CHAPTER I

INTRODUCTION

This chapter elaborates background of the study, statement of the problems, objectives of the study, and also presents the significance of the study, scope and limitation, and definition of the key terms.

1.1. Background of the Study

Social media are computer-mediated technologies that allow individuals, companies, NGOs, governments, and other organizations to view, create and share information, ideas, career interest, and other forms of expression via virtual communities and networks. Facebook, Path, Line, Whatsapp, Black Berry Messanger (BBM), Instagram, Twitter, etc are kind of social media. By those social media, people can use them as the facility of communication to keep in touch with family as well as new and old friends. By the existence of social media, someone who cannot meet and communicate with their family, partner, new and old friends will be easy to reconnect the relationship. Because of the function of social media is useful, almost everyone has social media account.

In this study, among those social media, the writer chose twitter. Twitter is an online social networking service that enables users to send and read short 140 character messages called "tweets". Biz Stones, Evan Williams, and Jack Dorsey are the co-founder of twitter. They created twitter in October 2016 and the first tweet was sent by Jack Dorsey in San Francisco. (profilerehab.com/twitter-help/history_of_twitter).

1

The writer chose twitter as his subject in this research due to some reasons. First, there is only a verified account per name. Twitter gives the blue verified badge on twitter to let people know that an account of public interest is authentic. The badge appears next to the name on an account's profile and next to the account name in search results. It is always the same color and placed in the same location, regardless of profile or theme color customizations. Second, there are 241 million monthly active users for twitter with 500 tweets sent per day. It means twitter is one of active social media. Third, any kind of background of people use twitter, start from public figure, politicians, students, president etc.

This present study is important to conduct because many people want to share their ideas, information, expressions, etc in twitter but they are only able to send and read short 140 character messages. So, the users have to use language as effective as possible to make the readers understand well. As many people know, the function of language is to understand the ideas from other people. So, in this study, the writer chose language functions in twitter as the topic of this research.

Since a language function is introduced by Jakobson (1960), it is interesting to conduct research about language functions. A series of researches have been conducted by some researchers who focus on language functions. Some researchers have conducted the researches in various subjects, such as Hasits (2007) in his research "An Analysis of Language functions Used by Marcus Burnett in Bad Boys II film" tries to find out language functions interference in English language which is used by the main character. He only found emotive function in this film. Yunita (2013) has conducted a research about language

functions in utterances produced by Carl to Russel, the characters of movie Up. She used the Halliday theory of language functions and the result of her analysis is she found seven language functions in the utterances produced by Carl to Russell in movie Up. Those are instrumental, regulatory, representational, interactional, personal, heuristic and imaginative function. While Andayani (2013) analyzed language functions in english used by receptionist in Bali Brasco. She used the theory of Van ek and she found several functions of language: asking information, giving situation, denying something, offering something, certain or uncertain, permission, expressing hope, repeating, suggesting, offering assistance, greeting and thanking. After she found those, then she implemented it into language teaching.

Other previous studies also come from Syafitri (2014) and Arista (2014). Syafitri (2014) studied kinds of language function used by the main character in Twilight movie. Her study focused on spoken utterance. The result of her study is she found five language functions: emotive, directive, phatic, referential and poetic function. A similar research conducted by Arista (2014). She analyzed kinds of language functions and the most dominant type of language functions used by the main character in Sherlock Holmes II: A Game of Shadows movie. The data were the dialogue of the main character in Sherlock Holmes movie. The findings show that there are six types of language functions. Those are expressive, directive, referential, metalinguistic, poetic and phatic. The most dominant type of language functions in that movie is metalinguistic.

In 2015, Arum (2015) analyzed kind of language functions as well as the aspects of language in Enchanted movie script, and how can the language functions help the reader in understanding the message. Machmudha (2015) also analyzed the movie. She analyzed the kind of language functions used by Alicia and dr. Rosen to John Nash as well as the language functions mostly used by them.

Based on the previous researchers above, there is no researcher who analyzes language functions in social media exactly the twitter. Twitter is something new, hence, in this present study, the writer conducts a research on language function in twitter. Among the users of twitter, there are several famous public figures that have the important role, such as Barack Obama, Hillary Clinton, Bill Gates, Joko Widodo, Donald J. Trump and many more. But in this study, the writer chose Donald J. Trump twitter to be analyzed.

