ANALYSIS OF INSTAGRAM CAPTIONS BY AWRECEH.ID

UNDERGRADUATE THESIS
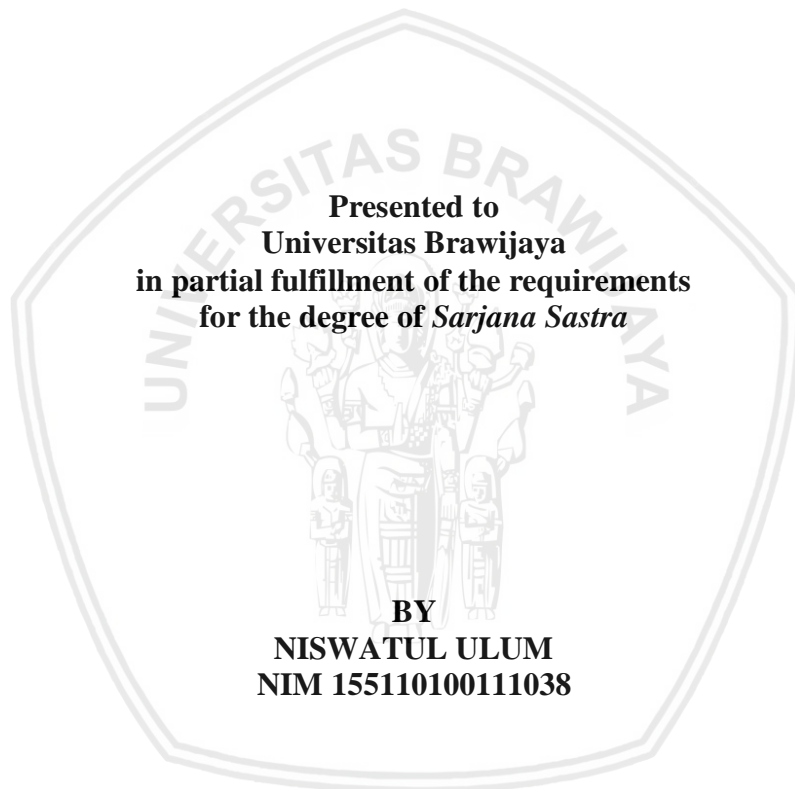
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STUDY PROGRAM OF ENGLISH
DEPARTMENT OF LANGUAGES AND LITERATURE
FACULTY OF CULTURAL STUDIES
UNIVERSITAS BRAWIJAYA
2019

ANALYSIS OF INSTAGRAM CAPTIONS BY AWRECEH.ID

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Presented to
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in partial fulfillment of the requirements
for the degree of *Sarjana Sastra*

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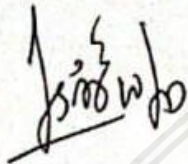
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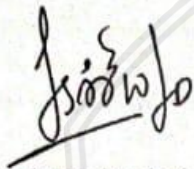
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ABSTRACT

Ulum, Niswatul. 2019. **Analysis of Instagram Captions by Awreceh.id**. Study Program of English, Department of Language and Literature, Faculty of Cultural Studies, Universitas Brawijaya, Malang. Supervisor: Istiqomah Wulandari.

Keywords: *Netspeak*, *Word-Formation*, *Instagram*, *Caption*, *awreceh.id*

Social media is universally used in all over the world. Because it is used all over the world, media has been affected by globalization, create Cyberculture. This phenomenon then creates a new form of language used in social networks, called netspeak. Thus, this research aims to analyze the development of language (method of netspeak) in the social media platform, especially captions used in awreceh.id Instagram account.

Methods of netspeak are used upon analyzing the method of the formation process of the new words in the data. A descriptive qualitative approach is used to conduct this research. By using this method, the researcher expected to be able to analyze the methods of netspeak of the data since the analysis must be done by the theoretical study. The data are taken from awreceh.id's captions in the post from October 1, 2018, to October 7, 2018. The selected duration are the days before the researcher conducting the study. That limitation is made because @awreceh.id always uploads a large number of posts within a day, hence, the selected posts are considered to be enough to represent the other.

There are 75 data that are identified as netspeak and containing the Method of Netspeak (3 Compound, 5 Blend, 17 Affixes, 15 Abbreviations, 3 Distinctive Graphology, 28 Distinctive Spelling, and 13 The Use of Punctuation).

Based on the finding, the researcher found that @awreceh.id use methods of netspeak to conduct jokes, humor, or even sarcasm to the photos or videos they upload. Since the meaning of the data in this study is constructed by qualitatively elaborate it without using any linguistic theory, the researcher suggests the next researchers to use other linguistics theories to find a deeper meaning.

ABSTRAK

Ulum, Niswatul. 2019. **Analisis dalam Caption Instagram oleh Awreceh.id**. Program Studi Sastra Inggris, Jurusan Bahasa dan Sastra, Fakultas Ilmu Budaya, Universitas Brawijaya, Malang. Pembimbing: Istiqomah Wulandari.

Keywords: *Netspeak*, *Pembentukan Kata*, *Instagram*, *Caption*, *awreceh.id*

Media Sosial digunakan di seluruh dunia. Oleh sebab itu, media dipengaruhi oleh globalisasi sehingga menciptakan suatu fenomena yang disebut dengan *Cyberculture*. Fenomena ini kemudian menciptakan bahasa baru yang digunakan di jejaring sosial, yang disebut *netspeak*. Oleh karena itu, penelitian ini ditujukan untuk menganalisa perkembangan bahasa (*method of netspeak*) di *platform* media sosial, khususnya *caption* yang digunakan pada akun Instagram awreceh.id.

