LANGUAGE ATTITUDES TOWARDS WRITTEN *ALAY* VARIATION IN *TWITTER*

SKRIPSI

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By

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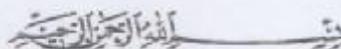
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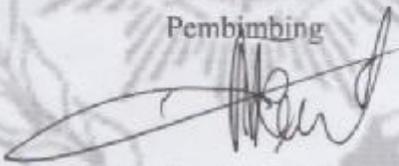
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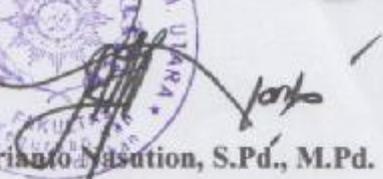
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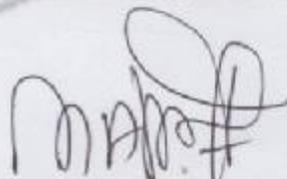
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	Background of the Study	
	The objectives of the Study	
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ABSTRACT

Ikhfida Yusfi. Language Attitudes Towards Written *Alay* Variation in *Twitter*. Skripsi. English Department, Faculty of Teachers' Training and Education, University of Muhammadiyah North Sumatera, Medan. 2018.

The study deal with the language attitudes towards written *alay* variation in *twitter*. The objectives of the study were to find out types of language attitude towards the *alay* variation, to find out the meaning of *alay* variation are used by users and to find out the reason why the attitudes coded in *twitter*. This research was carried out by using descriptive qualitative method. The data were collected from social media. There were 62 status were taken to be analyzed, the technique used to analyze the data obtained was by identifying the attitudes, tabulating the language attitude into their types and classifying the meanings of *alay* variation. There were 62 *alay* variation words used in *twitter*. The findings of the data analysis showed that two types of language attitudes namely positive attitudes and negative attitudes were found in the *twitter*. The findings showed that the meaning of *alay* variation are used by users in *twitter* has its own meaning because many word formation which modify the spellings and writing. Attitudes are coded by users in *twitter* because they favour the use of *alay* variation to be an identity marker, users attitudes belong to positive attitudes. Users of *alay* variation have the loyalty in using the variation continuously and believe that the variation has prestige that.

Keywords: alay variation, language attitudes, *twitter*

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This research intended to fulfill one of requirements in accomplishing S-1 degree at English Department of Faculty Teacher Training and Education Muhammdiyah University of North Sumatera. Furthermore in finishing the research entitled **LANGUAGE ATTITUDES TOWARDS WRITTEN *ALAY* VARIATION IN *TWITTER***, the researcher faced a lot of difficulties and problems and without much help from the following people, it was impossible for her to finish it. The researcher also would like to thank.

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Medan,   April 2018

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CHAPTER I

INTRODUCTION

A. The Background of the Study

People always use language to interact with others. Language is a communication system which is needed to help people do their activities in society, such as in school, market, and office. Sociolinguistics is a study of language which is associated with social conditions.

Rapid development of Social Media such as *Twitter* has allowed new variation of language use to emerge. The term variety here is used to refer to a set of linguistic forms used under specific social circumstances (Holmes, 2001). Users of *Twitter* may belong to a certain community and have their own way or new style of communicating may initiate new varieties. As virtual communications such as *Twitter* interaction involve written forms of language use, *alay* is one of written varieties which can be found. The term *alay* is usually used to describe the use of a certain language particularly Indonesian in social media which is different from the use of the language in standard use. *Alay* variation is believed to be distinctive especially in terms of its written form which includes its spelling system.

In using *alay* variation, users tend to modify vocabularies of Indonesian, for example, in terms of its spelling system. This modification is mostly done by

combining numbers, abbreviations, capitals or lower cases in one word or more (Kuswandini, 2009). The creation of 'new' writing systems is commonly believed to be results of imitating other users' writing or users' own creative inventions.

Communicating in the virtual world, one may deal with two terms of style in using language, namely *Bahasa Gaul* dan *Alay* variation. As the tudy is aimed at revealing the use of *alay* variation in particular, the term *Bahasa Gaul* in this study is intended to attract and stimulate varied responses from users. Therefore the study does not put a significant attention to the term. In creating words, the users of an *alay* variation seem to be so 'creative' in making words that people sometimes misunderstand the meaning of the words they create (Kuswandini, 2009). As misunderstanding could be one point which may lead people to misjudge or develop negative attitudes towards the variety, the use of written *alay* variation in Twitter interaction may be interesting to explore.

There are a lot of studies have been done in the field of language attitudes. One of the researches is the work of Lambert 2001 who used a matched guise technique to investigate the socio-psychological effects of the bilingual situation in Montreal.

This research, however, focused on adolescents language use in the virtual world of *Twitter* which is concentrated on the *alay* variation used in the media. Research in the field of *alay* variation in Indonesia, however, have not been conducted a lot. Several studies which have been conducted especially in the field of *alay*variation, came from Wicaksono (2011). The studies mostly revealed that

*alay*variation users try to make words appear "cuter", such as replacing "home" with "humzz" to communicate their 'unique language' of their members, to motivate adolescents to seek self-identity and existence, and to express social interactions and relationships among *alay* variation users. In this study the researcher was research the attitudes coded in twitter, and types of language attitude can be found in this *alay* variation.

It is expected this study so that the readers know more about types of language attitude from *alay* variation used in *Twitter*. And it is expected that the readers do not use *alay* variation.

B. The Identification of the Problems

The problems of this research are identified as follows

1. many teenagers do not know types of language attitude towards the *alay* variation.

2. many teenagers do not know the meaning of *alay* variation are used by users.

3. many teenagers do not know the attitudes coded in twitter.

C. Scope and Limitation

This study was focused on sociolinguistic. And this study was limited on attitudes are used by users towards the *alay* variation in twitter.

D. The Formulation of the Problems

The problems of this research are formulated as the following.

1. What types of language attitude towards the *alay* variation?

2. How are meaning of *alay* variation are used by users?

3. Why are the attitudes coded in twitter?

E. The Objectives of the Study

The objectives of the study are

1. to find out types of language attitude towards the *alay* variation.

