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LANGUAGE CHANGE AND SOCIAL CONTEXT IN MASS AND SOCIAL MEDIA

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Abstract

Wardhaugh in Chaer and Agustina distinguishes two types of language change: internal and external change. Internal changes occur from within the language itself, such as phonological, morphological, or syntactic changes. External changes occur due to outside influences, such as borrowing or absorption of vocabulary, the addition of phonemes from other languages and so on. The purpose of this research is (1) to analyse the language change that can be found in mass media and social media. (2) to analyse the social context that can be found in mass media and social media. The method used in this research is the qualitative method. The data was taken from Padang Express newspaper and Facebook. From the analysis there are so many languages change that can be found in mass and social media. Many people change the language when they used it in mass and social media

Keywords: Language Change, Social Context, Mass Media, social media

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I INTRODUCTION

The occurrence of change certainly cannot be observed, because the change which has become the essential nature of language, lasts for a relatively long time, so it is impossible to observe by someone who has a relatively limited time. But what is known is the evidence of a change in language. Language change concerns language as code, which corresponds to its dynamic nature, and as a result of compliance with other codes, it may change.

Language change is commonly interpreted as a change in the rules, whether the rules are revised, the rules disappear, or the emergence of new rules; and all of that can happen on all linguistic levels: phonology, morphology, syntax, semantics and lexicon. The

most easily noticeable language change is in the vocabulary field. Vocabulary changes can mean the addition of new vocabulary, loss of old vocabulary, and changes in the meaning of words.

Wardhaugh (1990) in Chaer and Agustina (2004: 142) distinguishes two types of language change: internal and external change. Internal changes occur from within the language itself, such as phonological, morphological, or syntactic changes. At the same time, external changes occur due to outside influences, such as borrowing or absorption of vocabulary, the addition of phonemes from other languages and so on.

According to Firth in Chaedar (1989: 65), context is the arena of relationships between people who play a role in society with the words they say. While according to Wijana (1996: 11), context is the entire background of knowledge that is understood together by speakers and speech opponents. On the other hand, Kunjana (2009: 22) argues that context is all background knowledge shared by speakers and speech partners and those that accompany and accommodate certain speeches. Unlike Oktavianus (2006: 37), according to him, the context is the non-linguistic elements that accompany a discourse. Kridalaksana (2008: 134) argues that context is aspects of the physical or social environment related to certain speeches.

According to Keraf (2007: 31), social context is the relationship between language and society. According to Firth, an English linguist, social contexts include:

1. The relevant characteristics of participants: people or individuals involved in speaking activities. These characteristics can be tangible:
 - Verbal action of participants: people involved in speech events will use language that suits their respective social situations or positions.
 - Non-verbal actions of the participant are non-language behaviour.
2. The relevant objects, meaning the subject, will also affect the language of the participants.
3. Effects of verbal action: the effects expected by participants will also affect word choice.

According to Kunjana (2009: 21) said the social context is the context that arises as a result of the emergence of interactions between members of society in a particular social and cultural society.

Social context is aspects of the physical or social environment related to certain speeches; Knowledge that both speakers and listeners have

so that the listener understands what the speaker means. Social context is a context that arises from the emergence of interactions between members of society in a particular social and cultural society; social relationships and settings complement the relationship between speakers and speech partners. Thus, the basis of the emergence of social context is the existence of solidarity (solidarity). The social context is horizontal.

Social contexts are significant when there is an interaction between two or more people, both from the same social environment and those from different social environments. Social context is essential to note when communicating using language. Social context can help a person avoid misunderstandings. That is the social context in terms of the same knowledge between speakers and speech partners (others who also hear speech) about all social aspects that exist in a society.

Identification of the problems in this research is the language change which is often used in mass media and social media. Sometimes people use it to say something in their social media account. The formulation of the problems is (1) What are the language change that can be found in mass media and social media? (2) What are the social contexts that can be found in mass media and social media? The purpose of this research is (1) to analyse the language change that can be found in mass media and social media. (2) to analyse the social context that can be found in mass media and social media. Based on this research, the researcher limits these problems only about language and social context. From mass media, the researcher only took from Padang Express newspaper and from social media, the researcher only took from Facebook.

