CHAPTER I

INTRODUCTION

A. Context of the Research

Communication behavior on social media is currently known to be influenced by various sources, such as follows the use of non-standard language, abbreviated language, not according to the rules, and a mixture of several languages (Sebayang, 2019). As an international language, English is widely used by Instagram users spread all over the world. As one of the largest social media with so many users, Instagram is a means of communication between countries and continents. Therefore, using English on Instagram helps bridge the communication activities of users from different countries and languages of origin. Because Instagram users are dominated by young adults and come from various countries and languages, the language of communication on Instagram is a non-formal language whose linguistic rules are not paid much attention to.

Social media is a communication medium that does not have definite rules for the use of language. Because social media is often used to have fun and share moments, the language that accompanies the use of social media is casual. The use of language considered the rule in social media is when social media is used as a medium to share news online. In addition, the primary function of social media is to socialize online with a vast network. So, the use of language in most activities on social media is not the primary

concern of users, but the value of socializing and sharing activities through photos or videos is the main point.

Basically, related to human communication patterns, there are two different ways of using language as a communication instrument, namely prescriptive linguistics and descriptive linguistics. Prescriptive linguistics refers to the rules for how language should be used. According to Greenbaum (1996), prescriptive linguistics or also known as prescriptive grammar determines what grammar should be followed and how language should be used. Meanwhile, the rules about how language is actually used in communication are referred to as descriptive linguistics. Greenbaum and Quick (1990) define descriptive grammar as a linguistic study of the structure and rules of its use in everyday life. In other words, descriptive linguistics/grammar is how language is actually used in everyday life, which is applied by most people.

Based on the understanding of prescriptive and descriptive linguistics, it can be seen that in daily communication people apply descriptive linguistics which is not based on real language rules and norms. The use of descriptive linguistics which does not judge how good and bad language is becomes very easy to apply in communication activities. With regard to descriptive linguistics which is not focused on linguistic rules, then there is a free language of communication that is applied in the patterns of community communication. Communication patterns that are free, do not follow language rules, and are not focused on grammar, one of which is

often applied on social media. On Instagram itself, the use of language doesn't really pay much attention to the structure and grammar, as long as the language can be understood and the intent of the speaker can be conveyed, language is considered acceptable on Instagram.

Related to the behavior of writing captions and comments as a form of implementing Instagram features, the use of language is again associated with the communication behavior of young adults as Instagram users. Young adults who generally communicate in conversational language also apply a similar use of language to social media communication patterns. With the trend of combining languages, using slang, and not applying the concept of capitalization, and other spelling concepts, young adults cause language deviations in social media by young adults.

There are various forms of deviance in language on social media, both intentional and unintentional. However, what has become a trend among social media users, including Instagram, is the writing of words that are intentionally written in typos. Typo is a short form of a typography error a typo is a typo that is made during the typing process. In general, the typos made on Instagram are mostly intentional by users following language trends on various social media, including one of them is Instagram. Typo itself has become part of young adults' communication habits through the multiple features offered by Instagram.

Typographical errors or commonly known as typos are typing errors in printed or electronic form. According to James (1998: 129-139) divides

errors in writing into two ways, misspelling and mechanical errors. Misspellings (spelling errors) are deviations in writing phonemes by applying graphemes. On the other hand, mechanical errors are errors in the writing mechanism including punctuation, spaces, typographical errors, confusable, and dyslexic errors. Then errors in writing on Instagram can be classified as typographical errors because they are classified as typing texts.

Typography errors can occur accidentally caused by slips of the finger and some occur because they are done intentionally because the language style of social media is free, casual, and adapted to the convenience of social media users including Instagram (Arumi, *et al*, 2019: 31-32). Typos made by young adults in typing captions and comments are intentional, which can then be referred to as intentional typos. The purpose of intentional typos is to make jokes for humorous purposes on the internet. In addition to humorous purposes, intentional typos on Instagram are also carried out because the style of language applied on Instagram is already like that, which writing captions and comments in hyperbole by adding letters, subtracting letters, replacing letters, or even writing phrases in all capital letters, and there is still much more to express how Instagram users will express their writing in the form of speech.

Intentional typos themselves, which include deleting, inserting, and substituting letters, sometimes mean that someone reads the word in a way that sounds more comfortable to hear (Cook, 2013). Because even though captions and comments are in the form of writing, other users can read the

writing in a certain tone according to how the writing looks like. For example, if a user writes "thank you" to "thank youuuu" it sounds more comfortable and sounds friendlier and shows greater and more sincere gratitude. How do words in written form have a reading tone and that delivery naturally exists in people who read, generally people who read words can perceive friendly, angry, and other reading tones based on the form of writing, sometimes even writing accompanied by emojis conveys writing more specifically according to how the tone of the person greeting.

Typos that are intentionally made by young adults on Instagram have become commonplace. Words that are typed in typos do not reduce any meaning conveyed by these words, because other Instagram users are generally still able to read words properly and correctly and catch their meaning well. Because typos already have a close relationship with young adults' communication style on Instagram, typos are not a big problem as long as they are used in the right context and at the right time. Intentional typos on Instagram are done intentionally to make captions or comments on Instagram more interesting, funny, and up-to-date because they follow the trend of social media language.

In connection with young adults whose language does not comply with the applicable rules, English errors appear in the form of typographical errors (typos) which are made intentionally on social media, especially Instagram. In this study, the researcher chose to focus on intentional typos analysis including omission (removal/deleting letters), insertion (adding

letters), and replacement (changing letter positions) in writing captions and comments on uploaded photos and videos on Instagram. The researcher chose Instagram as the place to carry out the analysis because social media has a lot of interest among young adults, and the caption and comment features for many users, especially public figures, are often flooded with comments from young adult users.