2. to find out the meaning of *alay* variation are used by users

3. to find out the attitudes coded in twitter

F. The Significance of the Study

The findings of the study are expected to be useful theoretically and practically:

1. **Theoretically,** the research findings can add up new horizon to sociolinguistic theories. Secondly, the findings can be references for future study.

2. **Practically,** the findings can be relevant

    a. for the lectures, is that the findings might be useful for lecture in giving additional input and reference about language attitude in teaching sociolinguistic.

b. for other researcher, is that they can use it analyze in language attitudes with a different aspects and an attractive write to attract other researcher to do than previous.

CHAPTER II

REVIEW OF LITERATURE

A. Theoritical Framework

1. Sociolinguistics

Sociolinguistics is an interdisplinary science which derived from two basic elements: *socio* and *linguistics* (Siburian, 2013:1). Linguistics is the scientific sudy of language, especially its basic elements (such as phonemes, morphemes, words, sentences, and meanings) and the interrelationships between the elements (structure) including the nature and formation of the afore-mentioned elements. The second element, socio basically similar to social, which is related to people in the society, has got to do with the human groups, and the function of these groups. Therefore, sociolinguistics is the study or analysis of language in relation to its speakers as members of given society, the social aspects of speech, especially to the speech variations available in the language related to socialbfactors affecting speech.

People use language to communicate with others. They use different kind of language when they talk to others in different situation. Holmes (2001) said that sociolinguistics is an attempt to explain the relationships between language and society, why we speak differently in different social contexts, so it is easy to identify the social function of language and how language is used to convey soacial meaning such as relationships, situation, topic, and so on.

Sociolinguistics is a subfield of linguistics which studies the relationship between language and society. Downes (1998) stated that soaciolinguistics is that branch of linguistics which studies just those properties of language and languages which require reference to social, including contextual, factors in their explanation. It means that sociolinguistics is the study of the effect of any and all aspects of society, including cultural norms, expectations, and contexts, on the way langiage is used and the effects of language use on society.

In the sociolinguistics of society, Fasold in Lucas (2001) stated that the assence of linguistics depends on two facts about language. They are language varies and language users. For the first, language varies uses the language to say that speakers have more than one way to say more or less the same thing. Language users use language to make statements about who they are, what their group loyalties are, and how they perceive their relationship to interlocutor and what kind of speech even they consider themselves to be involved in.

2. Language and Variation

According to Chaer (2004), langauge has a system and sub-system that is understood by all speakers of the language. However, despite the speakers of the language being in a speech community and not a homogeneous group of human beings, so the language that used not same each others. Language

variations are a form of change or difference of various manisfestations of language, but not contrary to the rules of language.

In variation of the language, there are two views. First, the variation seen as a result of social diversity and deversity of the language function. Second, variation or language diversity has been exists to fulfill its function as the interaction tools in the diversity activity of society (Chaer, 2004).

Kridalaksana (2008) said that language variation as a unit that at least has two variations of the language that was chosen by the speaker. The variation depends on factors such as gender, age, social status, and situation. The variation was considered as an systematic because of interaction between social factors and language factors.

Based on the understanding of langauge variation according to the experts above, variations in language can be concluded as the diversity of languages commonly used and does not conflict with the rules of the language. This diversity exactly will add to the existing linguistic repertoire previously.

Language has two fundamental aspects namely sound and writing form, and the meaning namely on lexical and although functional and structural. If we look more closely, we will find a lot of difference in terms of siund or meaning, that because of the different in geographic, cultural, and so forth. Thus, we can find many varieties of the language in society.

Language variation in ters of users or speakers according to Chaer (2004) distinguished on idiolect, dialect, cronolect, and sociolect.

a. Idiolect is a language that is individual variation.

b. Dialect is a variation of langauge of a groupof speakers who are relatively, which is at place, region, or a particular area.

c. Cronolect is language variations used by social group in the particular period.

d. Sociolect is language variation related with status, class, class social the speakers, such as age, education, sex, occupation, state economy.

3. Language Attitudes

Langauage attitudes is how our attitude using language for communication each other. It show how language attitudes towards other people are expressed through language.

According to Lambert in Chaer and Agustina (2014), attitudes consist of three components: the cognitive, affective and conative components. The cognitive components refers to an individual's belief structure, the affective to emotional reactions and the conative component comprehends the tendency to behave in a certain way towards the attitudes.

Edwards in Chaer and Agustina (2010) says that the major dimensions along which views about language can vary are social status and group solidarity. The distinction of standard/non-standard reflects the relative social status or power of the groups of speakers, and the forces held responsible for vitality of a language can be contributed to the solidarity value of it. Another dimension, called ingroup solidarity or language loyalty, reflects the social

pressures to maintain language/language varieties, even one without social prestige.

Chaer and Agustina (2010) stated "Language attitude is a mental position or feeling towards the language itself or the language of others. The state and process of language formation is not far from the state and the process of formation of attitudes in general. With attitude, so that language attitude is also a psychological event so it can not be directly. Language attitudes can be accessed through behavior or speech behavior".

4. Types of Language Attitudes

Language attitudes show that happy or not a language is spoken to a language. Therefore, language attitudes are classified into two types: positive attitudes and negative attitudes.

According to Anderson in Chaer (2010) "language attitudes is a relatively long-term belief or cognitive order, partly about language, of the object of language, which gives a tendency to one to react in a particular way in which it pleases".

a. Positive Attitudes

Positive attitudes of language attitudes are attitudes related to behavior that do not conflict with the rules or norms of the prevailing language, or a loyal and proud attitudes towards a language.

A positive attitude of language is the use of language in accordance with language rules and in accordance with the language situation. Things that shows positive attitude towards the language includes:

a. Using language according to language rules and situations.

b. Using your own language without being mixed with a foreign language even if the other person understands the purpose of the conversation, it is better to use the language in accordance with the Indonesian language is good and correct. With that attitude we are proud of our own language.

c. Using language as needed.

b. Negative Attitudes

Negative attitudes of language will cause people to be indifferent to the coaching and preservation of a language. They are not proud to use their own language as a marker of identity, even they feel ashamed to use the language

Negative attitudes toward language can also occur when a person or group of people no longer has a sense of pride in their language, and diverts it to another language that is not his own. This can be influenced by several factors, among others: political factors, ethnic factors, race, prestiges, consider the language is too complicated or difficult and so forth. For example, use of Java language inJava community.

