also called tag switching.

Intra-sentential

This kind of code switching occurs within sentence. It is often occurred when someone uses one language and suddenly switches into another language in a sentences.

Intra-sentential code switching is language switch occurring within the clause boundary including within the word boundary. In this type, mixing of word always happens within clause or sentence (Susanto, 2008 in Ferrara, 2011:11).

Inter-sentential

This kind of code switching is the switch from one language into another language which occurs between sentences or speech acts. Ferrara's (2011:10) opinion, Inter-sentential code switching is language switch between sentence or clause boundary, one clause being in one language, the other clause in the other language. According to Myers-Scotton in Imaroh (2011:12), "this situation may also include a switch from a whole sentence or more than one sentence produced entirely in one language into the other language(s) in the conversation".

Establishing continuity with the previous speaker

This kind of code switching occurs to continue the utterance of the previous speaker, as when one Indonesian speaker speaks in English and then the other speaker tries to respond in English also. Yet, that speaker can also switch again to Indonesian.

Involving a change of pronunciation

Code switching can also happen at the phonological level, as when Indonesian people say an English word, but modify to Indonesian phonological structure or when the speaker changes the pronunciation features.

2.2.3.2 Reasons of Code Switching

Here are the reasons for bilinguals to switch their Indonesian into English according to Hoffman in Ferrara (2011:12-15) proposes several functions why people use code switching, such as, talking about a particular topic, quoting somebody else, showing empathy about something, interjection (inserting sentence fillers or sentence connector), repetition used for clarification, expressing group identity, and intention of clarifying the speech content for the interlocutor.

Talking about particular topic

Bilinguals' society often talks particular topic by choosing and using particular language. Sometimes, they feel free and more comfortable to express their thoughts when they use a particular language in their communication. This phenomenon can be found in facebook. In facebook, the facebookers especially the students of English department prefer to use their Indonesian than English to write

their status. They will be more comfortable and feel free when they write their status by using their Indonesian rather than using their English.

Quoting somebody else

People often quote words, sentences, and expressions that they like from well-known person. Sometimes, they quote from different language such as English wise word. They use it because they want to express and emphasize something to look better. For instance: ‘Saya lupa siapa namanya. What is a name?’ [I forget who he is. What is a name?]. The example shows popular quotation ‘What is a name?’ by Shakespeare, well-known poet, from England.

Showing empathy about something

People often switch their language to express empathy about something. In some cases using another language, English, is more convenient to show their empathy rather than using Indonesian such as Indonesian (or vice versa). Moreover, the appropriate language usage is able to make the meaning stronger. For instance: ‘Semoga sukses teman. You can do it!’ [Good luck my friend. You can do it!]. In this utterance, the friend wants to encourage his friend to be more confident and optimistic to do something.

Interjection (inserting sentence fillers or sentence connector)

Interjection is kind of sentence fillers or sentence connector that is frequently used by people naturally such as ‘By the way’, ‘Anyway’, ‘And’, etc. Interjection is also called as a short exclamation like ‘Darn!’, ‘Hey!’, ‘Well!’, ‘Look!’, etc . Cakrawarti in Ferrara (2011).

Repetition used for clarification

In this case, repetition is used when the speaker wants to clarify their utterances in order to give clear explanation and detail information, so the hearers will understand what the speakers' want. Repetition is used to clarify meaning literally from one language to other languages clarified. For instance: Bye-bye! Take care. Hati-hati.' [Bye-bye! Take care. Take care].

Expressing group identity

It can be used in many groups of people whether minority groups or mainstream groups. Moreover, the language use among groups is different. So, each group has particular language and it can be understood by the group's members. For instance: 'Hi! thesismu sudah selesai belum?' [Hi! Have you finished your thesis?]. The example shows the particular group identity. The word 'thesis' is common used by college students who want to finish their study at university.

Intention of clarifying the speech content for the interlocutor

People switch their language in order to clarify what they are talking about. To clarify the information or messages, sometimes, the language is repeated by using modified form to fulfill the appropriate meaning in order to make the conversation run smoothly and can be understood by hearers. Moreover, intention of clarifying the speech content for the interlocutor is used to emphasize the words in order to focus on a particular topic.

2.3 Internet

The Internet can be defined as the wired or wireless mode of communication through which one can receive, transmit information that can be used for single or multiple operations.

The Internet is a global network of computers. Every computer that is connected to the Internet is considered a part of that network. This means even your home computer. It is all a matter of degrees, you connect to your ISP's network (Internet service Provider) then your ISP connects to a larger network and so on.