Teori *method of netspeak* digunakan dalam menganalisis metode pembentukan kata baru pada data. Penelitian ini juga menggunakan pendekatan dekriptif kualitatif. Dengan digunakannya metode ini, peneliti dapat menganalisis proses pembentukan kata pada data karena metode kualitatif menuntut peneliti untuk menganalisis data menggunakan studi teoritis. Data diambil dari *caption* awreceh.id yang diunggah pada tanggal 1 Oktober 2018 hingga 7 Oktober 2018. Tanggal yang dipilih merupakan tanggal sebelum peneliti melakukan penelitian tersebut. Limitasi tersebut dibuat karena @awreceh.id selalu mengunggah *post* dalam jumlah yang banyak perharinya, karena itu, *post* yang dipilih dianggap cukup untuk mewakili data yang lain.

Ada 75 data yang telah diidentifikasi sebagai netspeak dan mengandung *method of netspeak* (3 *Compound*, 5 *Blend*, 17 *Affixes*, 15 *Abbreviations*, 3 *Distinctive Graphology*, 28 *Distinctive Spelling*, dan 13 *The Use of Punctuation*).

Peneliti menemukan bahwa @awreceh.id menggunakan *methods of netspeak* untuk membentuk lelucon, humor, bahkan sarkasme pada foto atau video yang diunggah. Karena makna yang ditemukan pada penelitian ini dibentuk dengan cara diurakan secara kualitatif tanpa menggunakan teori linguistik, maka peneliti menyarankan peneliti selanjutnya agar menggunakan teori lingustik lain untuk menemukan makna yang lebih dalam.

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CHAPTER I

INTRODUCTION

This chapter consists of four elements. The elements are background of the study, problems of the study, objectives of the study, and definition of key terms.

1.1 Background of the study

Social media is universally used in all over the world. It connects people anywhere and anytime. Because it is used all over the world, media has been affected by globalization. This effect creates what so-called as cyberculture. According to Bell (2007, p.5), cyberculture is a way of thinking about how people and digital technologies interact. An example of cyberculture is the language used for social media communication, especially the phenomenon that happened in social media in Indonesia. This phenomenon of language shifting used in social media creates the popular culture of the youth as the most active social media users. Especially, the linguistic features of this kind of communication style are very unique.

Language for communication in online media has distinctive characteristics, there is the term Computer-Mediated Communication to define its specialty. Herring (1991, p.1) stated that Computer-Mediated Communication (CMC) is communication that takes place between human beings via the instrumentality of computers. The way people communicate in computers generally has particular terms. According to Thurlow et al. (2004, p.118), one of

the common terms which people have used to describe language in cyberspace is netspeak. Furthermore, Danesi (2009, p.211) stated that netspeak are forms of language used in chat rooms, text messages, social networking sites, and the like. It marked by the efficiency of the structure and designed to make the delivery of linguistic messages rapid and highly economical. Thurlow et al. (2004, p.125) gave some of the examples of netspeak as *LOL* for *laugh out loud*, capitalization to emphasize, keyboard-generated emoticons or smiley (e.g. :-) 'smiling face'). The use of its unique features is different from what happened in real daily communication.

One of the linguistic branches that can be studied to see the tendency of CMC, especially netspeak in social media is morphology. According to Yule (2010, p.67), morphology is a study of the basic forms in languages. He stated that there are ten processes to form a new word – called Word Formation Processes – those are Coinage, Borrowing, Compounding, Blending, Clipping, Backformation, Conversion, Acronyms, Derivation, and Multiple Processes. A minimal unit of meaning or grammatical role within the word is called morpheme (Yule, 2010, p.67). Word Formation Processes are often used in netspeak, as the style of communicating in social media, to create certain words that are meaningful since social media users have the flexibility to communicate to other people using social media platforms. It triggers people, especially the youth, to follow popular culture and use netspeak as the language of the media and the internet. Furthermore, as the effect of this transcultural era, there are some developments of language style used in social media, especially for word

formation processes. This means that there are words that have been formed by the combination of words across cultures that significantly can be analyzed morphologically.

There are two researchers which study the language used in media platforms. The first is a scientific article entitled *The Analysis of Word Formation Processes in The Jakarta Post Website*, written by Luthfiati et al. (2017). They use the headline of 10 education articles in the Jakarta Post Website in October 2015 until April 2016 as their data. They found that the most common derivation word that is used in the headline of the ten articles is noun derivations. Moreover, the researchers found 17 adjective derivation words, 26 noun derivation words and 9 verb derivation words and total all of the derivation words are 52 words. The second is a scientific article by Mustafa et al. (2015) entitled *An Analysis of Word Formation Process in Everyday Communication on Facebook*. They used the communication on Facebook used by Malaysian young adults as the data. They found that the participants mostly used abbreviation by 73% compared with 2 other word formation processes (blending and the use of emoticons). Furthermore, the researchers found that the participants use that word formation process because, they intend to save time, fill the communication gap or barrier among the users, indicate the group membership, and show some excitements that represent the emotions and feelings through communicating on Facebook.

In this current study, Instagram is used as the media platform to be focused on. The researcher uses Instagram to be studied because Instagram is the social media that is mostly used by the youth. Instagram is also different from the other

social media because Instagram uses photos and/or videos that must be uploaded in order to make a post. A caption is also available on Instagram to describe the photo and/or video that has been uploaded. Thus, the captions containing the netspeak of the posts considered as the data of this study. One account of Instagram in Indonesia is @awreceh.id. It is an Instagram account that posts about jokes and humor as the content. @awreceh.id has so much netspeak contains word formation process which is usually used for humor. For the example is the word "sefruit" to express a quantity. "Sefruit" is actually a combination between Indonesian prefix "se-" and the English word "fruit". To get the meaningful word, the English word "fruit" must be translated into the Indonesian word "buah", so it will become "sebuah" which express *singular quantity*. That evidence shows that language has been developed morphologically by the effect of the transcultural wave. This research will be focused on the netspeak used by @awreceh.id around October 1, 2018, to October 7, 2018, because it is the latest month before the researcher conducting this study and it helps the researcher to see the netspeak which is recently used by @awreceh.id. By conducting this study, it could give the benefits both theoretically and practically. The theoretical benefit is to give the readers awareness for how the effect of globalization caused the shifting of languages used in social media to become popular culture by youth in terms of how the languages used to create jokes word using morphological repertoire. Furthermore, the practical benefit is that the result of this research could help the readers to know how the methods of netspeak are used to construct joke within the

word, especially to make the readers easily understand the meaning of the words and produce certain kind of netspeak.