II RESEARCH METHODS

The method used in this research is the qualitative method. Strauss and Corbin (1990) mention that the qualitative method is a type of research where the findings are not obtained from calculation procedures or statistics. Qualitative research can uncover details of certain phenomena that are difficult to reveal with quantitative research. The purpose of

qualitative research is to find the meaning of the analyse data to explain the facts in-depth and more clearly.

The technique used in this research is collecting the data. The research procedure included: finding data, classification data, and analyzing the result of data. The data is analyzing by collecting, selecting, and classifying the

suitable utterances with the method. In this research, the process of collecting data through the following steps:

1. Searching the news from mass media and social media

2. Reading the news from mass media social media

3. Choosing the language change and social context that found in mass media and social media

4. Make the findings of the research.

III RESULTS AND DISCUSSION

In this research, the researcher analysis language change and social context in mass media and social media. The data taken from Padang Express newspaper and Facebook. Here are the data of language change and social context in this research:

Data 1:

“Sumatera Barat kembali digoyang gempa”

"The earthquake again shakes West Sumatra."

From the data above, the word shake is usually used on objects that are alive, while in this context, the rocking in question is a disaster that is an earthquake. From this, we can see the language changes that occur, especially in terms of vocabulary. Usually, before the word earthquake, people use the word shake or shake the earthquake. In terms of social context, speakers and speech partners can certainly understand expressions in the context of sentences like this.

Data 2:

“Gempa langsung menyentak sebanyak dua kali dan langsung disusul beberapa kali hentakan”

"The earthquake immediately jolted twice and was immediately followed by several strikes."

From data 2 above, we can also see language changes, especially in jerking words. Humans often use jerking words for something surprising but not a disaster. While in terms of the social context, only people experiencing such a situation can understand it when viewed in the context of sentences such as the above, between speakers and speech partners.

Data 3:

“Beberapa menit setelah gempa, jejaring sosial facebookers ramai menulis soal gempa”

"A few minutes after the earthquake, social networks of facebookers were busy writing about the earthquake."

In the data above, we can see language changes that occur, especially in the word

facebookers. This word is a loan taken from a foreign language (English) which means a designation for Facebook users. As explained in the theory above, this includes external language changes that occur due to outside influences; lending (vocabulary absorption) is one of the examples. In terms of social context, usually, only people in that context can understand the meaning of the phrase, for example, the users of Facebook itself. The context of the sentence spoken in data 3 did write when the facebookers updated its status.

Data 4:

“Nggak mau lagi mata tidur, cemas gempa susulan terjadi, “tulis Dodi Syahputra di dinding facebook-nya, yang berdomisili di Lima Puluh Kota”

"These eyes can't sleep, anxious aftershocks occur," wrote Dodi Syahputra on the wall of his Facebook, which is domiciled in Fifty Cities.

In data 4, we can see two language changes, namely the word no and Facebook. The word “No” is a word that is not standard or included in an informal language, and slang users usually use this language. This is one of the language changes that have occurred lately, although the word is not often used but only in specific contexts such as in scientific forums. Language changes in the word Facebook is a change in language that occurs as a result of outside influences such as vocabulary lending. Facebook is the name for one of the social networking sites that have been rife lately. In terms of social context, only these Facebook users (facebooker) can understand the meaning of sentences written on the wall (wall) of Facebook-by-Facebook users (facebooker). People who are out of context do not necessarily understand the meaning of the sentence as expressed above.

IV CONCLUSIONS

Language change is commonly interpreted as a change in the rules, whether the rules are revised, the rules disappear, or the emergence of new rules; and all of that can happen on all linguistic levels: phonology, morphology, syntax, semantics and lexicon. Social context is aspects of the physical or social environment related to certain speeches; Knowledge that both speakers and listeners have so that the listener understands what the speaker means.

The language changes that occur, especially in terms of vocabulary. In terms of social context, speakers and speech partners can certainly understand expressions in the context of

sentences. In another case, external language changes that occur due to outside influences; lending (vocabulary absorption) is one of the examples. In terms of social context, usually, only people in that context can understand the meaning of the phrase, for example, the users of Facebook itself.

Language changes in the word Facebook is a change in language that occurs as a result of outside influences such as vocabulary lending. In terms of social context, only Facebook users (facebooker) can understand the meaning of sentences written on the wall (wall) of Facebook-by-Facebook users (facebooker).

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