

Analisis Karakter Bahasa Alay Kaum Remaja Di Kota Makassar

MATIUS TINNA SARIRA

Politeknik Pariwisata Makassar

Jl. Gunung Rinjani Kota Mandiri Tanjung Bunga Makassar

tiusarira@gmail.com

ABSTRACT

In daily life, human being can never escape from language. There are two types of languages; the standard language and the non-standard languages. In Indonesia, the standard language is Bahasa Indonesia, while the non-standard languages are the languages of vernacular (local languages) and sub-cultural languages (slang, jargon, etc). Nowadays, most of teenagers use the non-standard language to communicate among their friends, which is called slang. There is a newslang in Indonesia which is called Alay language. The Alay language is popular among teenagers since 2008 until now. The purpose of this study were (1) to know the patterns used to modify Alay Language, (2) to know the effect of using Alay language on the standard form of Indonesian language, and (3) to find out the purpose of Alay Language used by teenagers in Makassar. This research uses descriptive analysis method. The research data were taken from the conversations that contained of Alay's words, which were previously made on the internet by Facebook social network users. Other supporting data were the questionnaires. The results of this study indicated that (1) There were no standard rules in modifying Alay Language, but the most common process was Substitution Process with a frequency of 38%. (2) The use of Alay Language had both the positive and negative effects on the existence of standard language, Indonesian language. (3) One of the reasons of using the Alay language was to be called "cool".

KEY WORDS: sub-cultural language, Alay language, transitional process.

INTRODUCTION

In daily life, human being can never escape from language. Language is the use of the code which is a combination of phonemes that forming word with syntax rules to form a meaningful sentence. In other words, language is a tool or a human culture used to communicate, either through writing, oral, or motion (sign language), with the aim of conveying the meaning of the heart or willingness, to addressee or

any other people. Through language, humans can conform to the customs, behavior, manners, and at the same time, enjoy the various forms of society.

There are two types of languages, the standard language and the non-standard languages. In Indonesia, the standard language is Bahasa Indonesia, while the non-standard languages are the languages of vernacular (local languages) and sub-cultural languages (slang, jargon, etc). Nowadays, most of teenagers use the non-standard language to communicate among their friends, which is called slang. Slang is a language which is understood by the community only. The existence of slang as a mean of communication, particularly for teenagers, becomes important because it is more flexible than the standard one. It makes the users easier to communicate their ideas.

There is a new slang in Indonesia which is called Alay language. The Alay language is popular among teenagers since 2008 until now. In the beginning, Alay was used as a term refers to the teenagers who come from lower class and wear fake branded of clothes and stuff. The use of fake branded is aimed to show that they also come from high class. Alay itself is an abbreviation of Anak Layangan (Kite Kids; children who play kite). Anak Layangan is a term to call the teenagers from lower class who colour their hair to make it look cool. In fact, it becomes worst because it is looks like the children's hair who always play kite under the sunshine.

LITERATURE REVIEW

As time goes by, Alay term finally ventures into the written form. It becomes famous in internet and Short Message Service (SMS) among teenagers in Indonesia. It varies letters in many ways, breaks the function of capitalization, and replaces the letter with a symbol or a number which is almost same in

shape. Not only in written form, but Alay languages also has a close relationship with pronunciation. The process of replacing a letter with another letter which has a nearly the same pronunciation is also becomes the part of Alay.

This phenomenon identified firstly by the presence of the community of SMS users who feel bored with the shapes and the arrangement of messages via SMS, which is similar to newspaper. SMS user community finally begins to improve by writing the word in SMS as creative as possible, though it did not correspond to the raw of Indonesian written form. There is also one telephone provider in Indonesia that articulates the SMS program Rp1 per character. This program is well received by the user community of SMS. New abbreviations revealed in SMS networking, which eventually spread to the virtual world social networking or internet.

The writing style in SMS and internet/social web is getting more and more varied. Some of the users use the numbers or symbols instead of letters, some others vary words with a variety of writing styles that are in fact already sidetracked from the raw of Indonesian written form. Alay writing style becomes widely discussed phenomenon because it is considered very potential to undermine the norms in the raw of Indonesian written form.

