



**REGISTER OF  
INDONESIAN BADMINTON FANS**

**A THESIS**

**In Partial Fulfillment of the Requirements for  
the Sarjana Degree Majoring in Linguistics in English Department  
Faculty of Humanities Diponegoro University**

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## **PRONOUNCEMENT**

I, as the researcher, honestly confirm that I wrote this thesis by myself without taking any results from other researchers in S-1, S-2, and S-3 and in diploma degree of any university. In addition, I verify that I did not quote any material from other publication or someone's work except for the references mentioned.

Semarang, January 2018

Deviana Kurniawati

## MOTTO AND DEDICATION

*And if whatever trees upon the earth were pens and the sea [was ink], replenished thereafter by seven [more] seas, the words of Allah would not be exhausted. Indeed, Allah is exalted in Might and Wise.*

—**The Quran, Luqman:27**

*Ngilmu kang nyata karya reseping ati  
(The true knowledge establishes peace of mind)*

—**Javanese Philosophy**

*In the end we will win, we will win so naturally that no one see us coming.*

—**Bangtan Sonyeondan**

*This thesis is dedicated  
to my dearest family, and  
to everyone who loves badminton at heart*

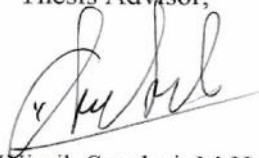
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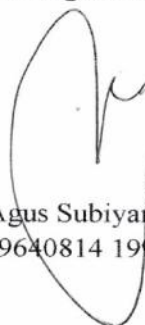
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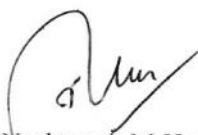
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## LIST OF ABBREVIATION

<i>BWF</i>	Badminton World Federation
<i>GPG</i>	Grand Prix Gold
<i>IC</i>	International Challenge
<i>MD</i>	Men's Double
<i>MS</i>	Men's Single
<i>QF</i>	Quarter Final
<i>SS</i>	Super Series
<i>SSF</i>	Super Series Final
<i>SSP</i>	Super Series Premiere
<i>WD</i>	Women's Double
<i>WJC</i>	World Junior Championship
<i>WS</i>	Women's Single
<i>XD</i>	Mixed Double

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## ABSTRACT

Across the years, Indonesian badminton athletes had given many records, achievements, and trophies which make badminton become the most fruitful and supreme sport discipline in the nation. The popularity of this sport is undeniable and thus creates community of fans. In this thesis, I try to identify the character of this fans community through their social media text from Twitter and then analyse them using theory of field, mode, and tenor. The data are collected from 6 chosen user accounts based on observation with the total 3,039 tweets. The analysis is conducted systematically to reveal the pattern of the text based on every aspect of field, tenor, and mode; and later the characters depicted from the analysis is drawn. The result shows that Indonesian badminton fans community is a dynamic, inclusive, and versatile community with wide range of topics and personal approach in delivering their message (unless for some technical subjects). This circumstance reveals that this community serves at least two purposes which are: 1) to inform and to educate the internal circle of community; and 2) to expand the community by maintaining and increasing the digital visibility.

**Keywords:** register, sociolinguistics, social media, and badminton.

# **CHAPTER I**

## **INTRODUCTION**

In this chapter, I would like to explain the background of the study, why this study is significant to research. In addition to that, there are also research questions, purpose of the study, and the scope of the study. To conclude this chapter, there would be an elaboration of the writing organization of the thesis.

### **1.1. Background of the Study**

According to Merriam-Webster Dictionary, badminton is defined as “a game in which a light feathered object (called as shuttlecock) is hit over a net by players using light rackets”. Although the story of badminton, which was once a battledore, started around 17th century (Adams, 1980), it appeared first on the Olympic Games 1992 Barcelona. Badminton has changed in terms of system from time to time as a sport discipline.

Even though badminton is found or shaped in the land of England, badminton was taken over by Asian countries for the past half a century—even more (Lim, 2012). The most exact prove is that from Olympic 1992-2016, the Olympic medallist for badminton is dominated by Asian countries and very few numbers of European players could emerge the podium. That happens not only in the Olympic, but also in the annual tournaments and BWF (Badminton World Federation) major events in which Asian players dominate most of the titles.

