1.  INTRODUCTION

1.1 Background of the Study

The development of language in the world, especially in Indonesia has been happen from time to time. Nowadays, there are many languages are developing in Indonesia. The ethnic language, and also Bahasa Indonesia itself has been changed in several ways of use. Some people mix it with their ethnic language, some of them mix it with another language and even Bahasa Indonesia itself, has its own formal changes that are legalized by the government. Besides these third changes, Indonesian youth have used Bahasa Indonesia with their own way. It is a proof that language is changing day after day because it is dynamic, social changes produce changes in language which happens slowly by the process of human interaction.

In this postmodern era, there is also Alay language that people use in their daily live. Alay (or 4LAY, Anak Layangan or Anak Lebay) is a pop culture phenomenon -It is a stereotype describing something “tacky” and “cheesy” (norak or kampungan). The Alay culture phenomena spans over a wide array of styles in music, dress, and messaging.

The word "Alay" or "Alayen" has no exact meaning or obvious derivation. One theory that is widely accepted is that "Alay" is a portmanteau of the term "Anak Layangan" (Indonesian: Kiteflyer), a pejorative describing someone has certain physical attributes from spending most of their time outside and getting sunburnt. Alay text is a form of Indonesian language that has undergone
"excessive get transformation". Contrary to the popular belief that it is "destroying" the national language, grammatical standards are met in contrast to the modern Indonesian slang language. Similar to the jejbets (a person who has managed to subvert the English language to the point of incomprehensibility), Alay texts offer an alternative in compressing words so they are under the 160 character-limit in text messages, often to the point that they are impossible to read. Rules in capitalization are mostly ignored.

**Alay** language (*bahasa alay*) itself is a kind of language that comes from teenager or adolescence from the low class at the beginning. Clark and Eve (1977: 27), states that adolescence is about 13 to 19 years old. But nowadays the user of the Alay language is not only the youth. Mature people who are close to the youth world also use this language. The development of technology also has main contribution in the development, change, and spread of language. The fast growth of electronic tools such as radio, television, fax machines, smartphone, ipad, computer and so forth, bring new style of communication and also bring a drastic change in social, economic, cultural, and language styles. One of the electronic technologies that bring a big effect in human languages is the computer and smartphone.

Twitter as one of social networks which is operated by using computer or smartphone of course has a big role as tools to express and spreading of Alay language. Almost all people of the world, there may be thousands or millions people, and also Indonesian people are included in twitter daily user. They use this social network for many reasons: doing business such as having online store, use
it as free album to collect photos, to find old and new friend from all over the world and the main reason is to have fun by making communication with people among the world. These are why twitter can be a place where the language can be mixed, changed, produced and lost. This condition may bring a situation where the youth no longer use Bahasa Indonesia in proper way. The appearance of twitter has encourage changing in the way of communication. Twitter which is used as written communication tools that should use formal language, has prompted a shift in the use of spoken language become written spoken language.

Examples:

1. Formal Language

*Saya akan pergi ke Medan bulan depan* (Formal)

The first example is formal because it is compatible with the structure and the diction of Bahasa Indonesia.

2. Informal / Slang Language

A: Hei, dude wanna join us tonight (informal)

B: Mmm, yups. gonna be there. (informal).

From the second example, the conversation in informal because the dialogue use ‘wanna’, ‘yups’, ‘gonna’ which are part of slang.

3. Word Abbreviation & Emoticon Meaning

*yang yg*

*paling plg*
Emoticon Meaning

:) smile

:-<> shock

:-? Smoking

The other things that are usually found in informal written language is abbreviation and emoticon usage. People use abbreviations to make it simpler to be written or typed. These abbreviations and emoticons are used commonly in informal written language and understood by many people. But nowadays, the people have created a new style, not only modify the formal to informal. Use slang or use abbreviation and emoticon, they make a new style to write such as mix alphabet with usual letter. Alay language may happen when a speaker chooses to use another language, makes it as daily language and does not maintain the original language.

This Alay phenomenon also reminds us of phenomenon of slang language which always exists in every young communication. Slang language has not disappeared at all. For instance, term bokap or nyokap, these Slang language terms are often used in daily conversation nowadays. Slang is quite different with Alay language, this language is more complicated in its spelling or writing style.

Alay text may have originated from the method of making strong passwords for internet accounts, which requires combinations of small and capital letters, numbers, as well as special characters. Normally, to keep the password
meaningful and easy to remember, the password would consist of normal words, where some letters are capitalized or substituted with numbers (e.g. the letter a with 4, the letter o with 0). Soon this becomes a habit in writing text in general, and improved with mixing English and Indonesian in one sentence. Confusing text that could not be understood properly and probably has no meaning (except for the writer), is also considered as *Alay* Text. This type of text usually contains information of the writer's mood and feeling, it is also common for the text to contain the writer's own philosophy on a certain topic such as love, heart break, and relationship.

This study focuses on the use of *Alay* language in social media (twitter). In twitter, people are allowed to express their thought as free as they want. They can write anything with their own style. So, here we can see how the *Alay* people use their own language.

### 1.2 Problem of The Study

The problems of the study are as follows:

a. What is the characteristic of *Alay* language are used in twitter status?

b. What is the meaning of vocabulary with *Alay* language characteristic found in twitter?

c. What is the dominant characteristic of *Alay* language used in twitter status?

d. Why do people use *Alay* language?
1.3 Scope of The Study

Scope of the study has important purpose in writing this paper. It is used to limit the problem so the topic in this paper is more focused. The scope of this study is about the Alay language based on Shinta (2011) found in Twitter status of the user friend / personal account of @widoro_4r17 followers.

1.4 Purpose of The Study

a. To describe the characteristic of Alay language used in the twitter status.

b. To explain the meaning of vocabulary with Alay language characteristic found in twitter

c. To explain the dominant characteristic of Alay language used in twitter status

c. To describe the reasons why people use Alay language.

1.5 Reason for Choosing the Topic

The reason for choosing this topic is to answer my curiosity about Alay language because I know the language from my sister who has been adept at using this language. I chose twitter as my research because Indonesia is the most twitter
users in the world, and so many people use Alay language in twitter. In addition, I also want to tell people who do not know that the Alay language is also used to communicate each other.