5. Characteristics of Language Attitudes

According to Garvin and Mathiotin Chaer (2010) formulated three characteristics of language attitudes are:

a. Positive Attitudes of Language

1) Language Loyalty

The language of loyalty that encourages the community of language to maintain its language and if necessary, prevent the influence of other language.

2) Pride of Language (Language Pride)

The pride of language that encourages people to develop their language and use it as a symbol of identity and community unity.

3) Awareness Of The Norm

Awareness of Language Norms that encourage people to use their language carefully and courteously; and is a factor that is very big influence on deed is the activity using language (language use).

b. Feature of Negative Language Attitude

1) There is no passion or drive to maintain the independence of the language.

2) The loyalty of the language begins to weaken.

3) No pride in his language.

6. Factors Influencing Language Attitudes

Several factors may influence a language attitude. In most studies, the prestige or power of the language, the historical background associated with the language and its users, the social changes found in the society, and the experience in learning the language are the most commonly factors influencing an attitude towards a language use.

1) The Prestige and power of the language.

In many countries around the world an enthusiasm to learning English is not uncommon. Some people assume that learning a foreign language (English, for example) will correlate with declining the national loyalty of the learners. However, scholars have learned that the enthusiasm on learning a foreign language is not always correlated with a negative attitude towards the national and cultural feeling of the learners. A research on Japanese children studying English for example, proved that although the learners showed great attraction towards the Western culture as well as the language being studied, they kept holding a strong Japanese identity and a language loyalty.

But since the numbers of English users around the world is so large, speakers of other languages see the situation as a pressure from the dominant group (English supporters). Thus, government, of a country may consider it necessary to release some regulations in order to protect the language of its people from the English domination. This sitruation can be

found in French as described in the following line "The government in Paris forbids Englsh in advertising and regulates the number of English-language films that may be shown in the country. A cabinet-level official, the minister of culture communication, is responsible for monitoring the well-being of the national tongue". (Joshua A Fishman)

2) Historical background of nations

Some Middle East people may not want to study English because they learn from their history that Western people were colonialist. The view is possibly strengthened with some complicated contemporary disputes between the Western and Arabic (Muslim) cultures. Being overshadowed with the misery caused by the atomic bombs dropped in their country in the past, some Japanese people today may not want to think of English as an important global vernacular that need to be learned. Thus, both the Middle East people and the Japanese hold a negative attitude towards English as an international might be found among some Indonesians when they think it wrong with the colonialism upon their country in the past.

3) The Social and traditional factors

In the society where a diglossic situation is found the higher variety of the language is normally considered as a better from than the lower one. The following quotation describe this "Where a society has linguistic varieties in diglossic relationship, the usual attitude is that the

High language is a purer and better language functions are most likely to be fulfilled by the Low language". (Ralph W Fasold)

In the society with a traditional polyglossia, a negative attitude may be demonstrated towards the use of language associated with a higher class, especially if it is perceived as instrumental for controling or downgrading the other people. Some Balinese for example, may reject to use the higher variety (*alus*) of their tongue when talking to the people who are traditionally 'higher' especially when the people addressed in that variety respond in lower variety to them. However, if such a traditional diglossic or polyglossic situation is fading, positive reaction towards the system may come up. Thus, in order to maintain the tradition the society believe it to be necessary to learn and use the higher as well as the lower variety of the language.

4) The language internal system

People often show positive attitude towards learning a language because the grammar, pronunciation, and vocabulary are relatively easy. As the gender-based nominal system of the language is difficult to learn when compared to English, students may choose to learn English, instead of French and German. A negative attitude might be also found towards learning Chinese with its complex tonal pronunciation and orthographic system.

An internal diglossic or polyglossic situation may also matter. Thus although Javanese has more speakers, it was not chosen to be a national

language of Indonesia, for it classifies higher (*kromo inggil*), middle (*kromo*). And lower variety (*ngoko*) that is not easy to learn to use by speakers of other languages in general.

7. Attitude Towards Language Users

Attitudes towards a language are often confounded with attitudes towards the users. The experiment using the 'matched-guise' described before revealed that speakers' personalities had been judged based on their utterances. Thus, from the study, the English speakers were said to be better, dependable, more ambitious, more intelligent while the French speakers were pointed to be more humorous. Anegative attitude towards the user of English phrase *you know* in TV talk shows has been reported in New Zealand. According to the report, by repeating the phrase, the users were said to be of lowere class. In UK a magazine reported that speakers of English with Scottish accents were perceived to have high sex-appeal. In the United States people who speak English with southern accent has been regarded to be sweet and *not very bright*. According to a study on attitudes towards French uses, the European French speakers had been also said to be *more intelligent* and *more likeable* than the Canadian French Speakers.

Attitude towards language users may be also related to political or social sentiment. Some Indonesian people used to show negative attitude towards those who imitated (the second president) Soeharto's idiolect. Thus, people who copied Soeharto's use of *daripada*, (in standard Indonesia this is used to equal 'than' but used by the president to mean 'from' or 'of' in his

speech) or his typical pronunciation of –kan with thw schwa (in which words such as *membangunkan* (to develop), *memberikan* (to give) would sound /məmba unkən/ and /məmbərikən/, which is different from /məmba unkən/ and /məmbərikən/, as spoken by Indonesian in general) would be judged to be 'Soeharto's people', which was a negative label in that time. Some non-native users of English expect to be regarded *more intelligent* or *more modern* when their speaking is filled English lexicon. Thus, people with such attitude believe that by using the lexicon others will think that they are well-educated or overse graduates. But the use of English by non-native speakers may invite negative stereotype from the natives. When some Americans listened to a recorded conversation between English natives and Chinese bilinguals in a business context the Americans reported to find difficulty in understanding the points the Chinese intended to express. To the Americans, the Chinese had been described as *hesitant, unclear,* and *evasive*. However, when the same recorded conversation was listened to by a Chinese student; the student was reported to express more positive perception towards the Chinese bilinguals' English speaking. This kind of negative attitude (from the native users of a language to the non-native users) may turn to be a reason for a language-shifting case, in which the language users that feel to be situated under pressure, may try to shift totally towards the use of the language perceived to be of more value.

