CHAPTER I
INTRODUCTION

In this chapter, the researcher elaborates some points related to this research. There are background of study, formulating the research question, aim of research, scope of research, and research significant.

1.1 Background of Study

The social media has already a profound impact on the today's world. The social media has become ways to express someone's life. Correspondently, the social media has a lot of information which is available when our thumb touches the screen. Even the people are in the distance, the willingness to connected each other is very high and this is an opportunity to create a tool that connects the social media users. Then social media emerged as a tool to connect with many people, there are one of social media application named *Instagram.* As time goes by, instagram has become a part of someone's life.

In this period, language is very playing an important role to make people connected on their platform. Considering how fast these media of communication has been controlled, perhaps it is not surprising that instagram already had a rather drastic impact on the language. In addition, the social media application that is constantly evolving all the time can make the users become addicted. According to Rogers (1986) state, technology of communication is a tool that arrange the structure of social values, this allows each individual to collect information.

Instagram is one of the bigger social media-based application in the world. Instagram used by more than 1 billion people and reached more than 63 million users in Indonesia. In this social media application, we can find various word from any language and doesn't rule out the possibility of finding a word that does not have an appropriate meaning as the reference.

In this day and age, it is possible if someone who does not know the meaning of word and sees the word along with definition that has undergone meaning change, then believes that meaning is the true meaning of that word. In language study, the meaning changed from real meaning to new meaning is called *semantic change* or *meaning change* phenomenon. As state by Fromkin and Rodman (1983, p. 297), semantic change refers to change in meaning that can either expand or replace the genuine meaning of a word.

Therefore, in this era, social media developments require people to keep up date has become one of the causes of a semantic change. According to Hungarian author Frigyes Karinthy (1929) on his book *The Language of Social Media: Identity and Community on the Internet*, our social and cultural relationship are changing as a result of globalization and communications technologies is a main driver behind the changes. Allowing that Karinthy claim, make language in social media is a key to use a social media platform.

There are verified account on Instagram named *hipdict* that define a certain word with new meaning. This account is a photo dictionary based on crowdsource that defines alternative views of term or words commonly used by people. The meaning of the word in this dictionary completely changes from

the original meaning to the new meaning. As already said, this dictionary is a heavy crowdsource dictionary thus every word in this dictionary is defined by social media users. In addition to changing the meaning, this dictionary also provides a hilarious and honest explanation of every word.

For example, in the word *"boyfriend"* which according to the oxford dictionary is *a man or boy that somebody has a romantic or sexual relationship with*. While on hipdict is defined as a *walking tripod*. The meaning of this word refers to women who always tell/ask to be photographed by her boyfriend. This genesis of making new meaning also have impact to people who want to learn English that accidently opened the dictionary, they have a possibility of believing that it is the true meaning of a word.

The meaning of a word that changes semantically has a different meaning from its lexical meaning because most of the words are made according to the user needs. A word undergoes a meaning change because the word is often used and the speaker's intention changes over time, causing a meaning change. If someone share different meaning of a word and established by the society, the meaning has changed. In this study, the researcher will analyze the meaning changes of hipdict on instagram. The words in hipdict contribute to the meaning change because it provides a new meaning of the old word. This term appears because instagram users create new meaning of the words commonly use in their environment. Consequently, the users do not know of the original definition of the word and the impact to people who want to learn English that accidently opened the

dictionary. They have a possibility of believing that it is the true meaning of a word. Therefore, it is important to explain the meaning of the word, and how it changes from the original meaning.

Language always evolves over time and creates new meanings in the process, social media plays a role in accelerating this process. Another important factor is that new meanings are introduced, used, overused, and discarded in a very short period of time on social media. Therefore, this measure of making new meaning make the researcher interested to analyze the meaning change that occur on photo dictionary hipdict account on instagram.

Based on the previous explanation, the researcher is intended to identify the meaning change causes by hipdict on Instagram and explain what kinds of meaning change that occur on the certain word.

1.2 Research Question

The analysis of the meaning change of hipdict on Instagram is to answer the following research problems.

- What are the types of meaning change that occur in *hipdict* account on Instagram?

1.3 Aim of Research

The purpose of this study of meaning change in hipdict on Instagram are:

- To find out types of meaning change that occur in hipdict account on Instagram.

1.4 Scope of Research

This research only focuses on analyzing a noun and noun phrase word that has meaning change in hipdict on Instagram. The researcher chose noun and noun phrase category because that word is the most word that appear on hipdict. The researcher chose hipdict because of that account defines a word with a new meaning related to this research. In addition, this research focuses on the meaning of word.

1.5 Research Significant

Effective research is ensured significant research both theoretical and practical involvement.

In terms of theoretical involvement, this study is expected to present an important contribution in linguistic field, especially in semantic. Moreover, this study is expected to contribute information and knowledge about meaning change and types of meaning change that occur in social media, particularly in instagram.

In terms of practical involvement, this research can be a reference to guide the lecturer in order to teach students about meaning change based on preliminary data that has been collected and help people to distinguish the real meaning of certain word with the new meaning of the word.