1.2 Problems of the study

Based on the background of the study, this study is going to answer the following problem:

1. What are the methods of netspeak found in the @awreceh.id Instagram captions?

2. What are the possible meanings of the formed words?

1.3 Objectives of the study

Based on the formulated problems, this study sets the following objective of the study:

1. To analyze the methods of netspeak found in the @awreceh.id Instagram captions

2. To analyze the possible meanings of the formed words

1.4 Definition of key terms

1. Morphology: The study of word formation, including the ways new words are coined in the languages of the world (Haspelmath and Sims 2010 cited in Luthfiati et al. 2017, p.32)

2. Netspeak: netspeak are forms of language used in chat rooms, text messages, social networking sites, and the like (Danesi 2009, p.211)

3. Caption: The explanatory comment or designation accompanying a pictorial illustration (Merriam Webster dictionary, 2003)

4. Instagram: A social media, owned by Facebook.Inc, which allow the users to communicate with others, photo and video sharing, add captions, and other

5. @awreceh.id: An entertainment account on Instagram which has more than a billion followers and posts about humorous contents.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter consists of the review of related theories and the previous studies which are lead the researcher to conduct this study.

2.1   Theoretical Framework

Theoretical Framework consists of some theories used by the researcher to support the study. There are some theoretical frameworks used by the researcher:

2.1.1 Computer-Mediated Communication

Communication in computer media is called CMC or Computer-Mediated Communication. According to Herring (1996, p.1), Computer-mediated communication (CMC) is communication that takes place between human beings via the instrumentality of computers. It can be an assumption that communication through social media is also CMC. Walther (2015, p.1) stated that the communication used between online communication and traditional face-to-face interaction are different.

> Messages sent via CMC appeared only as text. Face-to-face communication, in contrast, can convey verbal messages as well, accompanied by messages signaled by a variety of nonverbal cue systems (including vocalics, kinesics, proxemics, haptics, and physical appearance, as well as the subcodes within each of these categories). (p.1)

In CMC people, especially the youth, are tend to use different words from traditional face-to-face communication. For example, they use some *emoticon* (like :-) refer to smile) to express their emotion, this is one example of netspeak.

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2.1.1.1 Netspeak

There is a term in CMC which discuss the forms of language used in computer communication, such as chat room, text messages, and websites. This term called as netspeak. Different from face to face conversation, netspeak lacks the facial expressions, gestures, and conventions of body posture and distance (Crystal 2006, p.38). This limitation then leads to the development of *smileys* or *emoticons*.

David Crystal (2006), in his book, wrote some features and methods of netspeak. The methods of netspeak below are the summary in which help the researcher to scrutinize the methods of netspeak in CMC:

2.1.1.1.1   Compound

Similar to that of Yule's (2010, p.55) compound theory, in netspeak, Compound is to combine two separate words to make a new word without necessarily omit some parts of each word. However, there are some terms that are commonly found in CMC by using compounding. That features can be seen below:

- Some elements turn up repeatedly: *mouse* in such forms as *mouseclick, mousepad, mouseover*; *hot* in *hotlist, hotspot, hotlink, Hotmail, HotBot, HotJava*, and other trade names.

- The use of *cyber-* and *hyper-* as prefixes or combining forms: *cyberspace, cyberculture, cyberlawyer, cybersex, cybersquatter, cyberian, cyber rights; hypertext, hyperlink, hyperfiction, hyperzine*.

- The word *at*, often shown as @: *atcommand, atsign, @-party, @-address, @Home.*

- The retaining of the period found in electronic addresses within certain compounds, as a kind of infix, seen in *net.legend, net.abuse, net.police,* and *net.citizen.*

- Reduced sentences and phrases may appear as words, as in the *whois* instruction (for looking up names in a remote database) and *whowhere* (a means of finding a person's e-address by entering a name and location).

2.1.1.1.2 Blends

Blending also has the similar characteristics to that of word formation processes by Yule's (2010, p.55) in which part of one word is joined to part of another with the consequence that there are parts of the word must be omitted before attaching to each other. Some examples and features of blending on CMC can be seen as follows:

- *netiquette* (network-etiquette), *netizen* (network-citizen), *Internaut* (internet-astronaut), *Bugzilla* (bug-mozzila) ['a bug-tracking agency'].

- The suffix uses here is *-bot* [an artificial intelligence program, from robot], as in *annoybot, chatterbot, knowbot, cancelbot, softbot, mailbot, spybot.*

- The replacement of a word-element by a similar sounding item, as in *ecruiting* ['electronic recruiting'], *ecruiter*, and *etailing* ['electronic retailing'].

2.1.1.1.3 Affixes

In affixes, Crystal (2006, p.88) gives the elaboration about lexical suffixes. It is often found that lexical suffixes are extended. For example:

- *-ity* in *dubiosity* (from *dubious*), *obviosity* (from *obvious*),

- *-itude* (*winnitude, hackitude, geekitude*),

- *-full* (*folderfull, windowfull, screenfull, bufferfull*), and *-ification* (*hackification, geekification*)

- In a development which will cause delight to all Anglo-Saxonists, the *-en* plural of oxen is found with some words ending in *-x*, such as *boxen, vaxen* ['VAX computers'], *matrixen*, and *bixen* ['users of BIX', an information exchange system].