An attitude towards a personal name is also interesting to observe. William Shakespeare's famous statement *what's in a name?* is an attitude that seems to undervalue the significances of a name; it suggests yhat the quality

and fortune of someone or something could not be affected by the name. Such a view has been also maintained by some language philosophers who regarded names as meaningless. However, lots of others take the opposite belief; names do matter. The attitudes towards names can be actually seen in children's everyday behaviors of 'calling names' in the playground, in which some are called or given 'bad names' that are hurting. This could be a reason why people decide to change their names when they are rocketing to be stars; the Hollywood actor *Thomas Mapother* changed into *Tom Cruise*, the Indian *Amit Srivastav* became *Amitabh Bachan*, in Hongkong *Chan Kwong-Sung* turned into *Jacky Chan,* in Indonesia *Ainur Rokhimah* turned into *Inul Daratista*, etc. These approve that personal names can influence aomeone's attitude or perception. The following excerpt concludes the importance of personal name. "Personal names are so imprtant. They defined in large part who we are, how we are perceived, and even how we perceive ourselves. When we meet someone new, the first thing we tell that person about ourselves is our name. Conversely, the first thing we learn about that person is his or her name. so much about us changes as we grow older, but most people keep the same name. If we change it – for instance, it marks a very significant event in our lives. When we choose a name for our chlid, it is usually a very careful and deliberative act". (Roger Darlington)

8. Alay Language

Word of alay did not find in the Indonesian dictionary. Alay defined as Anak layangan, Anal lebay, Anak kelayapan and so on. The youngsters defined

as youngsters that did not ordinary in their attitude. The youngsters want to display their status to their friends.

According to koentjara Ningrat in Annisa Meiriani (2014: 7) Alay is a symptom experienced by Indonesian youth, who want to be recognized status among his friends. These symptoms will change the style of writing, and style of dress, while increasing narcissism, which is quite disturbing the surrounding community.

Selo Soemaridjan in Annisa Meiriani (2014: 7) Alay is the behaviour of Indonesian teenagers, who makehimself feel cool, beautiful great among others. This is contrary to the nature of the Indonesian people who are polite, graceful, and friendly. Factors that cause can through the TV media (film), and musicians with such makeup.

One of characteristic alay language are the writing strangely. There are some ways in word formation of alay language namely; adding phoneme, removing phoneme, acronym, replacement of letter, combination of capital latter, combination of letter and number, and combination of letter, number, symbol, and acronym. Here some types of alay word formation:

1) Adding Phoneme

Adding phoneme of phone classified into three types: Protesis, Epentesis and Paragog.

a. Protesis

Protesis is a process of word formation in alay language by adding vocal or consosnant in the beginning of word.

Example:

Original Word Adding Phoneme Meaning

Lihat Ngelihat See

Rasa Ngerasa Taste

b. Epentesis

Epentesis is an adding phoneme process by adding phoneme in the middle of word.

Example:

Original Word Adding Phoneme Meaning

Perih Peurih Smarting

Apa Apha What

c. Paragog

Paragog is a process of word formation in alay language by adding phoneme in the last of word.

Example:

Original Word Adding Phoneme Meaning

Aku Akuh I am

Ini Inih This

2) Removal Phoneme

There is is three types of removing phonemes process, namely aferesis, sinkop, apokop.

a. Aferesis

Aferesis is a process of removing phoneme in the beginning of word.

Example:

Original Word Adding Phoneme Meaning

Semua Mua All

Sama Ama Same

b. Sinkop

Sinkop is a process of removing phoneme in the middle of word.

Example:

Original Word Adding Phoneme Meaning

Bangun Banun Wake up

Mau Mu want

c. Apokop

Apokop is process of removing phoneme in the last of word.

Example:

Original Word Adding Phoneme Meaning

Ada Ad There is

Apa Ap What

3) Shortness

a. Abbreviation

Abbreviation is one of the shortening process results in the form of a letter or combination of letters, which spelled out letter by letter (Kridalaksana, 2013).

Example:

Alay Original Language Meaning

BOS Bekas Orang Susah Ex poor man

BF Teman baik Best Friend

HTDJ Hati-hati di jalan Be careful on the way

b. Acronym

The acronym is a shortened process that combines letters or syllables or other part that is written and pronounced as a word that more or less meets the rules fonotaktik Indonesian (Kridalaksana, 2013).

Example:

Alay Original Language Meaning

Gaje gak jelas Is not clear

Novi nonton tv Watching TV

4) Replacement a letter

Replacement of the letters contained in the written language. Wijana in Khaerul said that "in spoken language there is a change of

sound (vowels and consonants) that is as in the changes made to imitate children's utterance" .

Example:

Alay Original Language Meaning

Chayang Sayang Honey

Teyuz Terus Continue

Tatut Takut Afraid

5) **The combination of capital and lowercase letters**

The combination of uppercase and lowercase are wide. Alay langauge that uses lowercase then combined with capital letters with some abbreviation Fanayun (2010: 64).

Example:

Alay Original Language Meaning

mBerikan Memberikan Give

sLmNa Selamanya Forever

KmOe Kamu You

6) **The combination of Letters and Numbers**

The combination of letters and numbers is range of Alay language that uses numbers instead of letter (Fanayun, 2010: 64).

Example:

Alay Original Language Meaning

Thx 4 comment Thanks buat commentnya Thanks for your comment

7) The combination of Letters, Numbers, Symbol, and Abbreviation

The combination of letters, number, symbol, and acronym is the varians of alay language that use familiar symbols or not. The important thing in the choosing of symbols is the resemblance between the symbol and letter in the Indonesian language. (Fanayun, 2010: 64). Such as: • @ = a.

