

## CHAPTER I

### INTRODUCTION

#### **A. Background Study**

Language is a system of signals used by humans to communicate within a community. It is used as a vehicle when there is a need to communicate between people; there is no society without language, and there is no language without society (Soeparno, 2018). People are always looking for ways to connect with each other and are naturally inclined to adapt and evolve. The advent of new technologies, such as social media, draws people to these platforms. Over time, people have become skilled at using the internet and social media to interact globally, leading to the formation of an internet culture.

In the current era of globalization and technology, the use of English words has become commonplace. A common phenomenon on social media, not to mention X, is the users like to switch between different languages in one post. The switch of language features like phrases, words, and morphemes from one language into another is known as code-mixing (Barik, Mahendra, & Adriani, 2019). Many Indonesians are exposed to and accustomed to western culture and technology, the use of English words by Indonesian X users has become a common and natural thing. This is due to several reasons such as globalization and technology, aesthetic reasons, lack of translation, and character limitations.

As said in QS. Ar-Rum (30:22)

وَمِنْ آيَاتِهِ خَلْقُ السَّمَوَاتِ وَالْأَرْضِ وَاخْتِلَافُ أَلْسِنَتِكُمْ وَالْوَأْنِكُمْ إِنَّ فِي ذَلِكَ

لآيَاتٍ لِّلْعَالَمِينَ ﴿٢٢﴾

In the aspect of English linguistics, this verse recognizes linguistic diversity which studies how language is influenced by social factors and how it shapes social interactions and identities. It emphasizes the value of linguistic knowledge to appreciate the diversity of human cultures and their experiences. This verse shows a basis for exploring themes within language learning and its usage to complement perspectives on how language and behavior can reflect divine wisdom and promote social harmony.

In the educational aspect, we can see how this verse shows the differences in language indicates the speakers or the language users to bear knowledge of what they are saying. In the present days, language science has developed so much with the presence of the internet. The information we get is not only limited to textbooks, but also to new media that can facilitate the process of language learning. It provides language motivation and adaptation, as the medium to communicate and to learn has become widespread with modern technology. It may prompt evolution of teaching methods for the students who are more adept in digital communication. Students can explore language as identity to express their ideas but also teaching them to balance their formal and informal language use.

Digital communication refers to the modern communication relationship that does not only occur in conventional face-to-face interactions, but also through

intermediary devices such as the internet that can hold various communities. In Indonesia, internet usage is increasingly popular with the improvement of internet infrastructure that supports internet usage. The internet has become a part of everyday life, not only as a source of information but it has become a tool for remote communication. Indonesia is ranked 4th in the world as the country with the largest number of internet users, with X places the 6<sup>th</sup> most popular social networking used among Indonesian internet users (Nurhayati-Wolff, 2024). Overall, Indonesian X users who tweet in English use a variety of stylistic language features to convey their messages effectively and add personality to their tweets. The use of English language features in English tweets is a unique aspect of X's language style, and it reflects the diverse backgrounds and cultures of its users.

The researcher's decision to investigate language use on the internet stemmed from a tweet that caught the researcher's attention. A tweet in 2022 used the word "gais," which the researcher interpreted as a playful spelling adaptation of the English word "guys." This discovery prompted the researcher to consider the possibility of a trend among Indonesian X users. Upon reflection, the researcher recalled encountering similar adaptations in the past but had not previously realized their widespread use.

Looking back at similar instances, the researcher realized that these language changes were not just one-time occurrences but part of a larger trend. This trend, which seemed to have started with the rise of social media, pointed to a new feature in online language use, especially among Indonesian users. Seeing its potential significance, the researcher decided to explore deeper into this trend, understanding

how it works and what it means for the future of digital communication. This study aims to explore this question and explore the use of oversimplification spellings that are widely used within Indonesian X users.

## **B. Research Questions**

Based on the above, the research question is formulated as follows:

1. How do Indonesian X users utilize oversimplification phonetic spellings in their online communication?

## **C. Objective of Study**

Based on the research problems, the objective of this research is:

1. To identify how Indonesian X users utilize oversimplification phonetic spellings in online communication.

## **D. Significance of Study**

The results of the research are expected to give both theoretical and practical significances in English language teaching and learning field;

1. Theoretical

The researcher expects the results of this research to enrich our understanding of how language evolves in digital spaces.

2. Practical

The researcher expects the results of this research can contribute to the academic literature on digital communication and linguistics, especially to the

student whose major is English Education and for those who are interested in linguistics. The researcher also hopes this research can help people realize that English language learning does not have to feel as intimidating as it does in formal settings and that learning can happen in various ways, including through experimenting and having fun with the language.

### **E. Definition of Key Terms**

To avoid misinterpretation towards the title, which is adopted in this study, the researcher feels necessary to explain some terms in regard the title as follows:

#### 1. New Online Linguistic Features

New online linguistic features refer to language characteristics that have emerged alongside the growth and increasing diversity of internet phenomena, influenced by the cultural and linguistic backgrounds of its users.

#### 2. Oversimplification

Oversimplification makes something simpler or less complex than it is. In the context of language and communication, oversimplification involves reducing the complexity of words or phrases to their basic phonetic forms to match spoken language.

#### 3. Phonetic Spellings

Phonetic spellings refer to the practice of spelling words based on their pronunciation rather than their standard or conventional spelling. Phonetic

spelling represents the sounds of speech, aiming for a direct correlation between letters and sounds.

#### 4. Indonesian X Users

It refers to individuals in Indonesia who actively use X (formerly Twitter), a free online social network and microblogging service where users broadcast short posts known as tweets. X users can post, retweet, like, and reply to posts from other users.