However, it should not be confused by the explanation of compound and blend in netspeak that both of them also use affixes to compose the word. The affixes, particularly suffixes, in this part is to change the derivational aspect of the word such as from adjective to noun, noun to verb, etc. Instead, the use of affixes on netspeak's compound and blend are more likely to form the different meaning beyond the derivational aspect of the word.

2.1.1.1.4 Word-Class Conversion

It is usually about changing the word from noun to verb, for example: *to mouse*, *to clipboard*, *to geek out* ['talk technically'], *to 404* ['be unable to find a page'].

2.1.1.1.5 Various Types of Abbreviations

There are various types of abbreviations that are uttered on CMC, they are:

- Acronyms, such as: *BBS* ['bulletin board system'], *BCC* ['blind carbon copy'], *DNS* ['domain name system'], *FAQ* ['frequently asked question'], *HTML* ['Hypertext Markup Language'], and *URL* ['uniform resource locator'].

- Letter-plus-number combinations: *W3C* ['World Wide Web Consortium'], *3Com* [a data-networking organization – the Coms standing for Computer, Communications, Compatibility], *P3P* ['Platform for Privacy Preferences'], *Go2Net*.

- The chatgroups and virtual worlds also have their abbreviations, such as: *afaik* (as far as I know), *hhok* (ha ha only kidding), *lol* (laughing out loud), *fyi* (for your information), and other.

- The acronyms are no longer restricted to words or short phrases, but can be sentence-length: *CID* ['Consider it done'], *CIO* ['Check it out'], *GTG* ['Got to go'], *WDYS* ['What did you say?'].

- Individual words can be reduced to two or three letters: *PLS* ['please'], *THX* or *TX* ['thanks'], *WE* ['whatever'].

- Some are like rebuses, in that the sound value of the letter or numeral acts as a syllable of a word, or are combinations of rebus and letter initial: *B4N* ['Bye for now'], *CYL* ['See you later'], *L8R* ['later']

2.1.1.1.6 Distinctive Graphology

Distinctive graphology means that it uses special fonts and styles include the random use of capitals or no capitals at all. For example:

john are you going to london next week.

Messages wholly in capitals are considered to be 'shouting' words in capitals add extra emphasis (with asterisks and spacing also available):

This is a VERY important point.

This is a * very * important point.

This is a v e r y important point.

A capital letter may be obligatory in a business name (especially if trademarked), as in *ScienceDirect, PostScript, PowerBook, DreamWorks, QuarkXPress, and aRMadillo Online.*

2.1.1.1.7 Distinctive Spelling.

According to Crystal (2006, p.93), new spelling conventions have emerged, such as the replacement of plural *-s* by *-z* to refer to pirated versions of software, as in *warez, tunez, gamez, serialz, pornz, downloadz,* and *filez.* However, non-standard spelling, heavily penalized in traditional writing, is used without sanction in conversational settings.

- The replacement of plural *–s* by *–z*, as in: warez, tunez, gamez, serial, downloadz, and filez.

- Non-standard spelling: *yep*, *yup*, *yay*, *nope*, *noooo*, for *yes* and *no*, or such forms as *kay* and *sokay* ['It's OK'].

- Emotional expressions of horror, shock, and the like make use of varying numbers of vowels and consonants, depending on the ferocity of the emotion: *aaaiiieee, yayyyyyyy.*

- Some deviant spellings have become so widely used as to be virtually standard in this variety, such as *phreak, phreaker, phreaking* for *freak* (etc.).

- Some are still restricted to certain groups of users, such as the *-y-* spelling (from *byte*) introduced into certain expressions for bit blocks of different sizes: *tayste* or *tydbit* (2 bits), *nybble* (4 bits), *playte* (16 bits), and *dynner* (32 bits).

- The dollar sign sometimes replaces *S*, if some sort of dig is being made about costs, as in *Micro$oft*, and a £ sign can replace *L*, as in *AO£*.

- Several deviant spellings by teenage users, such as: *kool* [cool] and *fone* [phone]; the replacement of a lower-case o by a zero: *d00dz* [dudes] and *l0zers* [losers]; or percentage sign, as in *c%l*; the k is often used as an emphatic prefix: k-kool, k-awesome, and *k-k-allright*.

2.1.1.1.8 The Use of Punctuation.

For Naomi Baron (2000, cited in Crystal 2006, p.95) punctuation 'reveals how writers view the balance between spoken and written language'. Some e-mailers tend to maintain traditional punctuation, others use it to avoid ambiguity, and some do not use it at all. However, in informal writing there some symbols and punctuation combinations that are often used but not normally part of the traditional punctuation system, such as:

- Unusual combinations of punctuation marks can occur, such as (to express pause) ellipsis dots (. . .), repeated hyphens (- - -), or the repeated use of commas (,,,,).

- Emphasis and attitude can result in exaggerated or random use of punctuation, such as *!!!!!!!* or *£$£$%!*.

- Some odd combinations of punctuation marks can appear at the end of a sentence: *Is this true of Yahoo!?* (where the exclamation mark is part of the name)

- Initial exclamation mark to express negation (*!interesting* = 'not interesting')

- An arrow to express location (*dc* ← *holyhead* = 'dc lives in holyhead')

- New combinations of punctuation marks can be given fresh values, as in the case of smileys [:) 'smile', :('sad', @>—;— 'a rose']

- Underbars are usually used to express underlining:

  - *I've been reading _Hamlet _*

  - *I've been reading #Hamlet#*

  - *I've been reading =Hamlet=*

  - *I've been reading \Hamlet/*

- Some users mark imaginary actions or facial expressions by asterisks (e.g. *grin*, *groan*), though a more widely used convention, is the angle bracket (e.g. <grin>, <groan>).