Example:

Alay Original Language Meaning

di@m tanPa k@ta Diam tanpa kata Silent witout a word

• ! = i

Alay Original Language Meaning

mn9k!n nNt! Mungkin nanti maybe later

9. Adolescents Language

Adolescents in psychological sciences are also introduced with other terms, such as*puberteit, adolescence, and youth*. In the Indonesian language is often also associated puberty or teenagers.Adolescence is a phase of development between childhood and adulthood, lasting between the ages of 12 and 21 years. Adolescence consists of adolescence at the age of 12-15 years,

adolescence age 15-18 years, and adolescence age 18-21 years (Monks, et al., 2002). Adolescence is also referred to as the period of change, the rate of change in attitudes, and behavior during adolescence parallel to physical changes (Hurlock, 2004).

a. Characteristics of adolescence

Adolescence has certain characteristics that distinguish the period before and after.Gunarsa (2001) describes certain features of adolescence as an important period, adolescence as a transitional period, adolescence as a period of change, adolescence as a troubled period, adolescence as a period of identity seeking, adolescence as an age of fear and adolescence as the threshold of adulthood. Gunarsa (2001) mentions that adolescence as a transitional period from childhood to adulthood, encompasses all the developments experienced as a preparation for adulthood. All aspects of development in adolescence globally take place between the ages of 12-21 years, with the division of 12-15 years of age is the early adolescence, 15-18 years are mid-adolescence, 18- 21 years are the elder adolescence, Haditomo (2002).

10. Twitter

Twitter is an online news and social networking service where users post and interact with messages, called "tweets".

Twitter was created in March 2006 by Jack Dorsey, Noah Glass, Biz Stone, andEvan Williams and launched in July of that year. The service rapidly

gained worldwide popularity. In 2012, more than 100 million users posted 340 million tweets a day, and the service handled an average of 1.6 billion search queries per day. In 2013, it was one of the ten most-visited websites and has been described as "the SMS of the Internet".As of 2016, Twitter had more than 319 million monthly active users. On the day of the 2016 U.S. presidential election, Twitter proved to be the largest source of breaking news, with 40 million election-related tweets sent by 10 p.m. (Eastern Time) that day**.**

There are certain words and jargon native to twitter that may already have heard in passing. These terms and their abbreviations (in parentheses) are essential for understanding the network.

1) **Tweet:** A 140-character message.

2) **Retweet (RT):** Re-sharing or giving credit to someone else's tweet.

3) **Feed:** The stream of tweets you see on your homepage. It's comprised of updates from users you follow.

4) **Handle:** Your username.

5) **Mention (@):** A way to reference another user by his username in a tweet (e.g. @mashable). Users are notified when @mentioned. It's a way to conduct discussions with other users in a public realm.

6) **Direct Message (DM):** A private, 140-character message between two people. You can decide whether to accept a Direct Message from any Twitter user, or only from users you are following. You may only DM a user who follows you.

7) **Hashtag (#):** A way to denote a topic of conversation or participate in a larger linked discussion (e.g. #AmericanIdol, #Obama). A hashtag is a discovery tool that allows others to find your tweets, based on topics. You can also click on a hashtag to see all the tweets that mention it in real time — even from people you don't follow.

B.   Relevance of the Study

This research is not the only one that analyzed in attitudes terms. There is previous researches that concern in this topic, namely Mohammad Khoir (2014) his study is entitled *The Language Attitude of Students of English Department* UIN SUNAN KALIJAGA *Towards English*. This study discussed about The Language Attitude of Students of English Department UIN SUNAN KALIJAGA towards English. The purpose of this study is to portray the student's language attitude towards English, and how they apply their attitude in their daily life. The source of data was taken from language attitude of students of English department. The research design applies mixed method. This method in focus on combining betweenquantitative method and qualitative method, with applies a semi structure interview and collecting data trough five point Likert scale survey to some selected participants. From the analysis, there are three components of language attitude, they are affective, cognitive, and conative. In this study they are selected randomly and the total number of respondents by 5% error grade is 147 students. The result shows that the respondents tend to have positive attitude towards English.

The second study from Muhammad Budyatna S (2016) his entitled *The Attitudes of the Second Grade Students towards the Use of Worksheet in Learning English at SMK Komputer Mutiara Ilmu Makassar.* The research design used in this study is descriptive quantitative method. This study proposes problem namely how is the students' attitude towards the use of worksheet in learning English at SMK Komputer Mutiara Ilmu Makassar. This study uses quantitative research. It is to describe the students' in using worksheet in learning English at SMK Komputer Mutiara Ilmu Makassar. To analyze the data, there are some steps done in this study; (1) The researcher distributed the questionnaire; (2) The students worked out the questionnaire for 45 minutes and answer it according to their responses (3) After the students finished the questionnaire, the researcher collected the questionnaire and then analyze. Based on the result of data analysis showed the mean score were 75.06. It means the students' had positive attitude from the category of the students' attitude toward the use of worksheet in learning English. After conducting this research, using worksheet in learning English have many advantages for the students, because the students more understand the materials, can increase the ability in vocabulary, can increase the skill in reading and writing, and so on.

C. Conceptual Framework

It is very important to understand about alay variation. There are Positive attitudes and negative attitudes of language attitudes. Language attitudes is how our attitude using language for communication each other. It

show how language attitudes towards other people are expressed though language. The researcher focus on analyzed language attitudes especially in *alay*variation (the attitudes of users) and so improve their knowledge and can develop their understand of how attitudes are used by users and types of language attitudes towards *alay*variation in twitter, and attitudes coded in twitter.

CHAPTER III

RESEARCH METHOD

A. Research Design

A descriptive method was applied in this research to describe and interpret the data. The descriptive method used in this study enabled the researcher to potrary the characteristics of a particular individual, situation, or a group. The method provided a description of the state of people's linguistic experience especially as it exists at the present.

This research primarily uses a qualitative approach in analyzing the data considering that the purpose of this study is to authentically examine the phenomenon of human linguistic experience. In the qualitative method enabled the researcher to analyze the data in depth because it served as a means for the researcher to investigate the phenomenon being discussed from the view point of users.

The use of the qualitative approach provided an access for the researcher to describe the feelings of the users involved and further to discover the underlying motives of their behavior, especially the users in using written *alay* variation in *Twitter*.

