

CHAPTER I

INTRODUCTION

This chapter provides the introductory part of the study. Therefore, some related to the study are explained below; this chapter discusses about the background of the study, the research question, the purpose of the study, the scope of the study and the significance of the study.

1.1 Background of the study

Paralinguistic is the study of paralanguage. According to Poyatos (1998, p.2), the term paralanguage used to refer the non-verbal elements which accompany verbal behaviour in the conversation. Paralinguistic phenomena are the non-linguistic elements in conversation. It related to the non-verbal elements such as tone of voice, pitch, facial expression, and body gesture. It plays an important role in the communication. Commonly, paralanguage expressions appear in today's conversation or in the form of spoken language, also on the television, radio and internet. But, on the other hand, it occurs too in the written language of the new media of communication, such as Computer Mediated Communication or *Netspeak*.

As the social creature, human being needs to interact or communicate with others to fulfil their needs. According to Strelecky (2004, p.1), communication is the important part of people's daily life, such as sit in the school and listen to the teachers, talk to friends, watch television and communicate over the internet. It is

the act or process of using words, sounds, signs, or behaviours to express or exchange information or to express your ideas, thoughts, and feelings, to someone else. Strelecky (2004, p.1) also stated that communication involves at least two people that begins when one person wants to communicate with another. In communication, the participants change information, news, ideas, meanings, pictures, and their emotions. It occurs between two or more participants.

Nowadays, in line with the development of technology, communication can be done by people wherever they are. People can make a communication with the others from different place using telephone, short message service, and the internet. That communication called the Computer Mediated Communication (CMC). Herring (1996, p. 1-10) stated that Computer Mediated Communication is the communication that takes place between human being via the computer instrument. Another expert, Monberg (2005, p. 181-186) noted that Computer Mediated Communication is a communication that occurs in the use of computer technology. The uses of CMC are endless in line with the development of technology every day (Monberg. 2005, p. 181-186). CMC includes the participating in chat room discussions, instant messaging, email, virtual teams, virtual communities, and voice activated messaging.

Computer Mediated Communication itself make some changes in the nature of language, it is called the Internet Language or *Netspeak*. In *Netspeak*, people usually write their sentence with the unusual way of writing. People want to type as fast as they can but also to be as informal and friendly as they can (Thurlow et al. 2004, p.125). Based on this phenomenon, Thurlow (2004, p.124)

stated that although *Netspeak* is a text-based, it still can employ paralanguage expressions that make it look like being spoken face to face.

An example of the use of paralanguage expression in the *Netspeak* can be seen in the online social networking service, such as Facebook. Facebook is an online social networking service that used by people around the world and become one of the most popular sites that reach 1.28 billion user and daily active users (DAUs) totaled 665 million on average in April 2014 (expandedramblings.com, April 26th 2014). Facebook was founded on February 4, 2004 by Mark Zuckerberg and his friends in Harvard University; Eduardo Saverin, Andrew Mc Collum, Dustin Moskovitz and Chris Hughes. In Facebook, users can share their daily activities, photos, or notes, play a game, do some business, such as buying or selling. They also can interact with the other users with chatting, write a message, and add the comment on their photos or status.

Users of Facebook have different purposes in using facebook, such as greeting their friends, searching for the recent news, or only to playing games. They come from many various groups, both young and adult users. It can be personal or in the group. One of the users is the “Musician”. They usually very expressive in expressing their emotion in their Facebook profile. Their expressions through the posts reflect the use of paralinguistics in the Computer Mediated Communication especially in the Facebook.

There are two journals that are the references of this research. The research have been conducted to prove the use of paralinguistic in the social media as the

new media that people communicate like they are in the face-to-face communication. Although the purpose is the same, but the focus from each research is different. These are the two previous studies about the use of paralinguistic in social networking.

The first one is a research by Parkins from Australia (2012, p. 46-54) entitled *Gender and Emotional Expressiveness: An Analysis of Prosodic Features in Emotional Expression*. This research started from the common assumption that has transpired over the years with regard to women being more emotionally expressive than man. She wanted to prove which one is more expressive in express their emotion. She used paralinguistic to prove it. The tools to analyze the data are six paralinguistic features. She took 50 participant, 25 males and 25 females that come from aged between 17 and 25. The entire participant is the random Australian native. She used the participant's social media (Facebook and Twitter) as source of the data. When the participant update something new in their facebook and twitter profile, it will be the data (post, tweet, and comment). She took 2 weeks as the duration of the data collecting. And she came up with the result that statistically women are more emotionally expressive than men.

The second one is research by Rosdiana from Solo (2012), entitled *The Analysis of Paralinguistic Features in Twitter Text*. This research was conducted to analyse the use of paralinguistic by celebrity in Twitter. The data took by the researcher from the Twitter, including the tweet, retweet and their conversation in Twitter. This research is quite different with Roisin. This research uses eight categories by Thurlow to analyse the data. She didn't give the explanation about

how she found the meaning. She also didn't identify the function of paralinguistic features used in her research. The two previous researches have made the researcher interested to analyse the use of paralinguistic in social networking but in the different corpus like what have been done before.

Therefore, based on this phenomenon, this research is focussed to analyze the use of paralinguistic in Facebook. The object to be analyzed is the written text based posts of Celebrities in their Facebook Fanpages, such as their status update, their comment, and their photo caption in their fanpages. Hopefully, this research tend to find out the use of paralinguistic in musician facebook fanpages, describe what is the meaning of the use of paralinguistic itself and investigate the communicative function of it. Furthermore, this research entitled Paralinguistic Features in Musician Facebook Fanpages.

1.2 Research question

Based on the background, the research questions are:

1. What are the Paralinguistic Features used in Musician Facebook Fanpages?
 - What are types of Paralinguistic Features used in Musician Facebook Fanpages?
 - What are the meanings of the Paralinguistic Features used by Musicians in their Facebook Fanpages?

- What are the functions of the Paralinguistic Features used by Musicians in their Facebook Fanpages?

1.3 Purpose of the study

This study focuses to the use of Paralinguistic Features in Musician Facebook Fanpage. Later on, the writer intends to:

1. To identify the Paralinguistic Features types that commonly appear in Musician Facebook Fanpages
2. To describe each meaning of Paralinguistic Features in Musician Facebook Fanpages
3. To identify the function of the Paralinguistic Features in Musician Facebook Fanpages

1.4 Scope of the study

In this study, the writer focused on analyzing the paralinguistic features used in the written text. Analyzing the types of paralinguistic features used based on Thurlow et al's theory, the meanings based on Roland Barthes's theory about semiotic and the communicative functions based on Mary Finocchiaro's theory. The writer focused the analysis on the status update, the photo caption, the video caption and the link caption in the Musician Facebook Fanpages.

1.5 Significance of the study

This research is one of applications of knowledge that the writer got during the study. This study expected will be useful not only for the researcher, but also for the other readers to enrich knowledge in the related field. The writer also expected that the result of this research can be used as an input for those who are interested in conducting the same research of Paralinguistic Features in Computer Mediated Communication. This research hopefully will add the new knowledge about paralinguistic used in the written text based communication, because paralinguistic commonly used in the face-to-face communication. The last, the writer hopes this study will be valuable for students in English Department, especially the English Language and Literature's students who want to conduct the same topic.