2. REVIEWS OF RELATED LITERATURE

In conducting a research, theories are needed in avoiding ministerpretation to analyze the problems in this study. The writer describes the language shift, youth language and Alay language to support the content and the analysis.

2.1 Language

A. Definition of Language

Language can be defined as means to deliver something that comes in the heart. It means that the language as an instrument to deliver thoughts, ideas, concepts or feelings to be conveyed to others.

Kamus Besar Bahasa Indonesia (KBBI, 1990: 66) says, “Bahasa diartikan sebagai system lambang bunyi berartikulasi yang bersifat sewenang-wenang dan konvensional yang dipakai sebagai alat komunikasi untuk melahirkan perasaan dan pikiran.” Language is interpreted as a sign system of articulates sounds which is arbitrary and conventional used as a communication tool to bring forth feelings and thoughts.

Keraf (1997:1) says, “Bahasa adalah alat komunikasi antara anggota masyarakat berupa simbol bunyi yang dihasilkan oleh alat ucap manusia.” language is a means of communication between members of the community in the form of a symbol of the sound produced by human vocal organs.
Khaidir (1998:21) says, “Bahasa sebagai sebuah sistem lambang bunyi yang arbitrer, yang dipergunakan oleh para anggota suatu masyarakat untuk bekerjasama, berinteraksi, dan mengidentifikasikan diri.” Language as a symbol system sounds arbitrary, which is used by members of community to collaborate, interact and identify themselves. Pei and Gaynor (1975: 119) says, “Language is a system of communication by sounds, i.e., through the organs of speech and hearing, among human beings of certain group or community, using vocal symbols possessing arbitrary conventional meaning.” From the view of the linguist like Kridalaksana, Pei and Gaynor above, Language can be emphasized as a symbol system. The term system contains the meaning existence and regularity of the constituent elements.


Dirgo (1999 :1) says, “Bahasa adalah rangkaian bunyi yang dihasilkan oleh alat ucap manusia secara sadar.” Language is a series of sounds produced by the human vocal organs consciously. And next Chaer and Agustina (2004:11) say, “Hakikat bahasa antara lain bahwa bahasa itu sebuah sistem lambang, berupa bunyi yang arbitrer, produktif, dinamis, beragam, dan manusiawi.” Based on the above meanings, we could conclude that language is the sound symbol used by humans to communicate each other for the purpose of communicating.
B. Language Shift

Language shift is known or relevant with “language change” or language death”. Holmes (2001) gives some explanation about the language shift:

The most obvious factor is that the community sees an important reason for learning second language. The reasons are often economic, but they may also be political. The second important factor seems to be that the community sees no reasons to take active steps to maintain their ethnic language or they may not realize that it is in any danger of disappearing. The social and economic goals of individuals in a community are very important in accounting for the speed of shift.

The language shift itself refers to the degradation of using language by native speaker. Besides, Holmes also said that the most obvious factor is the communities. It comes by the situation where the communities were in contact with another language and found a process where they feel comfort or it is important for them to use the new language. The situation usually happens among the youth where they feel more comfort to use their own language to disguise the meaning or just to make creativity.

Some factors affect the language shift:

1. Demographic factor.

Holmes (2001: 59) also says demographic factors are also relevant in accounting for the speed of language shift. He also explains that the technologies such as television also take a part in the speed of language shift.
The demographic works as a barrier. When a community was located in an isolated place, there is only a little opportunity for their language to be spread or to get a new language, which will involve their knowledge about the development of language or the appearance of new language. However, the appearance of the technology today has destroyed some aspect of the language barrier as long as the place has receive the new technology of communication.

2. Surrounding situations

In other case, the situation of surrounding will affect speaker to involve in language shift. The importance of using language in people’s daily life sometimes push people to learn and use a new language in continuity. When someone comes into a new place meet with new people who use different language that is used at his or her new place. Here will be chance for this people to forget his old language.

3. Social and economic

People cannot live alone, it means that they have to ‘get on’ in the society. When people do an interaction, especially in a multi communities area, they tends to use some different languages. Someone who is gathering with Batakinese people tends to use batak language. In other situation when this people join with some friends from abroad, there will be chance for this people to use the language that is also used by his new friend, and there will be a big opportunity for using English as a common international language.
Along with the communication frequency with the abroad friends, there will be a chance for the language shift.