B. Source of Data

The source of data in this research was taken from Social Media. They are many social media. They are Facebook, Line, Instagram, Twitter, Skype, etc.The source of data was taken from Twitter. It was conducted 5 Indonesian Twitter users who uses *alay*variation. The reasons firstly, users of *alay*variation were those who had accounts in *Twitter* and had actively used the account at least for the past 3 months calculated since December 2017. The age of the participants ranged from 15 years old up to 20 years old. The choice of this range of age was based on the focus of the study which is concerned with *alay*variation that is considered to be a variation mostly used by teenagers.

C. The Techniques of Data Collection

In this research, the data was collected though some techniques as follows

1. browsing the status or timelines in Twitter

2. reading and choosing *alay* variation that is used in the status

3. printing out the *alay* variation that is used in the status

D. The Techniques of Data Analysis

In analyzing the data, the researcher used theory proposed by Miles and Huberman (2014) said that qualitative analysis consists of three procedures. The procedures of data will be analyzed based on the following steps.

1. Data Reduction

Data reduction means the process of sorting, focusing, identifying, simplifying, abstracting, transforming of the data that are considered important. In the conducting research, the researcher will selected the data and gave valuable information in research, the data will be chosen by identifying and classifying the language attitude.The data will be collected from social media to find out attitudes are used by users and types of language attitudes.

2. Data Display

Data display means the process to simplify the data in the form of sentences, narrative, or table. In displaying data, the researcher describes data by finding the language attitude of *alay* variation into table.So the researcher will be described the attitudes are used by users.

3. Drawing and Verifying Conclusion

The last step in analyzing the data is drawing the conclusion and verification. It is used to conclude all of the data, so that it became clearly. The conclusion can be able to answer the formulation of the problem that formulated from   the   beginning.

CHAPTER IV

DATA ANALYSIS AND FINDINGS

A. Data

In this chapter, the data was collected from the status in twitter. The data was collected from December 20th 2017. There were two types of language attitudes namely positive attitude and negative attitude. In this research, the researcher tried to describe some points that include: firstly, the types of language attitude towards *alay* variation in twitter, second attitudes are coded by users in *twitter* and the last, the meaning of *alay* variation are used by users.

B. Data Analysis

After collecting the data, they were classified on the types of language attitude and meaning of *alay* variation. Some example of the representative data on the types of language attitude are drawing as the following:

Table 4.1 Types of Language Attitude towards Written Alay Variation in Twitter

No.	Data	Types of Language Attitude	
		Positive Attitude	**Negative Attitude**
1.	Selamat night	ü	
2.	Aamicu	ü	
3.	Aamicu tuu Cadu	ü	
4.	Q prediksi ta0n d3p4n rapp3r koriy4 dan p3nyanyI rNb ny4 berj4y4		ü

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5.	Nga nyambunk!!	ü	
6.	Asique	ü	
7.	Sayangque	ü	
8.	Karna km special dihati aqu!!	ü	
9.	Unem yg sangat cerdas ler, aku tercengank		ü
10.	Uawloh so swit amat w ampe berkacah kacah liatnye	ü	
11.	Pi enip btw		ü
12.	Bingung mo ngapain astagah	ü	
13.	Good morning epriwan		ü
14.	Lg rain, d humzz sendiri		ü
15.	Loh loh kok akun gw private she	ü	
16.	Mo bobo lagi ach	ü	
17.	Suda kok suda cuci rambut tadi fayneli		ü
18.	NgDe,,, aPA AdeK berniAt memInaNk qAqQaa,,?		ü
19.	Donlot twitter lagi apa ga yaa hmm	ü	
20.	Yaoloh home gue isinya org pacaran semua	ü	
21.	Ngantuqss ngets yak		ü
22.	Tercinggung aq sm kata2 muh	ü	
23.	Syuka kalee buat aq galo	ü	
24.	Beneran woy gugel aja kalo gak percaya gwa santet juga lu jadi cumi	ü	
25.	Mo bikin indomie duls ah	ü	
26.	Ayaflu	ü	
27.	EMANG AQ GMW UR HARRT		ü
28.	Yain lovelyz		ü
29.	Shombonk mentang2 ada thea	ü	
30.	Vidi jangan gitu donk ama aqu	ü	
31.	Karna gretong	ü	

		ü	
32.	Ah bohong qm	ü	
33.	ADUH AK LAGI VAKUM WIJIEL NEH		ü
34.	Gahul uga	ü	
35.	Pusying	ü	
36.	Ngomong apadech lw		ü
37.	Sudah kudugong		ü
38.	Ekountnya penuh dosa	ü	
39.	Meh epridei be lyke dis		ü
40.	Olweiiiss		ü
41.	Mon map kapan ya gwe rt	ü	
42.	Aq mah dikasur aj mah doi	ü	
43.	Syeneng banyak member baru siNi LuH sMwA KeNALaN nA yOr MajeSTyyYyYy		ü
44.	Baikla ak akan memulai bobo part 2 dengan khidmat	ü	
45.	Duh gue rebornin agc gw aja ap y dh malaz tp dh	ü	
46.	Mampozz	ü	
47.	Mo benerin following tp bingunk	ü	
48.	Se7		ü
49.	WoyYyYy iank mo jadi wewegnya al pinGgGg!!!		ü
50	YAaaoLLLLLOO		ü
51.	Jan bilang luh mo klosdon	ü	
52.	Au ah gwa ngantug q ta sanggup lagiy see you in 2020	ü	
53.	Aduh ko tbtb ngamood gini ia	ü	
54.	Kaga Jadidah	ü	
55.	Besok Eiffel aiminlop tayangGG yuhU		ü
56.	OhHHHhHHHhCCcC NArES aMa bEbBeb nYa the lagi aNniv iaaa ciE ciEe CeLamaD iaaa		ü
57.	1 mENit LagEEEYYYY	ü	
58.	MaApP ia iaNk sAkidH aYeS baCa tULisAnQ		ü

	iaNk inDAh nan beautiful ini aK guG maKsdUd nGodoRin TEeL kLeaN quq xixi UdH otoMatiS		
59.	Apakah ak bole apply	ü	
60.	GWAH GAKUAAADDDD		ü
61.	adoH kleAn KerEn bat iank bisa typing saya-kamu the oMoOOOoOOO ajarin DoNk		ü
62.	Duh gue mulai suka monsta x sumpah i.m keren bgt hhh	ü	
	TOTAL	**38**	**24**

Table 4.1 above shows that there were two types of language attitude words found in the twitter status, they were positive attitude (38) and negative attitude (24). The total member of language attitude towards written alay variation words was 62.

