

## **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 background of the study, research question, purpose of the study, scope of the study, and significance of the study.

#### **1.1. Background of the Study**

Paralinguistic is known as the study of paralanguage. According to Crystal (1971, p.162), paralanguage is a bridge between non-linguistic forms of communicative behavior and the central areas of verbal linguistic study such as grammar, vocabulary and pronunciation. The term paralanguage is used to refer non-verbal elements which accompany verbal behavior in the conversation Poyatos (1998, p.2).

Crystal (1995, p.249) stated that paralanguage commonly appeared in face to face communication or spoken form which represented by intonation, speech rhythm (the combination of pitch, loudness, speed, and silence), tone of voice, gesture, and facial expression. H. James Birx (2006, p 1.826) stated that the choice of medium

used for communication-speaking, writing, photography, motion pictures-enables, and constraints the capacity of message to carry paralinguistic cues. It is showed that paralanguage is not only appeared in spoken form, but also in written form. As for written form, Crystal (1995, p.163) said that paralanguage in written form is represented by layout and spacing.

Paralanguage is seen as an important role in communication (Crystal 1971, p. 164). It is because paralanguage can convey emotions which lead in modifying meaning of conversation ([wikipedia.org/wiki/paralanguage](http://wikipedia.org/wiki/paralanguage)). Not only in communication, paralanguage also contributes an essential role in human being. Sterlecky (2004, p.1) said that 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 behaviors to express or exchange information, ideas, thoughts, and feelings to someone else.

In today's life, technology is more advanced so people can communicate easily everywhere. The media is various such as telephone, short message, and internet. Computer Mediated Communication (CMC) is a name of that kind of communication. Herring (1996, p1-10) explained that Computer Mediated Communication (CMC) is a communication that takes place between human being via computer instrument. People commonly use CMC in internet form such as chat rooms discussion, instant messaging, email, media social, and voice activated messaging.

The appearance of Computer Mediated Communication unfortunately results Internet Language or Netspeak. Netspeak allows people to write as comfortable as they can in writing their sentence. Furthermore, (Thurlow et al. 2004, p. 125) explained that people want to type as fast as they can but also as informal and friendly as they can. In line with this phenomenon, Thurlow (2004, p.124) said that although Netspeak is a text-based, it can still employ paralanguage expressions which make it looks like being spoken face to face.

An example of the use of paralanguage in Netspeak can be seen in social media such as Instagram. Instagram is a social media to share pictures and videos either publicly or privately with location details which is used by 400 million daily active users on February 2<sup>nd</sup> 2017 (expandeddrumblng.com, February 2<sup>nd</sup> 2017). Instagram was created by Kevin Systrom and Mike Krieger which was launched on October 2010. Besides sharing photos and videos, Instagram also allows users to share their daily activities via instagram stories, do business like selling or buying via instagram insights, chatting via instagram direct, and add comment via comment box which is provided in each post.

Instagram users come from various group, either young or adult and female or male. Mostly instagram users are dominated by youth, especially students. They are commonly like to indulge on seeing photo or video in instagram as well as reading its caption without knowing that there might be any paralinguistic features there.

Furthermore, they even did it to their favorite instagram users that might be super models.

Famous models as well as famous people have blue-checked mark as a sign that their instagram account has been verified. It also shows that the instagram account is their real account. As a public figure, models do have huge power in influencing people. They also usually become role model in people's life. Because of that, models have many followers and more often as well as more expressive in posting photo or video in their instagram account. In this case, their expression in each caption of their photo or video reflects the use of paralinguistics in Computer Mediated Communication.

There are two *skripsi* as the reference for this research. These two *skripsi* also conducted to prove the use of paralinguistic in the social media but the focus of each research is different. The first one is a research by Ryant Hardiant Prawinata from English Department of State University of Jakarta entitled Paralinguistic Features in Musician Facebook Fanpages. This research was conducted to analyze the use of paralinguistic by six musicians in their Facebook fanpages. The second one is Sabila Rosdiana from English Department of Universitas Sebelas Maret (2012) entitled The Analysis of Paralinguistic Features in Twitter Text. This research was also conducted to analyze the use of paralinguistic, but by seven celebrities in Twitter. Based on the two previous researches, the researcher is interested to analyze the use of

paralinguistic in social networking but in the different corpus like what have been done before.

Therefore, this research is focused to analyze the use of paralinguistic in Instagram. The object to be analyzed is the written text based posts of models in their Instagram account such as their photo and video caption. Hence, this research tends to find out the use of paralinguistic features in written form specialized in model Instagram account, identify types of paralanguage used, describe the meaning, and investigate the communicative function of it. Furthermore, this research entitled Paralinguistic Features in Instagram.

## **1.2 Research Question**

Based on the background the research questions are:

1. What are paralinguistic features used by models in their instagram account?

1.1 What are the types of paralinguistic features used by models in their instagram account?

1.2. What are the meanings of paralinguistic features used by models in their instagram account?

1.3. What are the functions of paralinguistic features used by models in their instagram account?

### **1.3 Purpose of the Study**

1. To identify types of paralinguistic features used by models in their instagram account.
2. To describe the meanings of paralinguistic features used by models in their instagram account.
3. To identify the functions of paralinguistic features used by models in their instagram account.

### **1.4. Scope of the Study**

In this study, the researcher focused on analyzing paralinguistic features used in written text specialized in models' instagram accounts. To analyze the types of paralinguistic features based on typographic strategies by Thurlows et al's theory, the meaning based on Roland Barthes' theory about semiotic, and the function based on communicative function's theory of Mary Finocchiaro. Specific focus of this research is the analysis on photo and video caption in models' instagram account.

### **1.5. Significance of the Study**

This study is expected to be useful for the readers. The researcher also expected that the results of this study can be used as an input for the researcher or

people who are interested to conducting the same research of Paralinguistic Features in Computer Mediated Communication. Furthermore, in terms of education, this research hopefully will add new knowledge about paralinguistic used in written based communication because paralinguistic commonly used in face to face communication. The last, the researcher hopes this study will be valuable for students in English Department.