



CHAPTER I

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This chapter presents the background of the study, statements of the problem, objectives of the study, significance of the study, the scope and limitation, theoretical framework, definition and the key terms, and the organization of the study.

1.1. Background of the Study

Reading magazines has become a need for people all over the world whether they are old or young. People enjoy reading magazines for pleasure and moreover for getting information. Each person has the tendency to have her or his favorite magazines. The reason why one prefers a certain magazine to the others can be different. Adults like to read more serious magazines than the simple ones. At the opposite, young people especially the teenagers prefer to read magazines which talk a lot about teenagers themselves. If one asks why do the teens like teenager magazines more than the other magazines, the same common answers from most of the teenagers will arise. They will say it is because of the content or message that is suitable with their youth life style and the easy language used in those magazines. What is meant by the message here is that the information they get from those magazines are about the teenagers' life style, problems, and so on, while the easy language here means the familiar language to the teens so that they could read the magazines more enjoyably.

The easy words that are used in the teenager magazine make the language is easier to be read and understood by the readers (Anwar 1984:65). At this point, a good communication between the readers and the writer will take place.

Based on the second reason that the teens like teenage magazines for its easy or not monotonous language, the writer was interested in doing this research. The writer was eager to find out what kinds of language variety used in teenager magazines for sure, that make the readers enjoy reading those magazines. She also realized that the languages which have been picked and used in teenager magazines must be influenced by some factors. In order to have the messages sent communicatively, the editor can not just apply any language she or he likes in the magazine though. Therefore, the writer would like to investigate what language varieties are mostly used in teenager magazines all together with the influential factors.

1.2. Statements of the Problem

Based on the background of the study, the statements of the problem are as follows:

- (1) What language varieties are mostly used in teenager magazines *Aneka* and *Kawanku*?
- (2) What are the factors that influence the language varieties as used in the teenager magazines *Aneka* and *Kawanku*?

1.3. Objectives of the Study

In line with the statements of the problem, the objectives of this study are:

- (1) To find out the language varieties mostly used in the teenager magazines *Aneka* and *Kawanku*.
- (2) To describe the factors that influence the language varieties as used in the teenager magazines *Aneka* and *Kawanku*.

1.4. Significance of the Study

The findings of this study are expected to give some contribution to the field of sociolinguistics especially for the language dealing with teenager in order to understand their language needs. Hopefully, it will become a useful input for the other people expanding their knowledge about teenagers' language. This study can be a quite good helper for them to understand and acknowledge the existence of the teenagers' language as a very important and interesting thing that can not be separated from their life style for it is considered more communicative to the teens.

1.5. The Scope and Limitation

Due to time, energy, and fund available, the writer decided to limit the scope of this study to Indonesian language which was used in *Aneka no.08 Th. VII. 10-23 April 1997* and *Kawanku no.09 Th. XXVII sampai 7 September 1997* teenager magazines. These magazines could represent the other issues under the assumption that they have the same language varieties as well as talk a lot about teenagers.

1.6. Theoretical Framework

This study was based on the theories of language and culture; language function, the choice of words and the language style in relation with the social context; dialect and the theory of teenagers' psychological background which are related to this study. These are all linguistics theories for this study talks about the language.

Because language and culture can not be separated, whenever one discusses about language, she or he also deals with the culture. This is said by Harrison (1992:229) that language and culture are inextricably tied up. In order to understand a language, someone has to learn its culture too, that covers the way of expressing the idea and the forms and meanings of a language.

The language function, the choice of words and the language style are presented in here, for in every language use, there must be some language functions, choice of words and language style. It happens the same to the language varieties used in teenager magazine. All of those language functions, choice of words and the language style which are used in one language including language varieties as used in teenager magazines should take the social context in account. That is why Holmes (1992:1) says that people communicate differently in different social context. In teenager magazine, there are also some language functions, choice of words and language style which are presented without neglecting the social context of course.

The teenagers themselves are fond of creating and having their own language (Sebald 1984:212). They like up-to-date language expression as said by

Ronnquist and Sell (1994:127). This theory of teenagers' psychological background helps the writer as well as the readers to know about the teens more precisely. Moreover, all of the theories guided the writer to do the analysis and also they confirmed the results which were gained through this study.

1.7. Definition of the Key Terms

The writer thought it will be useful to define several key terms further to avoid misunderstanding when the readers read this research. The terms to be defined are:

1. Language

is a part of culture of a people and the chief means by which the members of the society communicate (Lado, 1974:23).

2. Culture

means the total pattern of human behavior and its products embodied in thought and speech (Webster's Third New International Dictionary, 1986:552).

3. Teenagers

are all teens who are between the years 13 to 19 in a lifetime (Websters' Third New International Dictionary, 1986:2349).

4. Colloquial

is one of the varieties as a non-standard dialect in this study. Colloquial means an expression that is considered more appropriate to informal or familiar conversation than to formal speech or to formal writing, such as daily conversation (Webster's Third New International Dictionary, 1986:446).

5. Ngoko Javanese:

is one of the varieties as non-standard regional dialect in this study, which is used among people who knows each other very well at the same age and to people who are lower as well as younger (Kamus Bahasa Indonesia II, 1983:1447).

6. Slang among young people:

is one of the varieties as a non-standard dialect in this study, which is used by a particular group especially youngsters. It has non-standard vocabularies composed of words and sense that are characterized primarily by connotations of extreme informality (Webster's Third New International Dictionary, 1986:2137).

7. Dialect:

Refers to a variety of a language that is identified geographically or socially by certain vocabularies or grammatical features (Introducing Applied Linguistics, 1993:20). There are two kinds of dialect in this study namely standard and non-standard dialect. Standard dialect is Indonesian, while non-standard dialects are Jakartanese, ngoko Javanese, colloquial, slang and English.

8. Language Style

The language style as used in here is from the very informal until the formal one. The very informal sometimes could be considered as rude language expression; informal is used in daily life speaking between youth and in speaking with older people too; the formal style sounds rather clumsy.

9. Language Function

is used for certain purposes, for example giving information or referential, expressing one's feeling or expressive, asking other to do something or directive, showing a good manner or phatic, advising, convincing and getting information.

10. Language Particles:

are parts of speech that are used to give some stress, to point something near by, to state something is really true, to give an assent for something and to indicate that something happens from time to time. Those particles are kok, nih, bo, lho, deh, tuh, sih, dong and kan.

11. Language Varieties:

are used in teenager magazines in the forms of standard dialect, non-standard dialects and abbreviations. Standard dialect is Indonesian; non-standard dialects are such as Jakartanese, Ngoko Javanese, colloquial, slang, and English, while abbreviations can be from Indonesian, colloquial or English.

1.8. Organization of the Study

This study consists of five chapters. Chapter one presents background of the study, statements of the problem, objectives of the study, significance of the study, the scope and limitation, theoretical framework, definition of the key terms, and organization of the study. Chapter two presents related theories which are elaborated from the theoretical framework and related previous study. Chapter three presents the research methods which consists of research design, data, instruments,

procedures of collecting data and procedures of analyzing data. Chapter four presents the data resources, the data analysis, the interpretation of the findings and conclusion. Finally, chapter five presents the conclusion that includes summary and suggestions.