

Chapter I Introduction

The real phenomenon, the world is being commotion by instant message technology from a smartphone, namely Blackberry. Blackberry technology introduce a new simple and easy of text message which is intresting to the user of blacberry. This feature is called Blackberry Messenger.

Basic Consideration

With more than 3 million user, Blackberry has been the most popular smart phone in Indonesia. It is reached 6 percent Of 50 million user all around the world. The smart phone that firstly develop by RIM (Research In Motion) is chosen because its capacity in providing the strong network of friends build in BBM which easy people in accessing a social network more than other phones (Kevin, penn-olson, 2011, p.1)

According to James et al (2005, p.5) the name of Blackberry can be traced back to Lexicon, a company that had been contracted in 1998 by RIM (Research In Motion) to develop a name for RIM's new wireless e-mail device. The company presented RIM with approximately 75 name candidates, but the word that immediately stood out was Blackberry.

Blackberry is a sophisticated mobile phone which is owned mostly by the public, many people use blackberry because it is the sophisticated and easy to use, and this media is different with other media such as mobile phone. As available at (google, pcmq, 2011, p.1) blackberry is mobile device that combines a number of functions including emails, web browsing, text messaging, schedule management, and mobile phone into one portable handset. The Blackberry was developed by Research in Motion (RIM) and is considered as one of the leaders in the smart device industry.

A number of corporations have adopted the Blackberry to remain in constant communication with their employees and clients.

The fast-accessed of social network makes BBM unite people in communicating one to another, especially by creating BBM Group. The group, then, enlarge to be community of BB user which is usually spread around each region in the country. For the first time Blackberry old/ introduced to Indonesia in the middle of 2004 which is introduced by Indosat provider and Starhub company, by simplicity of features provided in blackberry make it be a great phenomenon on adolescent circle and public. Blackberry is a communication tool which is be a requirement of public in daily life, now blackberry not only be a tool which is help someone in activity but also as requirement in lifestyle. For instance there are several BB communities such as JakBB in Jakarta, BlackberryCorner in Manado, GBBC (Gorontalo Blackberry Community) in Gorontalo, and many more.

Gorontalo Blackberry Community which is established on July 14th 2009, begin with 9 Blackberry users who has similar hobby in social networking. The community which recently have more than two hundred members get revealed by most members whom I have interviewed, is that BBM contains interesting features in which the user can sending file, emotion, voice note, sending instant message fastly. It provides user profile which enable BB user in using profile picture and writing the recent event on the screen like found on facebook.

The language provided BBM is English. Meanwhile, Indonesian BB user, especially GBBC member, as foreign learner of English seems to use the application easily. Besides it English language uses not an obstacle to use but technically they can operate BBM well. The question now, is that, whether or not the user understand the vocabulary involved at BBM.

The discussion about vocabulary could be concerned in various ways such as stated by Wells (cited in Harmain, 2011, p.7) that vocabulary is all the words that someone know, learn of uses, or the words are typically used when talking about particular subject or a list of words with explanations of their meanings in a book for learning foreign language.

In one hand, from Wells' definition vocabulary can be seen as words that is know/understood and used in term of communication both in written and oral form. Webster's new collegiate dictionary 1977 (cited in Zubair 2008, p. 1) say that communication is a share process of information between two people by using a symbol, marks or behavior. It means that communication is a sharing process which is has been in population of public in giving information in many forms; it uses a symbol, marks in a comprehension and etc.

In other hand, in case of GBBC's members in using BBM which is originally English provided, as communication medium, the process of sharing information should be more concerned. At a glance, it appears that member of GBBC can operate BBM well when all commands used in BBM main menu are in English. In other words this group may not see the language or menu command provided in BBM but it is technically, it has strongly influenced to operating the BBM its self. Thus, based on elaboration above it is need to be more understood well or motivated my self through a study about "*The Member of Gorontalo Blackberry Community's Perception toward English Menu Command on Blackberry Messenger*".

Research question.

From the description above, this research will answer the following question. It is "*How is The Member of Gorontalo Blackberry Community's Perception toward English Menu Command on Blackberry Messenger*"

Objective Of Study

The objective of this research is to describe Gorontalo Blackberry Community's member perception toward English Menu Command on Blackberry Messenger.

Significances Of Study

The research results are likely to give noteworthy significances to teachers and students as new references for teaching and learning. Though it needs more modification in

its application, teachers may experience flexibility of time, place, and topics of discussion by integrating the application into teaching and learning process. Specifically, GBBC member perception will open clear insight about a better way of approach to the BBM integrated English teaching and learning. Further, the coming researchers will be likely to use the data, as an additional reference, to conduct next step of a research on BBM integrated English teaching and learning. Last but not least, the group members of participants may use the research results to see the indication of application significance to communication performance among them.