2.1.1.1.9 Verb Reduplication

A verb (from a fairly small set) is used twice in immediate succession to express a range of functions, such as an expression of pleasure or pain, as a sarcastic or exasperated reaction, or simply as a turn-taking marker, showing that an utterance is ended:

How about that! Win, win. ['the program has performed successfully']

I deleted your message. Lose, lose! ['I'm stupid']

What you do that for? Barf, barf. ['I'm disgusted']

By seeing those characteristics, this research uses netspeak as the data to be analyzed how the morphological word formation processes are created by social media users. Note to mention, that netspeak is a unique communication style that is different from the daily communication style.

2.2 Previous Studies

There are so many studies about word formation processes which have been done by other researchers. However, the researcher will be going to present two previous studies related to this research. They are researches written by Luthfiati et al. (2017) and Mustafa et al. (2015). Those two previous studies are very helpful for the researcher to conduct this study because those two studies can give some additional references and enhance the development of this study.

The first previous study is a scientific article entitled *The Analysis of Word Formation Processes in The Jakarta Post Website*, written by Luthfiati et al. (2017). The research aims to identify the most common type of derivation words

that is used in the headline of 10 education articles in the Jakarta Post Website in October 2015 until April 2016. The researchers use Yule's (2005) theory of derivation, from word formation processes, to find out the answer of the research questions. This research uses the qualitative method by using document analysis. The researcher found that the most common derivation word that is used in headline ten article educations in ''Jakarta Post Website'' in October 2015 until April 2016 is noun derivations. Moreover, the researchers found 17 adjective derivation words, 26 noun derivation words and 9 verb derivation words and total all of the derivation words are 52 words.

The second previous study is a scientific article by Mustafa et al. (2015) entitled *An Analysis of Word Formation Process in Everyday Communication on Facebook*. In this research, the researchers want to describe the most common word formation process used on FB and identify the causes of employing these features. This research use Baron's (2008) lexical patterning of Netspeak, including emoticons, lexical shortenings, acronyms, abbreviations, contractions. Mustafa et al. (2015) believe that there are correlation between Baron's (2008) lexical patterning and word formation processes, in which according to Mustafa et al. (2015, p.264) abbreviation (clipping, acronyms, combination of letters), blending and use of the emoticons are the most common word formation processes. This research uses the quantitative method to measure the data and uses the qualitative method to examine the data by using document analysis. The result showed that the participants mostly used abbreviation by 73% compared with 2 other word formation processes (blending and the use of emoticons). Furthermore,

the researchers found that the participants use that word formation process because, they intend to save time, fill the communication gap or barrier among the users, indicate the group membership and show some excitements that represent the emotions and feelings through communicating on Facebook.

The object of this study is about to fill the gap between the two previous studies. This study use @awreceh.id's netspeak words as the data, meanwhile Luthfiati et al. (2017) use the headline of 10 education articles in ''Jakarta Post Website'' and Mustafa et al. (2015) use the communication on Facebook used by Malaysian young adult as the data. Moreover, the previous studies do not analyze the methods of netspeak as word formation process on morphology, thus, by seeing the differences through the results of previous studies, it aims to see the position of this research to juxtapose its specialty. The researcher aims to see the variety of results that can be obtained by analyzing the methods of netspeak that can be different from the others. Thus, making this research is valuable to be studied. The two previous studies are very helpful for the researcher to conduct this study because those studies can give some additional enhance the development of this research.

CHAPTER III

RESEARCH METHOD

This chapter consists of the research method uses in this research. The research method included research design, data and data source, data collection, and data analysis.

3.1 Research Design

This research uses descriptive qualitative approach because the researcher describes and analyzes the methods of netspeak of the captions. According to Creswell (2013), there is some agreement that qualitative researchers collect data themselves through examining documents, observing behavior, or interviewing participants. Researchers may use a protocol—an instrument for collecting data—but the researchers are the ones who actually gather the information. By using this method, the researcher expected to be able to analyze the methods of netspeak of the data since the analysis must be done by the theoretical study. Patton (2002 cited in Tania 2015, p.27) states that Qualitative research is characterized by its aims, which relate to understanding some aspect of social life, and its methods which generate words, rather than numbers, as data for analysis. Considering those reasons, this research uses this method because it is suitable for this research.

Furthermore, to answer the first research question, the researcher uses the theory of netspeak by Crystal (2006). Eventually, describing how the meaning is

constructed by qualitatively elaborate it in order to answer the second research question.

3.2 Data and Data Source

The researcher uses data from posts of Instagram account of @awreceh.id that are uploaded by October 1, 2018, to October 7, 2018. There are about 120 posts yet not all the posts will be analyzed, because the researcher uses only captions that contain netspeak as the primary data. That limitation is made because @awreceh.id always uploads a large number of posts within a day, hence, the selected posts are considered to be enough to represent the other. Moreover, the selected duration is the days before the researcher conducting the study and to see how the recent netspeaks are used in the account of @awreceh.id.

3.3 Data Collection

This research uses @awreceh.id's Instagram captions as the main data and the researcher becomes the key instrument which analyzed each method of netspeak. For gaining the data, there are steps which followed by the researcher:

1. Open @awreceh.id Instagram account that can be retrieved on www.instagram.com/awreceh.id/

2. Open the posts that are uploaded by October 1, 2018, to October 7, 2018.

3. List the caption of each post.

4. Underline each netspeak as the data from each post.

3.4 Data Analysis

The process of analyzing the data will be explained below:

1. Analyzing each data qualitatively using Crystal's (2006) methods of netspeak.

2. Constructing the meaning by qualitatively elaborate it.

3. Classifying the data based on Crystal's (2006) methods of netspeak into the table below:

Table 3.1 Sample Table of Method of Netspeak and Types of Word Formation Processes

NO.	PICTURES	DATA	METHODS OF NETSPEAK
1.			
2.			