Table 4.2 the Percentage of the Types of Language Attitude

No.	Types of Language Attitude	Total	Percentage
1.	Positive Attitude	38	61%
2.	Negative Attitude	24	39%
	Total	62	100%

The table above shows that there were 62 language attitudes towards written alay variation in twitter, they were positive attitude with the amount of 38 (61%), and negative attitude with the amount of 24 (39%). The total member of language attitude towards written alay variation words was 62.

The attitudes are used by users towards written alay variation in twitter is positiveattitude in the mount of 38 (61%).

From those findings, the percentage of each type of language attitude can be taken by using the formula:

$$X = \frac{F}{N} \times 100\%$$

Table 4.3 the Meaning of Alay Variation are used by Users

No.	Data	Meaning
1.	Selamat night	Someone said hopefully survive at night or a night prayer to someone else.
2.	Aamicu	Someone said his longing to others people.
3.	Aamicu tuu Cadu	She replied to his longing for someone who named Cadu.
4.	Q prediksi ta0n d3p4n rapp3r koriy4 dan p3nyanyI rNb ny4 berj4y4	Someone interpreted that Korean rapper and RnB singer would be successful in the future.
5.	Nga nyambunk!!	Feeling incompatible in communicating with someone.
6.	Asique	Feel happy.
7.	Sayangque	Word of calling for boyfriend/girlfriend.
8.	Karna km special dihati aqu!!	Express her/his pride to someone who she likes.
9.	Unem yg sangat cerdas ler, aku tercengank	Someone's expression is dumbfounded by his cleverness that he is amazed.
10.	Uawloh so swit amat w ampe berkacah	Moved to see the togetherness or intimity from a couple of sweetheart.

	kacah liatnye	
11.	Pi enip btw	Expression of a pair of sweetheart who celebrate her/his anniversary day.
12.	Bingung mo ngapain astagah	The expression of confusion what will be done.
13.	Good morning epriwan	The expression of Good morning at morning to everyone.
14.	Lg rain, d humzz sendiri	Someone feels lonely when it was raining.
15.	Loh loh kok akun gw private she	Someone's confusion with his/her social media account is locked without his/her knowledge.
16.	Mo bobo lagi ach	Someone feels excessive sleepiness.
17.	Suda kok suda cuci rambut tadi fayneli	Finally, someone do hair treatment.
18.	NgDe,,, aPA AdeK berniAt memInaNk qAqQaa,,?	A someone's request to be married quickly.
19.	Donlot twitter lagi apa ga yaa hmm	Someone is confused in choosing something
20.	Yaoloh home gue isinya org pacaran semua	Someone's complaint about her house who all of people.
21.	Ngantuqss ngets yak	Someone's tiredness.
22.	Tercinggung aq sm kata2 muh	Someone offended by other people's words whohurt her heart.
23.	Syuka kalee buat aq galo	Someone's turmoil because of the behavior of his girlfriend.
24.	Beneran woy gugel aja kalo gak percaya gwa santet juga lu jadi cumi	Someone upset because of other people do not believe his words.
25.	Mo bikin indomie duls ah	Expression of desire to do something.
26.	Ayaflu	Expressing feelings of affection to his partner.
27.	EMANG AQ GMW UR HARRT	Someone who didn't want someone else's love.
28.	Yain lovelyz	Reveal the consent to her partner.
29.	Shombonk mentang2 ada thea	A satire for someone who was caused by other people except herself.
30.	Vidi jangan gitu donk ama aqu	Request someone to not do something who he didn't like.
31.	Karna gretong	A reason for not being charged.
32.	Ah bohong qm	The expression of disappointment Someone who lied him.
33.	ADUH AK LAGI	The expression of someone who will stop or

	VAKUM WIJIEL NEH	retiring in a community.
34.	Gahul uga	Someone said cool to his friend.
35.	Pusying	Feel the pain in the head.
36.	Ngomong apadech lw	Someone who does not understand what his friend was saying.
37.	Sudah kudugong	Guessing a conversation of others.
38.	Ekountnya penuh dosa	Telling someone that the account his ownselfwas not useful.
39.	Meh epridei be lyke Dis	Reveals how her life every day.
40.	Olweiiiss	Things are often done.
41.	Mon map kapan ya gwe rt	Someone is confused to find out that his account was hijacked by someone else.
42.	Aq mah dikasur aj mah doi	Telling someone about what to do with her partner.
43.	Syeneng banyak member baru siNi LuH sMwA6KeNALaN nA yOr MaeSTyyYyYy	Expressing the joy of someone about the new people around him/her.
44.	Baikla ak akan memulai bobo part 2 dengan khidmat	A person wants to rest well or without being disturbed by anyone.
45.	Duh gue rebornin agc gw aja ap y dh malaz tp dh	Confused in choosing one thing he will do.
46.	Mampozz	Someone who says other people in difficut situation.
47.	Mo benerin following tp bingunk	Confused in choosing one thing he will do.
48.	Se7	Expressions agree or fit with a thing.
49.	WoyYyYy iank mo jadi wewegnya al pinGgGg!!!	Expression to offer someone who wants to be someone else's lover, named Al.
50.	YAaaoLLLLLOO	Word of calling for God.
51.	Jan bilang luh mo klosdon	He does not want his friend out.
52.	Au ah gwa ngantug q ta sanggup lagiy see you in 2020	Feel tiredness so that he becomes very sleepy.
53.	Aduh ko tbtb ngamood gini ia	He was suddenly bored with the situation.
54.	Kaga Jadidah	Suddenly can not.
55.	Besok Eiffel aiminlop	A favorite movie that will show tomorrow at the

	tayangGG yuhU	cinema.
56.	OhHHHhHHHhCCcC NArES aMa bEbBeb nYa the lagi aNniv iaaa ciE ciEe CeLamaD iaaa	Congratulations to his friend who was celebrating his anniversary with his girlfriend.
57.	1 mENit LagEEEYYYY	Feel anxious at times or situation.
58.	MaApP ia iaNk sAkidH aYeS baCa tULisAnQ iaNk inDAh nan beautiful ini aK guG maKsdUd nGodoRin TEeL kLeaN quq xixi UdH otoMatiS	Someone expressed his apology about what he had done, thus making others feel disadvantaged.
59.	Apakah ak bole apply	A person's statement to be allowed to perform an activity.
60.	GWAH GAKUAAADDDD	Feeling desperate or giving up.
61.	adoH kleAn KerEn bat iank bisa typing saya-kamu teh oMoOOOoOOO	Expession of someone's admiration for what he can't do.
62.	Duh gue mulai suka monsta x sumpah i.m keren bgt hhh	Expressing his or her feelings good about a band or community.