Economic factor also can be a reason for the language shift. A shift to another language may influence someone depend on where he get a job. An Indonesia who gets a job in a German factory will speak German language frequently. Even when one day he has to move to work in German, he has to use it in his daily life. Therefore, there is a big chance for *Bahasa Indonesia* to be shifted into German language.

A language shift can be happened in a short or long time, depend on the eagerness of the native speaker to maintain his language. Language shift not only affects a small group of community, but it can also affect a big country; we can see Indonesia as the example. Indonesia has some changes in it language from 1945 until today.

C. Youth Language

Actually, Youth language (*bahasa gaul*) has been occurred since long time ago. There are many varieties of the youth language. The language is always changing from time to time because there will be a time when a language is death and being replaced by another new youth language. Sumarsono and Pratana (2004: 81), categorize the youth language in Indonesia from 1950’s to 1980’s into four groups they are:
1. Put consonant V + vowel

This style appeared around 1950’s. The youth put consonant V + vowel on every syllable, which was used at the time.

Examples:

*Mata* : ma + ta → (ma + va) + (ta + va) → *mavatava* (eye)

*Mati* : ma + ti → (ma+ va) + (ti + vi) → *mavativi* (dead)

*Matang* : ma + tang → (ma + va) + (ta + va + ng) → *mavatavang* (ripe)

2. Change the last syllable with –sye

This language style appeared at the beginning of 1960’s. This language style just use the last syllable of the word dissaper another syllable then replace it with –sye.

Examples:

*Kunci* → kunsy (key)

*Tambah* → tamsye (add)

*Sepeda* → sepsye (bicyle)

3. *Walikam* style

This language style appeared around 1960’s in Malang. It is read from the right to left.

Examples:

*Mata* → atam (eye)
Tidak → kadit (no)

Sari → iras

Beside reading the word from the last letter, walikam style also dismiss fonem /h/.

Examples:

Sehat → taes (healthy)

Lihat → tail (see)

There are new vocabularies that appear in walikam style:

<table>
<thead>
<tr>
<th>Walikam</th>
<th>Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>jinjak</td>
<td>polisi (police)</td>
</tr>
<tr>
<td>nes'</td>
<td>(cantik) beautiful; baik (kind)</td>
</tr>
<tr>
<td>raija</td>
<td>uang (money)</td>
</tr>
<tr>
<td>ebes</td>
<td>bapak/ibu (father/mother)</td>
</tr>
</tbody>
</table>

Beside read the word from the right to left, the word might be added by any phoneme.

Examples:

Tidak → kadit → kadodit (no)

Sehat → tahes → tahohes (health)

4. Prokem language

This language style appeared around 1980’s. This language is determined by adding –ok among the first or second syllable of the word. It is almost the same with the language that was used by the gay in Surabaya.
Examples:
Bapak → bap → b → ok → ap → bokap (father)

Ngumpet → ngum → ng → ok → um → ngokum (hide)

Begitu → begit → beg → ok → it → begokit

Beside the word with the pattern above, it also find any words without rule.

Examples:
Amsyong → hancur (broke into pieces)
Item → kopi (coffee)
Ogut → saya (I)
Ji → kamu (you)

There are also some acronyms

Examples:
HUT → hanya untuk cinta (just for love)
Fanta → fanatik tapi agresif (fanatic but aggressive)
Pendekar → pendek tapi kekar (short but strong)
Metastesis
Besok → sobel (tomorrow)
Piring → riping (plate)
Bener → neber (true)

After 1980’s the youth always produce new bahasa gaul. Around 2000’s there are a newmillenium era with it’s own language. In this era the speaket tend to adopt a word which has different meaning but almost have a same sound.
Examples:

1. *Mau* (want) become *mawar* (rose)

2. *Aku tidak mau makan* (I don’t want to eat) become *Akika tinta mawar macarena*.

D. *Alay* Language

Around 2011, there appeared a new kind of youth language namely *Alay* Language (*Bahasa Alay*). *Alay* language is a kind of language that is popular among the teenagers in Indonesia, now on. According to Shinta (2011:13), *Alay* (4L4Y), *Anak Layangan* or *Anak Lebay*) comes from the phoneme “a” and “lay”. These are an acronym for *Anak Layangan*. In the beginning *Alay* is a term that is used to describe the low class teenager who use any aspect of fashion that is copied from the celebrity. By the time, teenager or youth that use special freak kinds of writing that is usually difficult to be read. The user of this language will mix capital alphabet, symbol and number to write a word or sentence. They will also add the alphabet, so it will be difficult to be read.