4. Drawing the conclusion.

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter consists of the findings and discussion of this study. In this chapter, the researcher presents some findings which answered the research questions. Furthermore, the researcher discusses how methods of netspeak takes part in @awreceh.id's Instagram captions.

4.1   Findings

Based on limitation, the researcher found out the methods of netspeak used by @awreceh.id Instagram posts by using Crystal (2006) methods of netspeak. There are 75 data that are identified as netspeak. The total of netspeak and each method can be seen below:

Table 4.1 Methods of netspeak

NO.	METHODS OF NETSPEAK		TOTAL
1	Compound		3
2	Blend		5
3	Word-Class Conversion		-
4	Abbreviations		15
5	Affixes	Derivational	13
		Inflectional	3
6	Distinctive Graphology		3
7	Distinctive Spelling		28
8	The Use of Punctuation		13
9	Verb-Reduplication		-

Later on, the analysis of methods of netspeak of the data can be seen below:

4.1.1   Method of Netspeak Found in Instagram Captions by Awreceh.id

4.1.1.1 Compounding

Datum 11 *okesip*

21

Caption   : *okesip*

Translation   : Okay

Context   : In the post, there is a photo followed by caption *okesip*. The photo captures a man who takes a photo with a rhinoceros. However, in the top of the photo, he said that *Selfi with Elephant…* or self-photo with an elephant. Awreceh.id, then, posted it in his Instagram and added a caption *okesip* to express a sarcasm *okay, you are right, it is up to you, I don't care*, because the man mistook a *rhinoceros* as an *elephant*.

In Datum 11, the method of netspeak used is Compound.

<div align="center">oke + sip</div>

<div align="center">borrowing from English   Indonesian (expression)</div>

Those separated morphemes were joined together through Compounding. The new word formed from a combination of 2 separated words *oke+sip*. This word expresses an agreement and contains meaning *yes* or *okay*. *Oke* is actually a borrowing language from English *okay*. However, in Indonesia, *sip* is an expression to react to something great or good. In this context, this word can be mean *okay, you are right, it is up to you, I don't care*.

4.1.1.2 Blending

Datum 17 *pebinor*

Caption   : *pebinor kau ronny*

Translation   : Ronny, you are a seducer

Context   : In the post, there is a photo and a caption *pebinor kau ronny*. The

photo captures some stickers in the back glass of a car. The stickers

show some people with angry expression; they are an adult named

dad, and kids named *james, endang, suyono, and baby yatmi*. The

angry people in the sticker look at the two people with a happy

expression; they are adult named *rony the backstabber* and *mom*.

The sticker also says *unhappy family*. Therefore, awreceh.id posted

this photo and added caption *pebinor kau ronny*, to clarify that the

mom cheats with the man named ronny. Word *pebinor* also

inspired from the previous popular new word in Internet *pelakor*.

Word *pelakor* means *perebut laki orang* or *a woman that stole*

another person's husband. The word *pelakor* popular after the

spreading of a video about a woman that yells and throws some

money to another woman, that estimated as her husband's another

woman.

Datum 17 uses Blending method of netspeak because the new word formed from

3 separated words and contained a borrowing word. Blend method of netspeak is

combining some separated words into a new word but it followed by reduction as

the processes.

Perebut   +   **Bin**i   +   **Or**ang
pe   bin   or

Those words were joined together to create a new word through blending. Word

perebut is similar to the English word *thief*. Word *bini* is a loan word from

Betawi's language which means *wife*. Word *orang* means *people* but in this case,

this word means *another person*. So, word *pebinor* means *a man that stole another person's wife* or *a man that destroy other's marriage relationship*.

4.1.1.3 Various Type of Abbreviations

Datum 12 ***gpp***

Caption   : *aku **gpp** kok*

Translation   : I am okay

Context   : In the post, there is a photo followed by caption *aku gpp kok* which means *I am okay*. The photo captures a Korean singer who walks in the middle of his crowded fans and unintentionally there is a man stepped on his slipper. His expression was like holding anger. The caption *aku gpp kok* was added to indicate that he is not okay, even the actual meaning of the utterance is *I am okay*.

In datum 12, the new word use Acronym as the Method of Netspeak. The Acronym is an abbreviation which taking the initial letter of the words only.

gak   **p**a   **p**a

g   p   p

Word *gpp* is derived from phrase *ga pa-pa* or *ga apa-apa* which is mean *it is okay* or *I am okay*. The acronym formed from the initial of each word and creates acronym *gpp*.

4.1.1.4 Affixes

a.   Derivational Affixes

Datum 22 ***Ngegas***

Caption   : *Ngegas*

Translation   : *Curse*

Context   : awreceh.id post a photo captured a signboard about a deer's species *Rusa Totol* or *Spotted Deer* but in the photo, it written as *Rusa Tolol*. *Rusa* in English means *deer* and Indonesian word *tolol* is *stupid* in English. Awreceh.id then posted the photo in their Instagram followed by caption *Ngegas*. Word *Ngegas* means *curse* because the miss type of the signboard create a curse word as if they curse at the deer.

In datum 22, Derivational affixes found as the method of netspeak. Word *ngegas* derived from Indonesian affix *me-* and noun word *gas*.

<div align="center">

me-   +   gas
Indonesian prefix   noun

</div>

However, because of Indonesian prefix *me-* followed by consonant *g*, it creates an assimilation process changing *me-* into *meŋ-*.