From the table above, alay variation are used by users in twitter has its own meaning, because alay variation itself has many word formation which modify the spellings and the writing.

C. Research Findings

After analyzing the data, it was found that there were two types of language attitude towards written alay variation in twitter, they were positive attitude (38) and negative attitude (24). The total member of language attitude towards written alay variation words was 62.

The findings showed that alay variation are used by users in twitter has its own meaning, because alay variation itself has many word formation which modify the spellings and the writing.

Based on the result, attitudes are used by users in twitter is positive attitude namely 38 (61%) and the reason used by users is positive attitude because language is not merely a tool that can be used to communicate with others. Language can also be a marker of one's identity and personality. It can be a useful cue in determining one's identity of certain communities they belong to.

BAB V

CONCLUSIONS AND SUGGESTIONS

A. Conclusions

Having analyzed the data, conclusions can bestated as the following.

1. There were two types of language attitude towards written alay variation in twitter, they were:
   a. Positive attitude with the amount of 38 (61%)
   b. Negative attitude with the amount of 24 (39%)

2. Alay variation are used by users in twitter has its own meaning, because alay variation itself has many word formation which modify the spellings and the writing.

3. Attitudes are coded by users in *twitter* because they favour the use of *alay* variation to be an identity marker, users attitudes belong to positive attitudes. Users of *alay* variation have the loyalty in using the variation continuously and believe that the variation has prestige that. In this case makes them fashionable or creative while using the variation.

B. Suggestions

In relation to the conclusions, suggestions are staged as in the following.

1. For the English students who want to use alay variation as their topic of research in future, the researcher can enrich the data by using any other data sources. They can use it analyze in language attitudes with a different aspects and an attractive write to attract other researcher to do than previous.

2. For the lectures this study may be useful for lecture in giving additional input and reference about language attitude in teaching sociolinguistic.

3. For the readers, knowing or using the new culture, especially about the language you want to use such as alay variation still many used by users in social life and social media, and users of alay variation whose ages range from 15 to 20 years old.

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APPENDIX

No.	Data Collection
1.	Selamat night
2.	Aamicu
3.	Aamicu tuu Cadu
4.	Q prediksi ta0n d3p4n rapp3r koriy4 dan p3nyanyI rNb ny4 berj4y4
5.	Nga nyambunk!!
6.	Asique
7.	Sayangque
8.	Karna km special dihati aqu!!
9.	Unem yg sangat cerdas ler, aku tercengank
10.	Uawloh so swit amat w ampe berkacah kacah liatnye
11.	Pi enip btw
12.	Bingung mo ngapain astagah
13.	Good morning epriwan
14.	Lg rain, d humzz sendiri
15.	Loh loh kok akun gw private seh
16.	Mo bobo lagi ach
17.	Suda kok suda cuci rambut tadi fayneli
18.	NgDe,,, aPA AdeK berniAt memInaNk qAqQaa,,?
19.	Donlot twitter lagi apa ga yaa hmm
20.	Yaoloh home gue isinya org pacaran semua
21.	Ngantuqss ngets yak
22.	Tercinggung aq sm kata2 muh
23.	Syuka kalee buat aq galo
24.	Beneran woy gugel aja kalo gak percaya gwa santet juga lu jadi cumi
25.	Mo bikin indomie duls ah
26.	Ayaflu

27.	EMANG AQ GMW UR HARRT
28.	Yain lovelyz
29.	Shombonk mentang2 ada thea
30.	Vidi jangan gitu donk ama aqu
31.	Karna gretong
32.	Ah bohong qm
33.	ADUH AK LAGI VAKUM WIJIEL NEH
34.	Gahul uga
35.	Pusying
36.	Ngomong apadech lw
37.	Sudah kudugong
38.	Ekountnya penuh dosa
39.	Meh epridei be lyke dis.
40.	Olweiiiss
41.	Mon map kapan ya gwe rt
42.	Aq mah dikasur aj mah doi
43.	Syeneng banyak member baru siNi LuH sMwA KeNALaN nA yOr MajeSTyyYyYy
44.	Baikla ak akan memulai bobo part 2 dengan khidmat
45.	Duh gue rebornin agc gw aja ap y dh malaz tp dh
46.	Mampozz
47.	Mo benerin following tp bingunk
48.	Se7
49.	WoyYyYy iank mo jadi wewegnya al pinGgGg!!!
50.	YAaaoLLLLLOO
51.	Jan bilang luh mo klosdon
52.	Au ah gwa ngantug q ta sanggup lagiy see you in 2020
53.	Aduh ko tbtb ngamood gini ia
54.	Kaga jadidah
55.	Besok Eiffel aiminlop tayangGG yuhU
56.	OhHHHhHHHhCCcC NArES aMa bEbBeb nYa the lagi aNniv iaaa

	ciE ciEe CeLamaD iaaa
57.	1 mENit LagEEEYYYY
58.	MaApP ia iaNk sAkidH aYeS baCa tULisAnQ iaNk inDAh nan beautiful ini aK guG maKsdUd nGodoRin TEeL kLeaN quq xixi UdH otoMatiS
59.	Apakah ak bole apply
60.	GWAH GAKUAAADDDD
61.	adoH kleAn KerEn bat iank bisa typing saya-kamu the oMoOOOoOOO ajarin DoNk
62.	Duh gue mulai suka monsta x sumpah i.m keren bgt hhh

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