Donald J. Trump has account of twitter since April 2009. The name of the account is @realDonaldTrump. The account has 11.920.984 followers and only follows 41 accounts of twitter. Based on (www.bacaanpopuler.com/2016/07/16-fakta-menarik-tentang-donald-trump.html?m=1), the twitter of Donald J. Trump has average 67.000 followers per month. The twitter of Donald J. Trump is over active because the account tweet 372 times per month and average 12 times tweet per day. It happened because Donald J. Trump is a candidate of United State of America president. Except information, ideas, and expression, the twitter of Donald J. Trump also tweets critique in his twitter. Example "Wow, did you see how badly @CNN (Clinton News Network) is doing in the ratings. With people

like @donlemon, who could expect any more?". In that tweets, Donald J. Trump said that CNN is Clinton News Network, not Cable News Network. As people know, Clinton is Donald J. Trump rival in USA presidential election. That is one of Donald J. Trump's tweets that contains of some meanings. Therefore, the writer is curious with the kind of language functions and the context of language functions that used by Donald J. Trump on his tweets because a tweet means thousand meanings.

This present study used Jakobson theory of language function because the theory of Jakobson could give a contribution in answering the problems of this study. Jakobson's model of the functions of language distinguishes six elements or factors of communication that are necessary for communication: context, addresser (sender), addressee (receiver), contact, common code and message. Each factor is the focal point of a relation or function that operates between the message and the factor. The functions are the following: referential ("The Earth is round"), emotive ("Yuck!"), conative ("Come here"), phatic ("Hello?"), metalinguistic ("What do you mean by 'krill'?"), and poetic ("Smurf") (Hebert, 2011).

1.2. Problems of the Study

In line with the background of the study in the preceding discussion, the general research problems can be formulated into more specific case as follows.

1. What is language functions found in Donald J. Trump's tweets in his twitter?

2. What are the contexts of language functions that used by Donald J. Trump in writing tweets in his twitter?

1.3. Objectives of the Study

Based on the problems stated previously, this study is intended to comply with the following purposes.

1. To describe kind of language functions that used by Donald J. Trump in his twitter.

2. To describe the contexts of language functions that used by Donald J. Trump in writing tweets in his twitter.

1.4. Significance of the Study

Theoretically this study is intended to give the readers a better understanding of language functions as well as can be beneficial for the readers who are interested in discourse analysis especially in language functions by using Jakobson's (1960) theory.

Practically, through the result of this research, the writer want to help the readers in understanding language functions of Donald J. Trump's tweet. So that, the readers especially the followers of Donald J. Trump's twitter feels easier to get the idea and understanding of his tweets.

1.5. Scope and Limitation of the Study

This present research focuses on the discourse analysis which concerns on the use of language functions and the interpretation of the context in the Donald J. Trump tweets in his twitter. The researcher examines the language functions that occurred in the tweets of Donald J. Trump in his twitter based on Jakobson's (1960) theory of language functions. On the other hand, the researcher uses the theory of context that proposed by Dell Hymes (1974) to answer the second of

problem statements. The researcher limits the discussion by take the data only from the tweets that written by Donald J. Trump start from 20 June 2016 until 10 October 2016 because two reasons. First, since 20 June 2016 Donald J. Trump officially became the candidate of United States of America president from Republic party. The researcher believes many people around the world pay attention on his twitter to know everything about him. Second, the Donald J. Trump's twitter is more active than before. It makes the data enough to analyzed. As the researcher said before in background of the study, Donald J. Trump tweets 12 times per day.

1.6. Definitions of Key Terms

To avoid misunderstanding among the readers, the terms applied in this study are defined as follows:

Language Functions is a language which is delivered by someone and has a specific purpose. Those purposes are apologizing, asking permission, expressing something to fulfill our purposes.

Tweet is short 140 character messages on twitter. The tweets were taken from Donald J. Trump twitter.

Twitter is a free micro blogging service that allows registered members to broadcast short posts called tweets and twitter members can broadcast tweets and follow other users' tweets.