At the beginning, *Alay* is meant as a lifestyle of teenager or adolescence from low class, but it becomes a trend soon. (Shinta, 2011:13)

Shinta (2011) also says, “there are four categories of *Alay*”. They are different by their way of writing.
Beginner: “seNank dech haTì sAaiia.. taDi paGi dianTeRin ama paCal dund.. tapi biNund juga, tumbEn yaCh paCal ku saAiiank mao anTel??”
I’m so happy.. this morning my boyfriend took me.. but I also confused, it’s not usual that he car and want to do it.

Intermediate: “hErandTh juJJa.. kOgh, cAaiiaa gugh iCa nGwerJaiNth sOal mTemaTikha yUaaccH..? KaTa pacALd, aaiiOO sEmaNgadTh beLaJard.. bIaL piNteRd.
It’s really confused me… Why did I can’t do the math exercise? My boy told me to study hard to be clever.

High Level: “DucH Gw4 5aiianK b6t sAma Lo.. 7aNgan tin69alin akYu ya B3ibh”
Oh… I really love you. Please don’t leave me baby.

King of Alay: “hErandTh s4iiA M4 Bh5A aLLai!! li4Nk an3H bhn ngaCo, pi mAsEEch bNya6h aJj4 i!Ank m4k3.. p4k3 i!Ank n0rMaLd Jj4 dumMzz.. Bh4sa gN!! M4H B!kiNdTh paLa pUs!inK dUamZ.. I confuse with this strange Alay Language. Why a lot of people still use it…Just use the normal one… Such language is just making me get a headache.

Beside the level, there are some types of vocabulary in Alay language.
They are ‘plat number’ (mix alphabet with number), ‘caps lock style’, etc
### Style

**Plat Number**
- t4 / t3mp4t
  - tempat (place)

**Caps lock**
- semester
  - semester

**Etc**
- plink/ p’ling
  - paling (the most)
- Luph, luff, loupz
  - cinta (love)
- Kamuh, kamyuh, kamuwh
  - kamu (you)

Beside the freaky style of writing, this *Alay* community also has their own vocabulary and emoticons to express their feeling or mood.

### Caps lock/ Acronym

<table>
<thead>
<tr>
<th>Caps lock/ Acronym</th>
<th>Number</th>
<th>Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>AbcdE</td>
<td>4ih b0 cu4p33 deh</td>
<td><em>aduh bo capek deh</em>(very tired)</td>
</tr>
<tr>
<td>cAbs/ caPcuS</td>
<td>c4but/ p3r61</td>
<td><em>pergi</em> (go)</td>
</tr>
<tr>
<td>EmbEr</td>
<td>3mb3r</td>
<td><em>iya/bener/setuju</em> (yes/true/agree)</td>
</tr>
<tr>
<td>J/k</td>
<td>ju5t k1dd1n6</td>
<td><em>hanya bercanda</em> (just kidding)</td>
</tr>
</tbody>
</table>

From the example above, we can see that Alay language has changed some structure of the original word. It has ruined the word from the orthography side.

Orthography is a system of writing a language.

**Examples:**

**Original word** | **Alay language**
---|---
No one | no on3
For You | 4U
I see you | ICU
A good orthography has to have the four things:

1. Easy to read
2. Facilitate the obtaining of information
3. Facilitate dissemination of information
4. Enable the spirit of learning

People who know the language can read it without feeling embarrassed (http://ejournal.unud.ac.id/abstrak/4%20suprawa.pdf).

Beside the orthography, *Alay* language also create many new term and acronym.

Examples:

<table>
<thead>
<tr>
<th>Original word</th>
<th>Alay language</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pergi</td>
<td>cabcus/cabut</td>
</tr>
<tr>
<td>Just kidding</td>
<td>j/k</td>
</tr>
</tbody>
</table>

Usually this *Alay* style is used in writing messag or social network such us twitter or sometimes it is also used in facebook. In this paper, the writer analyzes *Alay* language that is used in twitter.