As time goes by, this phenomenon finally reaches the teenagers in Makassar. Besides varying some words from Bahasa Indonesia, the teenagers in Makassar also begin to combine the Alay writing style with the vernacular to make a new writing style of certain words, which are different from other places.

Based on the explanation above, the writer is interested to conduct a research entitled “The Analysis of Alay Language Characteristics among The Teenagers in Makassar” because Alay language has become a huge phenomenon of language and become familiar in groups of teenagers in Makassar.

Markub (2010), found that there are several factors that influence the use of language Alay among transvestites in District Karanggeneng, the use of research results for Alay language Variety, researchers obtained 67 Alay vocabulary used by transvestites in District Karanggeneng also Structures vocabulary and sound changes at the Alay language among transvestites in District

Karanggeneng are: the addition of phonemes, phoneme omission, shortening, use another term, the replacement letters, capital letters and small combination, a combination of letters and numbers, a combination of letters, numbers, symbols, and stands. This finding goes with Rendra Sari (2013) she stated that “there are several form of alay language which is used by the students of Labuan 1 State vocational school (SMKN 1) in face-book such as vocal vone, by deducted the vocal, by deleting the vocal letter as well as consonants changed.

Meanwhile, Yuser, (2014) in her research found that there is the communication style as the reason to create a new style of language, the typical way in conveying a message, pronunciation and particular abbreviation, this kind of language well known as the form of developing alay language. In contrarary, Damayanti, Rini, (2014), she found the usage of Alay language in wrong way, the result of her study shows that bullying behaviours really happened among child and teenagers by using Alay language, this finding also supported by Harianti (2016) in his research “Penggunaan Variasi Bahasa Alay dalam Novel Marmut Merah Jambu Karya Raditia Dika dan Hubungannya dengan Pembelajaran Bahasa Indonesia di SMP”. He found that the form of alay, alay language meaning and alay language function, and determine its relationship with language learning in Junior High School (SMP). This is indicated that most of the Alay language were used by the teenagers.

METHED OF THE RESEARCH

Research Design

In collecting the data, the writer used mix method which combines quantitative and qualitative data (Gay et all, 2006:490). The writer took some written conversations, which have been performed by the people who used Alay language in internet. The conversation data from the internet are used as the quantitative data. In gaining the qualitative data, the writer used the questionnaire. The questionnaire consists of two types; objective and essay type: (1) Multiple choice questions. The multiple choice question consists of 5 questions with different number of choices or options for each question. (2) Essay questions. The essay question consists of 5 questions. The respondents were required to type their answers on the given column.

Population and Sample

The populations of this research were people who live in Makassar and found in one famous social network called Facebook. The writer also used alay language typed in some messages in internet or Facebook. The samples are the conversations which have already been performed in internet by people who use Facebook and contained of Alay words.

Data Analysis

Observation

For the observation, the writer applied the descriptive analysis method to describe and analyzed the data. The writer used some steps, they were: to choose some conversation which contained Alay words, to select certain words, to identify the type of transforming, whether they were Prosthesis, Epenthesis, Paragogue, Aphaeresis, Syncope or Apocopate, to find out the influences of the Alay towards Bahasa Indonesia, and to show the general description dealing with the problem discussed.

Questionnaire

For the questionnaire, the writer used the descriptive qualitative method to analyze all of the data from the population. The writer classify the data of the questionnaire result by find out the answer in each question which was mostly chosen in multiple choices. However, the essay question also required to have more information about alay written style. In objective type, the respondents dealt with the multiple choice questions, while in essay type, the respondents had to type their answers based on the questions. This questionnaire was not a test, so there was no correct or incorrect answer. The answers could be different from one to another, depend on the respondents' opinions. The aim of the questionnaire were to find out the major problem dealing with the object of this research and to gain the background why people used Alay language in the conversation. The qualitative data were also elaborated to find the pattern of the certain words that have been transformed into Alay language..

