# Chapter 1. Introduction

This chapter provides the background of why this research will be conducted, the phenomenon which has been described theoretically the urge of this research, a question of research followed by research objective, as well as significance of research both theoretical and practical involvement.

## Background of Study

The rate of utilizing of technology among the public could not be more weirs. The reason is thirst of using social media encourages the community to be able playing an active role in it. This makes the world market further improve turn over in creating a new breakthroughs in the manufacture of mobile phones for the users, such as the addition of features or applications that can allow the community more easy to communicate by using social media as well as networking adds sophistication of passionless people in exploring social media.

In addition, the more social media applications that usually used by the people which always being upgraded by the netizen was Facebook, Instagram, twitter and etc. So that people inevitably get so addicted to it. As a matter of facts, certainly in utilizating of resources, there is a definitely disadvantage in it. Based on the development of science technology, it can be concluded that the social media is becoming one of the very spacious rooms for people to express.

In a globalization development nowadays, humans is require to keep up the current developments. Many things from the life sectors that have been proposed as a considerable impact of human life in some aspects or dimensions. As we know that, technology of communication is the hardware that organizing the structure of social value, which allowing the individual to collect

information (Rogers, 1986). A circumstance of technology that changes something and cannot certainly be done, becomes a reality.

For example, if people used to communicate only by letter or only when they meet, then with the existence of technology such as mobile phones, Email until Social media, the things that used to be difficult for people to communicate at close range, with phones, became easier.

people who used to communicate by letter, in this present era becomes easier by the existence of an electronic letter or email.  And at this time also people who are looking for relationships or in order for social investment, there has been already a social media that helps us. Facebook, Instagram, path, messenger and etc are components that included into the social media category.  In today's social media phenomenon, it gives both positive and negative influences. Positive influence that users can do educational discussion where they can exchange information to fellow users of social media. Then the negative effect of the social media, which leads the user to pride themselves and give a fake image of them. Then with the social media, the users cannot press themselves for not to depend on social media. Even the language or every word that becomes viral in the social media, is directly distributed without seeing the authenticity of those words. An example of that phenomenon occurs in "Anniversary" word. In English, the word "Anniversary" means an annual celebration of an event. Unfortunately, the word "Anniversary" is mostly assumed as a monthly celebration by many users of social media particularly the teenagers.

Words are semantically changed and have distinctive importance with its lexical importance as a large portion of them are made by the user's needs. The semantic change of words is occurred in light of the fact that the word is continually utilized and what is proposed by speaker is not precisely same in a period time. In the event that an alternate expectation for a word is shared by the discourse group and ends up noticeably settled, a semantic change has happened.

As per Fromkin and Rodman (1983, p. 297), semantic change is a change inone of the implications of a word that may extend or supplant the first importance of wordsin the process by either hoisting the estimation of the word or bringing down it. The importanceof words can likewise be moved as they are obtained from one dialect into another as it occurred in the term plan (Palmer 1981, p. 2-5).

The Understanding of semantics is essential for learning language acquisition (how language users gain meaning, as speakers and writers, listeners and readers). It is important to understand the language in a social context, because it tends to affect the meaning. in social media, particularly, the understanding of semantics is very important to know so that people can sort and process the right words to be published.

Therefore, seeing the errors of meaning in the use of English in society that frequently occur, especially in its use in social media, in this study, the researcher is going to provide a description of semantic change as an additional education for readers to minimize errors that occur in the use of English language which cause errors in the meaning of the published words.

In this exploration, the researcher investigates the semantic change of social media especially in Facebook and Instagram. Words in user's post in Facebook and caption photo in Instagram have contributed in significance move as it gives another significance toward the old words. Those terms showed up on the grounds that the user makes the new meaningof vocabularies which are regularly utilized as a part of their condition. Subsequently, many individuals don't have a clue about the new significance of the new terms.

This invites an interest for me, as an English education student to give brightness to the users of social medias, not to be trapped to viral languages that shifted meaning. So, this could be a reference to the user to filter every English word which they are going to publish.

For instance, to clarify this, the following data are seen below.

1. Word *"Anniversary"*in Oxford Advanced Learners Dictionary (2005) the wordanniversary refers tothe date on which an event took place in a previous year or in the past. However nowadays, the meaning of the word *"Anniversary"* has been changed from an annual celebration into the monthly celebration.

2. Word*"Sensitive"* in Oxford Advanced Learners Dictionary (2015) has the meaning of "Sensitive" is quick to detect, respond to, or be affected by slight changes, signals, or influences. Then again, most of Indonesian people interpreted the word *"sensitive"* as a feeling of easily offended or upset.

To analyze the data in this research, theories are used as a general framework underlying the data analysis. This research will use the theory suggested by Palmer (1981, p. 8-9) which enable the researcher to describe the types of semantic change.

Therefore, this research must be conducted because this research will show the reader as well as the users of Facebook and Instagram that not only the importance of the widespread shifting of meaning but also to restore the real meaning of any English words that are experiencing a shift in meaning.

**Research Question**

What are the types of meaning shift occurring on user post and caption in Facebook and Instagram?

**Research Objective**

Based on the research question above, this research aimed at discovering the types of meaning shift occured on user post and caption in Facebook and Instagram.

**Scope of Research**

According to Moleong (2001, p. 65), the scope of the study is the most determining step in the qualitative research. It is important to restrict the problem because it helps the researcher in analyzing the data. Therefore, the researcher focuses on the users' post update in Facebook as well as the caption of Instagram photo.

Meanwhile, Ulmann (1964, p. 265) expressed that the significance is a verbal definition which is expectedly assignable to a frame. A significance can be separated into two: lexical and linguistic. Lexical significance is the internal meaning which is found in word reference. It is the unique significance of a word which has not been impacted by verbal or situational setting yet. Then again, linguistic significance characterized as the importance of a word accomplished from verbal setting.

**Significance of Research**

An effective research is ensured a significant research both theoretical and practical involvement.

As for theoretical involvement, this research is expected to be useful for others. For lecturer of English Department on this occasion, this research can guide the lecturer in order to teach students concerning meaning shift since from the preliminary data that has been conducted, some of the users of Facebook and Instagram that use meaning shift in their posts are English department students of State University of Gorontalo.

On the practical involvement, this research can be used as a sort of reference in linguistic especially semantic field. Moreover, this research will be a source of information regarding

meaning shift to the users of Facebook and Instagram which can be seen that many users of FB and Instagram often make meaning shift.