Indonesia had formed itself as one of the most influential countries in badminton sport aside of China, Malaysia, and Korea. Those four countries are known as the countries of badminton which had played a big role with their dominating achievements both in individual and group tournaments. Indonesia has many legendary badminton athletes and they are very prominent such as Susy Susanti, Liem Swie King, Christian Hadinata, etc. Besides, badminton is the most contributing sport discipline for Indonesia in various levels of multi-event tournaments; for example SEA Games, Asian Games, and Olympics. From the total amount of 7 Olympic gold medals that had been achieved, all of them were attained from badminton discipline.

In the era of internet of things, digital communities are growing such as sport fans. However, each of communities will have their different kind of discourse. Badminton fans would have different kind of topics compared to football fans. As Indonesian football is mainly focused in local competition, it would be different with Indonesian badminton that plays in international and elite level. However, football is getting more exposure in television broadcasts than badminton that affects the discourse in the social media. This is an example of why different communities will have their own 'discourse-style. That uniqueness is what I want to find in Indonesian badminton community through their register analysis. How does that uniqueness appear? It does appear through their text delivered in social media platform. That is the key to know how they shape their interest—badminton as both sport and entertainment—in a certain way.



The prominence of badminton in Indonesia, thus, cannot be denied. The great history in the sport field has made badminton very popular. The massive exposure of badminton at that time—including television broadcasts—created numerous of badminton fans.

Badminton fans nowadays are interacting either by doing gathering or simply joining discussions in social media. What I want to analyse in this study is the interaction between them as a social community which is particularly going on social media. I would focus on the expressions they often use to describe every aspect in badminton—athletes, tournaments, and other badminton stuffs.

## **1.2. Scope of the Study**

This study only focuses on analysing the expression used by badminton fans to describe the aspects of the sport. The big frame I apply in the study is register concept which is included in sociolinguistics study. Badminton fans that exist as social community have some particular language variations. It means that, there are expressions which can only be understood by people who have special interest in badminton stuff. Here I emphasize on Indonesian badminton fans because I know the access to its media channels. I also possess deeper comprehension about the language variations in order to make proper analysis.

I limit my research only for social media texts. In this modern era when internet enables people to communicate within distant location, the interaction between the badminton fans could reach a larger scale—even nation-wide. Social media thus allow the fans to interact such as to put comments, give information,

and so on. In social media, they could establish certain expressions to communicate. The benefit of using social media is that the data can be accessed for free wherever and whenever. Moreover, I am able to retrieve the interaction from the past which is still recorded. Therefore, I can analyse the data taken during quite longer period of time.

### **1.3. Research Questions**

Here are the research questions that this study is going to answer:

1. What are the register of Indonesian badminton fans in terms of field, mode, and tenor?
2. What is the tendency of register usage among the badminton fans?
3. What does the register depict?

### **1.4. Objectives**

The purposes of the study are as follows:

1. to investigate the specific register usage of Indonesian badminton fans in terms of field, tenor, and mode;
2. to examine the meaning and the pattern of the register; and
3. to describe the character of badminton fans in social media based on the register.

### **1.5. Previous Research**

The study of sociolinguistics particularly register is not something new. However, it is very important since the result of the study uncover the language variations from various social circles. Everyday language that is particularly used in a social community is important to record. It shows that the language has dynamicity and a chance to develop. The study of badminton fans registers is also essential since it can disclose a community that is quite large in number who is into sport that has a significant history in Indonesia. It is also potential because this research could show how a particular community use social media text in this digital era. These are several literatures that have studied register analysis:

In the research conducted by Wardhana (2013) entitled *Analysis Register in Action Figure Trade in Kaskus*, there are two questions that became the main points of the study: 1) What are the registers used by the members of action figures trading forum on Kaskus?, and 2) How are the register variables which consist of field, mode, and tenor applied in statements or conversations made by the members of action figure trading forum on Kaskus?

This study focused only for action figure trading Kaskus forum. The writer used Halliday theory of field, tenor, and mode to determine the registers that are contained in the text. The findings showed that there are 14 kinds of register used in the forum. Thus, it was classified into 10 common used words and 4 uncommon ones. I try to fill the gap in the research above which is further analysis including the analysis of the meaning, the pattern and the attitude of the addresser when they use register in their language use.