The Internet has revolutionized the computer and communications world like nothing before. The invention of the telegraph, telephone, radio, and computer set the stage for this unprecedented integration of capabilities. The Internet is at once a world-wide broadcasting capability, a mechanism for information dissemination, and a medium for collaboration and interaction between individuals and their computers without regard for geographic location. (Barry M. Leiner, Vinton G. Cerf, David D. Clark, Robert E. Kahn, Leonard Kleinrock, Daniel C. Lynch, Jon Postel, Larry G. Roberts, Stephen Wolff, 2012).

The Internet has its origins in the creative work of the Advanced Research Projects Agency (ARPA) of the U.S. government. ARPA heavily developed communication systems, and a computer communications network called ARPANet in 1969. The ARPANet connected up academic and government institutions. The network was mainly used for accessing files and to send email.

“Akhirnya, DARPA (Defense Advanced Research Project), sebuah proyek rahasia dari departemen Pertahanan Amerika Serikat, berkeinginan merilis sebuah proyek engineering yang fungsi utamanya untuk mengalahkan uni soviet dalam perlombaan teknologi. Salah satu proyek yang dihasilkan oleh DARPA adalah internet...Perkembangan internet semakin mendunia mulai tahun 1990 hingga akhirnya di tahun 2000 hampir seluruh dunia (termasuk Negara dunia ketiga) sudah tersambung ke internet”.(E-media solusindo, 2002:2)

That above statemen mean: Finally, DARPA (Defense Advanced Research Project), a secret project of the Department of Defense United States wants released an engineering project whose main function to defeat the Soviet Union in the technological race. One project, which is produced by DARPA, is the internet. The development of the Internet, increasingly global, starting in 1990 until the year 2000 almost the entire world (including third world countries) is connected to the internet.

Internet also functions as a media of communication or chat online. So that it appears some kind of social networking media such as e-mail, BBS, Facebook etc. When communicating face to face we can see the other person's facial expressions, but when communicating online we need good communication and avoid misunderstanding. In this communication online, there was a conversation in written text in the form of signs or symbols, which show expression.

2.4 Facebook

Facebook is one of the most popular social networking site than twitter, friendster, myspace, multiply, and others. For some people, facebook is social network that functions as a media looking for friends, relatives, siblings or establish communication with friends away from the city where we live.

Facebook adalah salah satu situs jejaring sosial paling populer dari twitter, friendster, myspace, multiply, dan lainnya. bagi sebagian orang, facebook adalah jaringan sosial yang berfungsi sebagai media mencari teman, kerabat, saudara atau menjalin komunikasi dengan teman-teman jauh dari kota tempat kami tinggal (wahana computer, marketing gratis dengan facebook, penerbit andi, 2010, p.2)

Jejaring social adalah struktur social yang terdiri dari elemen-elemen individual atau organisasi. Jejaring ini menunjukkan jalan dimana mereka berhubungan karena kesamaan sosialitas, mulai dari mereka yang dikenal sehari-hari sampai dengan keluarga. (wahana computer, marketing gratis dengan facebook, penerbit andi, 2010, p.2)

It means facebook is also composed of individual elements and organizations. it shows that they are related because of social equality, which is known from daily life to the family.

People use Facebook to stay connected with their friends and family, to discover what is going on in the world around them, and to share and express what matters to them to the people they care about.

Facebook encourages interaction between you and your friends, enabling open comments on notes, status updates, photos, posts on walls and more. Your friends, however, have the option of refusing to allow comments on some of their activity. If you can't comment on a particular friend's status update or other event, this is probably why. By Morgan O'Connor, eHow Contributor, last updated August 08, 2011.

Pada tahun 2007, terdapat penambahan 200.000 account per harinya. Lebih dari 25 juta user aktif menggunakan facebook setiap harinya. Rata-rata user menghabiskan waktu sekitar 19 menit per hari untuk melakukan berbagai aktivitas di facebook. (wahana computer, marketing gratis dengan facebook, penerbit andi, 2010, p.3)

The above statement mean, in 2007, there were added 200 000 new accounts per day more than 25 million users, actively using Facebook every day. The average Facebook user spends about 19 minutes per day to perform various activities on facebook.

Facebook was invented by Harvard computer science student Mark Zuckerberg, along with classmates Eduardo Saverin, Dustin Moskovitz, and Chris Hughes. The origins to the name hints as to the history of Facebook, however, the website was originally and briefly called Facemash. On February 4, 2004, Mark Zuckerberg relaunched with a new website "The facebook". Membership to the website was at first restricted to Harvard College students. Zuckerberg enlisted a few of his fellow students to help grow the website: Eduardo Saverin worked on business, Dustin Moskovitz as a programmer, Andrew McCollum as a graphic artist, and Chris Hughes. Together the team expanded the site to additional universities and colleges. In 2004, an angel investor, Sean Parker (founder of Napster) became the company's president. The company changed the name from The Facebook to just Facebook after purchasing the domain name facebook.com in 2005 for \$200,000.