<div align="center">

meng-   +   gas
Indonesian prefix   noun

</div>

Moreover, there is also a phoneme addition process, changing *meŋ-* into *meŋe-*

<div align="center">

mengegas

</div>

The combination of Indonesian prefix *me-* and Indonesian noun *gas* creates verb *mengegas* which means *curse* or *angry* in English. The changing word of class because of the addition of an affix or affixes called Derivation. Word *mengegas* then reduced into *ngegas* through Clipping.

b. Inflectional Affixes

Datum 71 **ngobrol**

Caption   : *Saling **ngobrol** tapi ga saling ngerti* □

Translation : Mutually talking to each other but not mutually understand (emoticon of a laugh)

Context : In the post, there is a video about a man and a woman talking in public transportation. The man talks to the woman using Tegal language, while the woman uses Japanese. They talk to each other but the languages used are different, that why awreceh.id create caption *saling ngobrol tapi ga saling ngerti*.

In datum 71, Inflectional Affixes found as the method of netspeak. This method does not change the meaning or the word of class, but it changes the style of the word. Word *ngobrol* derived from Indonesian affix *me-* and verb *obrol*. However, an assimilation process happens because of Indonesian prefix *me-* followed by vowel *o*, changing *me-* into *meŋ-*.

$$\begin{array}{ccc} \text{meng-} & + & \text{obrol} \\ \text{Indonesian prefix} & & \text{verb} \end{array}$$

Word *mengobrol* then reduced into *ngobrol* through Clipping.

4.1.1.5 Distinctive Graphology

Datum 59 *AWAS KALAU NGEGAS KENAK AZAB*

Caption : *AWAS KALAU NGEGAS KENAK AZAB*

Translation : If you angry, you will get karma

Context : In the post, there are several photos followed by caption *AWAS KALAU NGEGAS KENAK AZAB*. The photos showed a screen captured about a man that promotes his product in his social media. However, he ended up holding anger because of some "rascal" people who left a comment with unreasonable questions about the

product. The caption *AWAS KALAU NGEGAS KENAK AZAB* remind the man to stay calm or it can also be a sarcasm, just like *keep patient, stay calm, even they are very annoying, stay calm, do not get angry*.

In datum 59, the method of netspeak found is Distinctive Graphology. This datum, considered as Distinctive Graphology because it uses capital letters for all the utterance. This capital letters express emphasizes or strong emotion. In this context, this is sarcasm *not to get angry, even they are very annoying*. It may contain different meaning if awreceh.id not use capital letters for all the utterance, it may simply a message *do not get angry*. However, it different if the capital letters are used, the utterance contain strong emotion, as *they are so annoying, I am angry too, but do not get angry*.

4.1.1.6 Distinctive Spelling

Datum 53 *Santuy*

Caption   : *Santuy aja*

Translation   : Just relax

Context   : Awreceh.id post a photo followed by caption *santuy aja* which means *just relax*. The photo captures a man who rides a motorcycle and stopped because of heavy traffic. However, the man sat on the motorcycle with crossed his leg, as sat on a chair, he looks so relax, even in the middle of heavy traffic. The caption is sarcasm to the man because he way too relaxes, as in his own home.

In datum 53, the method of netspeak found is Distinctive Spelling.

<div align="center">

Santai   /sʌntʌi/

Santuy   /sʌntʊi/

</div>

Word *santuy* derived from word *santai* which means *relax* in English. The last vowel */a/* from *santai* changing into */u/* in *santuy* to create exaggerates pronunciation. Different from previous reason, vowel */i/* changing into */y/* because the sound is similar, and then it creates an unusual form.

4.1.1.7 The Use of Punctuation

Datum 68 *:((*

Caption   : *Ga padam padam dongg :((*

Translation   : It will take so much time to extinguish the fire

Context   : awreceh.id posted a photo of a fire extinguisher. The photo captures a scoop of water and it says *alat pemadam kebakaran* or *fire extinguisher* in English. According to awreceh.id, the extinguisher does not enough to extinguish a fire, so the photo posted followed by caption *ga padam padam dongg :((* which means *it will take so much time to extinguish the fire (ironic expression)*. The caption also contains a sarcasm of how superficial the knowledge of the owner of the extinguisher.

In datum 68, the method of netspeak used is the use of punctuation. In the method of netspeak, the use of punctuation is the combination of some punctuation to create an expression. In this case, the punctuations are created to make a facial expression, called *emoticon* or *smiley*. The combination of a colon followed by an open parenthesis create *sad expression :(* or ☹. The colon takes part as the eyes

while open parenthesis takes part as the mouth. However, in this caption, double

open parentheses are used after a colon, in this context, changing the meaning into

ironic expression :((. The meaning of the emotion depends on the context and the

utterance.

4.2   Discussion

The objective of this study is to analyze the methods of netspeak found in

@awreceh.id Instagram captions. After analyzing the captions, the researcher

found 75 utterances of netspeak. The methods of netspeak by Crystal (2006) are

Compound, Blend, Affixes, Various Type of Abbreviation, Distinctive Graphology,

Distinctive Spelling, and The Use of Punctuation.

There are nine methods of netspeak according to Crystal (2006). The

categories are *Compound, Blend, Affixes, Word-Class Conversion, Various Types*

of Abbreviation, Distinctive Graphology, Distinctive Spelling, The Use of

Punctuation, and Verb Reduplication. However, in the data, the researcher only

found seven Methods of Netspeak: 3 *Compounds,* 5 *Blending*, 17 *Affixes*, 15

Various Types of Abbreviation, 3 *Distinctive Graphology*, 28 *Distinctive Spelling*,

and 13 *The Use of Punctuations*. For the   methods of netspeak according to

Crystal (2006), all the data are presented in the Appendix.