RESEARCH FINDINGS

The Description Of The Data Through Conversations

As mentioned before that there are six kinds of

process happen in Alay language, i.e: prosthesis, paralogue, syncope, apocopate, aphaeresis, and epenthesis. After analyzing all of the data from 20 segments, then the writer finally found that there were two new processes appeared in Alay language. Both of those processes were changed order and substitution. The writer also tried to elaborate the data to find the dominant process happens in Alay language. The appearance frequency of the process in Alay language showed that among 8 processes in Alay language, the high percentage was substitution process with the total percentage was 38%, paragogue process was 28,4%, epenthesis process was 12,2 %, syncope process was 11%, and the other processes percentage was under 10%. (see appendixes: table 1 and figure 1).

The Description of the Data through Questionnaire.

There are ten questions in the questionnaire that have been answered by 30 people who use Alay language in some media such as facebook, whatsapp messenger, and twitter in internet or short message through handphone. In distributing the questionnaire to thirty Alayers, the writer then found several data related to this research. The data proved that nowadays, the term “ Alay” has already become famous. From thirty respondents, 100 % of them already known about the term “ Alay”. The most (33.3%) agreed that Whatsapp Messenger is the dominant source for the people to be familiar with the term “Alay” (see appendixes: figure 2). In the same way, from 30 respondents in this research, 73,3% chose teenagers as the dominant users of Alay language (see appendixes: figure 3). The research also showed 73% respondents agreed that Alay phenomenon will be more famous and exist for long time. (see appendixes: figure 4)..

DISCUSSION

The result indicated that “ Alay “ is not the term which is used only by the limited users. It has already become trend in our society as mentioned by Suryadi (2013 : 4) in his article: “ Kini tren bahasa Alay terus merebak tak hanya di kalangan anak muda, tetapi juga diantara orang dewasa. Saat ini bahasa Alay tidak hanya digunakan di daerah Ibu kota, tetapi tak terkecuali juga di Makassar”. After knowing that all of the respondents are familiar with the term “ Alay”, the writer then is able to find more information. From several definitions of Alay above, the writer found that there are five important aspects

in Alay language namely: teenagers' language, style, informal, does not in line with Indonesian grammar (EYD = Ejaan Bahasa Indonesia yang disempurnakan), and it is understood only by the Alayers (group of people who uses Alay language). Common with those five aspects, then the writer defined Alay language as the language used by the teenagers or young generations in informal conversation. That language does not in line with Indonesian grammar and could be understood only by the special group which is called "Alayers".

The improvement of whatsapp messenger users was caused by the service from the communication service providers that contend each other in offering the cheapest price for this kind of service. The cheapest price and the easiest ways in communication caused the communication frequency through whatsapp messenger is higher than others. The high frequency of using whatsapp messenger of course influenced the use of Alay language too.

Based on the age category announced by Department of Health in Indonesia (2009), there are six categories of age, they are: Toddlers (0 – 5 years old), Children (6 – 11 years old), Teenagers (12 – 25 years old), Adult (26 – 45 years old), Elderly (46 – 65 years old) and Senior (65 years old more). From the result of the questionnaire, the category of age that used Alay language dominantly was teenagers (12 – 25 years old).

It is no surprise that more teenagers are becoming very active online. Many children and grand children help their parents to get a good handle on computer and on how to navigate may sites of their interest. As cell phones become more and more prevalent and teenagers spend lots of time online chatting with friends. They have come to like quick communication. The teenagers want to be able to say what they mean, and fast. So why spend all that time typing out full words when they think that they can abbreviate many words and make their messages shorter and faster.

Through the questionnaire, the writer then also found some reasons why the people especially the respondents in this research used Alay language The answers of those respondents then clarified as; (1) Alay language is the representative of the user's young soul. (JJ), (2) To show the existence of the youth.(R), (3) The communication will not become

monotonous because the existence of Alay.(HV), (4) Alay language as the symbol of solidarity among youth. (JV), (5) It is a way to communicate that they are part of a particular group. Usually, Alay as the special language understood only by the particular people. Not all of the people could understand the words and the symbols in Alay language. (AR), (6) Just blind following their friends.(FP), and (7) I want to be called "cool"(DP).

The writer found the opinion of the respondents about the positive effects of using Alay language in daily conversation. Firstly, the teenagers become more creative.