Based on *Alay* Handbook (Shinta,2011) it can be concluded that Alay language is a kind of mess language which has these five characteristics:

1. Unusual acronym

Examples:

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDE</td>
<td><em>Aduh Bo Cape Deh Eke</em></td>
</tr>
</tbody>
</table>
2. Unimportant additional alphabet

Examples:

- Duch lama bungaetzz sechhh (aduh lama banget sih/ oh, I’ve wait too long)
- Gagh suka dechh sama orang yang giutch, kan gagh sopanh namanyah (gak suka deh sama orang yang itu, kan ga sopan namanya / I don’t like such kind of people, so rude)

3. Put capital letter among the letters in the word

Examples:

- keNApr kaMu DatangNyA lama sEkali
- kalaU kAmu mEmAnG SuKa Ya BiLanG Ja

4. Create new spelling of the original word

Examples:

<table>
<thead>
<tr>
<th>Original word</th>
<th>New spelling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lama sekali</td>
<td>lama beudz</td>
</tr>
<tr>
<td>Semangat</td>
<td>cemungudh</td>
</tr>
<tr>
<td>Pergi</td>
<td>cabcus/ cus</td>
</tr>
</tbody>
</table>
5. Replace letter with number

<table>
<thead>
<tr>
<th>Original word</th>
<th>New word</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tempat</td>
<td>t3mp4t</td>
</tr>
<tr>
<td>House</td>
<td>h0us3</td>
</tr>
<tr>
<td>Tomorrow</td>
<td>2morr0w</td>
</tr>
</tbody>
</table>

2.2 Relevant Study

There are researchers that have done analysis about \textit{Alay} language. So, in conducting this analysis, I have consulted the previous paper and research findings. They are Widya Astuty, student of Indonesia University of Education Bandung, and Bangun Nogroho, student of State University of Malang.

Widya Astuti (2013) in her thesis entitled “Language Attitudes towards Written Alay variety in Facebook Interaction”. She uses a descriptive method to describe and interpret the data. The study reveals that the realization of written \textit{Alay} variety in Facebook covers two broad categories, namely spelling and written that involves a mix of capital punctuation. The spelling modifications in written \textit{Alay} variety were found to be in four different case, spelling shift, spelling addition, spelling deletion, contraction, and irregular spelling modification. Related to language toward the written \textit{Alay} variety, users and ex-users develop different attitudes towards the use of \textit{Alay} variety. Users tend to have more neutral attitudes with the use of \textit{Alay} variety, they develop more positive attitudes towards
the variety. In contrast, most ex-users react negatively towards the use of Alay variety as they consider that have a low prestige or status and is not a proper variety to use.

Bangun Nogroho (2012) in his thesis entitled “Bahasa Alay as a Current Identity of Some Indonesian Teenagers”. His study is concerned with discussing the word formation of bahasa Alay, degree of similarity in bahasa Alay, and length of utterance and its ratio with standard language. The research design of his study is qualitative-explanatory. The primary data are the written form, which are taken from the update statuses and comments from primary and secondary respondents. The data were collected through document analysis. The research tried to find and identify the Alay words and utterances from statuses and comments posted by the respondents. The result can be classified into three major categories. First, the word formation process reveals the lexical features of bahasa Alay. Fourteen word formation are found. Five of them ([a] borrowing, [b] clipping, [c] contraction, [d] iconic, and [e] multiple processes). On the other hand, the nine other categories ([a] changing letter(s), with other letter(s)/symbol(s) representing similar sound, [b] changing voiceless into voiced, [c] changing letter(s) with number(s)/symbol(s), [d] changing certain syllable with letter(s), [e] doubling letter(s), [f] the pronunciation of words is presented by numbers, [g] special writing, [h] special symbol, and [i] other changing) are found in his research and considered to be important findings. Secondly, the degree of similarity between bahasa Alay and the standard language reveals the orthographic features of bahasa Alay. They are classified into four
categories: very similar, similar, different, and totally different. Third and finally, the lengths of utterances are used to reveal the variation of utterance in bahasa Alay. They are classified into different criteria: very short, short, moderate, long, and extremely long. Thus, those three previous aspects are utilized to reveal how bahasa Alay is able to serve the identity of certain group of teenagers in Indonesia. Thus, future researchers can elaborate more in the relationship between age of Alay users and the created lexicons. They can learn whether the orthographic distortion can classify the users into certain categories based on their age.

The writer choose Alay language as object of paper because inspired by Widya Astuti’s thesis and Bangun Nogroho’s thesis who analayzed Alay language. As well as Widya astuti and Bangun nugroho, the writer has some purposes of writing this paper : to show the tcharacteristic of Alay language used in the twitter, to explain about how the vocabulary variations formation pattern of language, to describe the reasons why do people use Alay language, and to answer my curiosity about this language.