Compound method is found as the first method of creating netspeak in the

data. Yule (2010, p.55) states that compounding is a joining of two separate words

to produce a single form. The unusual combination of several words can be seen

in datum 11 *okesip*, datum 47 *@faizsadad*, and datum 49 *akutuuuu*. For example

in datum 11 *okesip*, it use compound method as the method of netspeak because it

joined two separated morpheme *oke + sip*. Word *okesip* also contain borrowing process that can be seen in Indonesian word *oke* which borrowed word from English *okay*.

The next method is blending. This method is similar to compound, but it uses reduction as the process of combining the words. The combination of several words then creates to conduct jokes word that reflected in datum 6 *bocil*, datum 17 *pebinor*, datum 29 *salfok*, and datum 54 *gajadi*. In datum 29 *salfok* use blending method as the Method of Netspeak. *Salfok* derived from 2 separated words *salah fokus*. *Salah* means *wrong* in English, while *fokus* means *focus* on English. However, in this context, *salah fokus* or *salfok* means that there is something that very attractive and grab people attention to it.

The third is Affixes method that can be divided into Derivational and Inflectional. Derivational Affixes is the addition of affix(es) to create different word class of the main word. Derivational Affixes can be seen in datum 1 *ngopi*, datum 10 *sefruit*, and datum 18 *sukurin*. While Inflectional Affixes do not change the class of the word nor changing the meaning. It can be seen in datum 32 *ngajak*, datum 62 *gangguiin*, and datum 71 *ngobrol*. There is special case in datum 10 *sefruit* because not only use affixes as the Method of Netspeak, it also contain partial borrowing that makes it unique. Word *sefruit* derived from Indonesian adjective *sebuah* which indicating singular quantity. *Buah* then playfully translated into English noun *fruit* that actually means *buah-buahan* in Indonesian. Translated noun *fruit* then attached into Indonesian affixes *se-* which indicating singular quantity, changing noun *fruit* into adjective *sefruit*

Various Types of Abbreviation also found in the data. It reduces word or phrase into a smaller unit. The example can be seen in datum 12 *gpp*, datum 15 *pala*, and datum 48 *sans*. In datum 48 *sans* derived from Indonesian word *santai* which means *relax* in English. Word *santai* then reducted into *san* through abbreviation. Consonant *s* then added into the end of *san*, becoming *sans*, to make an unusual sound.

The fifth method is Distinctive Graphology. In the data, capitalization found as the distinctive method. This method uses as an emphasized or strong emotion. This method can be seen in datum 50 *AWAS KALAU NGEGAS KENAK AZAB*. In this datum, capital letters use as the Method of Netspeak. Capital letters use to indicate emphasizing or strong emotion. Because in written communication, the readers cannot read the writers' facial expression or the voice intonation in it so this method can help the writers to deliver their voice intonation and their intention in it.

Next is Distinctive Spelling. In the data found, this method changing the spelling of a word to create exaggerated sound or unusual spelling. It can be seen in datum 7 *gaes*, datum 53 *santuy*, and datum 55 *turunn*. For example in datum 7 *gaes,* it uses Distinctive Spelling. It derived from English word *guys* but the spelling changing into *gaes* to makes exaggerate and unusual sound /ɡʌez/.

The last method found in the data is The Use of Punctuation. This method uses an unusual combination of some punctuation to create specific meaning or expression. For example in datum 3 *:)* or ☺. The combination of a colon and a close parenthesis then creates smile face expression. The method use in datum 3

can also called as *smiley*. *Smiley* can be used to help the writers to deliver their emotion as well as their facial expression because written communication prevents the readers to read writers' facial expression.

Those methods are found in the Instagram captions posted by @awreceh.id. This account often creates unique words as the captions to comment on the photos or videos they upload. The captions create to makes jokes or even sarcasm to the photos or videos. Thus, the combination of the photos or videos and the following captions make the followers thinking about the correlation and also the meaning of the post. Moreover, because @awreceh.id uses humor as the content and this account is used as an informal occasion, so that they can use methods of netspeak to creating the words.

This current research found out that there are gaps that can be filled from previous researches which were conducted by Luthfiati et al. (2017) and Mustafa et al. (2015). The gap is that not all methods of netspeak have equalization in Word Formation Processes and methods of netspeak is the development of Word Formation Processes. The research which was conducted by Luthfiati et al. (2017) only focused on analyzing Word Formation Process theory proposed by Yule (2005), while the present research also analyzes the method of netspeak by Crystal (2006). This research also quite different from the previous study which was conducted by Mustafa et al. (2015). In the research which was done by Mustafa et al. (2015), there is a difference in the theory used in analyzing netspeak. The analysis on the netspeak was based on the Baron's (2008) Lexical

Patterning of Netspeak. While in the current research, the theory of Crystal's (2006) methods of netspeak is used.

CHAPTER V

CONCLUSION AND SUGGESTION

In this chapter, the researcher provides the conclusion of the study based on the analysis elaborated in the previous chapter. The suggestion also presented in this chapter, for the next researchers who are willing to conducting a similar study in the future.

5.1 Conclusion

This study conducted to analyze the methods of netspeak and describe the meanings of the words found in @awreceh.id Instagram captions. Using the theory of Crystal's (2006) methods of netspeak, the researcher found 75 utterances of netspeak. The seven method of netspeak found are *Compound, Blend, The Use of Affixes, Various Type of Abbreviation, Distinctive Graphology, Distinctive Spelling, and The Use of Punctuation.*

Based on the finding, the researcher found that @awreceh.id use methods of netspeak to conduct jokes, humor, or even sarcasm to the photos or videos they upload. Thus, the followers must think in order to know what are the messages contain in the posts.

5.2 Suggestion

Since the meaning of the data in this study is constructed by qualitatively elaborate it without using any linguistic theory, the researcher suggests the next researchers to use other linguistics theories to find a deeper meaning. The other

theories that can be used are Semiotic or Discourse Analysis since the data contains pictures that can help the next researchers to find the actual meaning.

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