As the many phenomena of intentional typos on social media, especially Instagram, the analysis can be described with error analysis. Brown (1994: 146) states that error analysis is a process of observing, analyzing, and grouping deviations from the rules of language and finding the system of errors. Mantasiah. R and Yusri (2020:2) provide a similar explanation; language error analysis is a technique for identifying, grouping and explaining mistakes by applying linguistic theory. From these two opinions, it can be concluded that error analysis is an activity of observing, identifying, and defining mistakes made by someone in language activities, especially speaking and writing. According to Corder (1967: 160-170), to strengthen research results, error analysis can be applied by collecting, identifying, describing, explaining, and correcting errors.

The researcher found gaps in previous studies. The first was found in an international journal by Arumi, Pratiwi, and Arianti (2019). This research produced findings in the form of the linguistic units and types of intentional English typography errors on Facebook including substitution (replacement), addition (insertion), transposition (reversing the position of

letters), and combination (substitution and addition, substitution and omission). This research has covered all types of typos by presenting data by the respective classification of typos with a suitable type, but some types of typos it is not accompanied by a screen capture showing the existence of a typo, but only the word typo is written.

The second gap was found in research conducted by binti Sabri, bin Hamdan, Nadarajan, and Shing (2020). This research focuses on research on English internet slang and produces phonetic replacement (replacement of one or more phonemes with other letters that have the same way of reading, such as 'forever' becomes '4ever'), phrase abbreviation (abbreviating phrases such as 'on the way' to become 'otw'), word abbreviation (a shortened word, such as 'thanks' becomes 'thx'), and inanity (a style of writing that is less clear and makes less sense, such as 'that is' becomes 'datz'). This research has presented complete and abundant data, but the data is only presented in tabular form without a screen capture as evidence of the use of slang. The research also did not only focus on one social media but research was conducted on Twitter, Telegram, Facebook, and WhatsApp.

The third gap was found in research conducted by Anbananthen, Kannan, Busst, Muthaiyah, and Lurudusamy (2022). This research focuses on research on English typography errors by Malaysian users of chatbots (chat robots). The researchers classified the type of typography errors as insertion, deletion, substitution, multi-word errors, concatenation errors,

interconnected words, two adjacent characters combined, and abbreviations. In this study, typos were identified and corrected using the N-gram overlapping approach, so those typo locations were identified using a rule-based algorithm on N-grams. Researchers stated that they found a lot, but the data presented was only a few, or rather one illustrations for each type of typography error.

From the three previous studies, a gap was found that the third of them had not presented data with the characteristics of the typos, there had been no related research conducted on Instagram, and the data presented was few and incomplete. So in this study, the researchers will try to complement the deficiencies in the previous research and add novelty that is expected to be useful in the future.

Until now, intentional typos on Instagram are still being carried out and continue to be carried out by Instagram users who are increasing day by day, and Instagram also allows users from various countries to easily access each other, so the researcher chose to carry out an analysis of intentional typographical errors (typos) on Instagram for writing captions and comments on uploaded photos and videos. Therefore, the researcher formulated the title of this study as **"Intentional Typographical Errors in Typing Captions and Comments on Instagram"**.

B. Statement of Research Problems

Based on the explanation in the context of the study, the researcher formulated research questions as follows:

1. What are the types of intentional typos that users usually make on Instagram captions and comments?

2. What are the characteristics of typos made by Instagram users' captions and comments?

C. Objectives of the Research

Based on the research questions above, the purpose of the study can be formulated as follows:

1. To know the types of intentional typos that users usually make on Instagram captions and comments.

2. To know the characteristics of typos made by Instagram users' captions and comments.

D. Significance of the Research

1. Theoretical Benefits

   This research is expected to add insight related to linguistics which can be used as companion material for language observers to find out, and obtain data or information about the types and characteristics of typographical errors.

2. Practical Benefits

   This research is expected to be useful for several parties, including, the first is for the researcher, from this research, it is hoped

that the researcher be able to find the types of typographical errors and the characteristics of the error in written captions and comments on Instagram.

The second is for the public, the results of this study are expected to provide insight to the community, especially Instagram users, to give an overview of typographical errors and the characteristics of the error.

The third is for other researchers, the results of this study are expected to be a reference and comparison data for other researchers who will research the same topic, namely related to typographical errors and their characteristics.

E. Scope and Limitation

The scope of this research is studied and focused on typing captions and comments on Instagram. Meanwhile, the limitation of this study lies in the types of errors analyzed, namely typographical errors which include substitution, addition, omission, combination (substitution + addition), combination (substitution + omission), combination (addition + omission), and combination (substitutions + additions + omission), without considering other influences and also without providing solutions to overcome the problem.

Based on the explanation above, it can be said that this research focuses on analyzing typographical errors of Instagram users who are active in writing captions and comments.

F. Definition of Key Terms

There are several key terms to make the readers understand clearly to avoid misunderstanding in interpreting the term used in this study. Those key terms are as follows:

1) Typographical errors or commonly abbreviated as typos are spelling errors that occur in typing both in printed and electronic materials.

2) Error analysis is a process of observing, analyzing, and grouping deviations from the rules of language and finding the system of errors

3) Caption is a quote or short description that is written accompanying an image in the form of photos, illustrations, or videos that are useful as additional information related to the expression felt by the author. In general, captions are found on social media, books, and television and are widely used on the internet.

4) Comments are responses in the form of criticism or suggestions that are usually given by internet users to uploads in the form of photos or videos that are useful for providing reviews in accordance with users' personal opinions on other users' uploads.

5) Instagram is a form of social media application that provides various features that allow users to take photos, take videos, apply digital filters, and share them to various social networking services by inserting captions and also commenting features that can be used to comment for other users.