Creative here means that the teenagers always try to find something new to be used, to showed, which are different from the previous. The teenagers agree that creative does not mean only in technology, but creative in language is also important and useful. Secondly, the use of Alay enriches Indonesian by the existence of new vocabularies. At the moment, there are some new vocabularies which become more familiar not only in the internet, but also in the electronic media such as TV. The society right now could watch and listen easily some Alay language in some advertisements such as cius, cemungud, miyapa, enelan, jablai, kepo, ababil, lebay, japri, ma'acii, seimseim, titidije, duren etc. All of those words never exist before in Indonesia dictionary, but those become very familiar right now. The third reason was Alay language was such kind of art in communication. Some of the respondents stated that Alay is just like the font in the computer. There are Times New Roman, Bauhaus 93, Bradley Hand ITC, Castellar, or Curlz MT. Changing the letters into number for some respondents is a kind of art. They really realized that the sense of art is different among people. Not all of the people can feel the sense of art, however for the respondents, Alay is still art. The last reason is by learning Alay language; it means that we also learn about culture. As we know that culture always develops time by time. Some people agreed that even Alay language was one kind of culture product in this modern era. For non native speakers, coming to Indonesia and studying Indonesian means they learn Indonesia culture. Alay as a kind of language in Indonesia which is familiar in daily conversation of course will influence the non native speakers in learning language as a product of Indonesia culture.

Besides the positive effects of using Alay language, there were also some negative effects of using Alay

language based on the respondents' opinions. First, some of the respondents said that Alay language can ruin the Indonesian standard language in both grammar and vocabularies. The real Indonesian standard which are already mentioned and written in the dictionary changed easily, for example "semangat" becomes "cemungud". Another reason, the use of Alay language could cause the difficulties for the users to speak Indonesian correctly, nevertheless in the school or in the office, we are required to do so.

The next reason, the listeners or the readers of Alay language are disturbed by the use of number as the exchange of the letter in some words. Alay use inferred the readers of the listeners because it takes more time to read and to understand what the Alayers mean. Reading number among letters is so complicated for some people who did not use to produce Alay language in their daily conversation. The fourth reason is the existence of Alay language threatens the existence of Indonesian standard. The use of Indonesian is underestimated because some Alayers think that those who speak Indonesian standard are ancient people. Unlike those ancient people, Alayers found themselves as the modern generation. In order to become and to be called modern generation, they think that using Alay language is one of the way. The last reason is Alay language causes language gap or block between people from different generation. In the reality, the parents sometimes could not understand what their children talk about because they use different language which is different from the parents' language. When this condition happens, then the language gap will occur.

CONCLUSION

Based on the finding and discussion, the writer concluded that: (1) there is no exact rule or pattern in modifying certain word from Bahasa Indonesia (or other languages) into Alay language. The users of Alay language only have to deal with the main purpose in using Alay language, which is to make the word becomes more various by writing certain words in free style and as creative as possible. However, from the process of creating Alay language, the writer found that the dominant process is Substitution which is about 38% from the total data. (2) The Alay language affect positively towards Indonesian standard language such as: enrich Bahasa Indonesia by the existence of new vocabularies,

stimulate the people to be more creative, and create art in communication. In contrast, Alay language affects negatively towards Indonesian standard language for several reasons: ruins the Indonesian standard language, threatens the existence of Indonesian standard language, causes language gap among generations, and disturbs the readers by the use of numbers or symbols as the exchange of letters. (3) The purposes of using Alay language among teenagers in Makassar are: Alay language is the representative of the user's young soul, to show the existence of the youth, the communication will not become monotonous because of the existence of Alay, and as the symbol of solidarity among youth.

It could be suggested that (1) the users of Alay language have to limit themselves in using Alay language in social network or internet, to prevent the dependency of using Alay language in daily life, especially in the shape of writing. (2) In modifying original words into Alay language, inserting and/or removing sound or letter using the six terms in PEPASA does not enough. The writer finds that there are two more new terms; they are substitution and changed order. The writer suggests to the other researchers, who want to do a deeper research about Alay language or another variation of language, to use these two new terms as additional terms in analyzing their data. (3) The other respondents who want to do a deeper research about alay language have to learn more to improve their knowledge about it, so they can find the new and fresh ideas beside what the writer has researched.

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