In the research conducted by Fransiskus Kristiawan (2010) in his thesis entitled *Analisis Variabel Register pada Teks Berita Olahraga dalam Surat Kabar* 'The Jakarta Post', it was stated that in every sport discipline, there must be some special terms to encode certain meanings. The study also used Systematic Functional Linguistics to investigate the deeper detail of register to answer the research problems: first, the variables of the register; second, the context of register. The finding was that in the sport news, there were registers proven by the existence of its variables. In addition to that, the terms used in one sport discipline differ from other disciplines that context is important to determine the intended meaning.

This research has the same field of object with the research I conduct. However, the difference is that Kristiawan (2010) used sport articles in the newspaper which tend to be more formal in term of language variation and only involve the writers as the producer of the text. Meanwhile, I used written conversations which are more informal and more flexible in use. Besides, the research included more persons as the producers of the text. Another gap is the period of the data collecting. Kristiawan used one edition of The Jakarta Post while I used data taken from longer period of time.

The last previous study is a thesis entitled *The Register Used by Police in Brigade Mobile (BRIMOB)* by Fatmawati (2011). This descriptive qualitative thesis studied the registers in one subdivision of governmental institution which is Brigade Mobile (BRIMOB). The method the writer used to collect the data is total sampling. The analysis used referential identity and distribution method. The

writer found that there are total 224 registers divided based on lingual units (word, phrase, sentence), contexts, and origins of language. It has the similar gap with the research from Kristiawan (2010). The register data in the form of words or certain expressions from BRIMOB as an institution are more rigid in use. It means that the codes or the registers have been clearly ruled from the institution. On the other hand, in the data of my research, there is such self-establishment from the participants in forming the register they use. Because of its flexibility, the registers used may change from time to time adjusting to the related situation. Thus, there would be more contexts to be explained in my research.

Basically, what I am going to research is something that needs to be deeply analysed. Analysing register of a sport fans is different from analysing in other kinds of community. For example, register in an occupational community would likely be more technical and has been regulated. In a research conducted by Fahmawati (2011) about register in BRIMOB, there are large numbers of vocabulary considering ranks and any other technical terms that previously have been ruled or regulated. Thus, it can be said that there is no element of dynamicity. Back to the research of Kristian, it holds 'The Jakarta Post' sport articles in one edition. Consequently, the analysis of register must be limited to the use of short period of time of one specific producer of the text. However, I am going to search data in longer period of time involving more persons who hold the same interest of sport.

## **1.6. Writing Organization**

In this study, I would like to divide the organization of the writing into several chapters. The first one would be the introduction in which I would elaborate the background and the significance of the study. The second chapter contains the theoretical framework in which the theories underlying the research would be explained. The following chapter explains about the data as well as the methodology of the research as a whole since the data collecting until the analysis. The fourth chapter would show the result of the data analysis comprehensively. Then, the fifth chapter would be the conclusion and summary of the research. As the ending of the research, there would be list of references used as the sources of this research process.

## **CHAPTER II**

### **REVIEW OF THE LITERATURE**

In this chapter, I would like to assert the theories that are used as the basis of my research. To analyse the data, the theory applied must be suitable. Therefore, the result will meet the objectives of the research. Here I will elaborate the theory of register, and also theory of text and situation which involves field, mode, and tenor.

#### **2.1. Register**

In reality, we face many kinds of situations in many places with different kinds of people. Thus, the use in language is not only in one form. Rather, people develop many variations in communicating their thoughts depend on the situation. Moreover, the way to use language is influenced more in situation, although social background can also contribute such as region, education, interest, occupation etc.

##### **2.1.1. Definition of Register**

Peter Trudgill stated in *An Introduction to Sociolinguistics* that the way of communicating is not only influenced by a person's background but also social context or situation. In this case, time, people and place are considered to be the indicator in choosing the use of the language. Still, he elaborated language's role in social standpoint as:

1. Setting up the status between speakers; and
2. Disclosing information related to the speaker (Trudgill, 2000:2).

As stated above, a person has more than one way to use their language according to which situation he is in. “The same speaker uses different linguistic varieties in different situations and for different purposes” (Trudgill, 1974:103). To put it simply, in facing diverse condition, a speaker uses a distinct “repertoire”. It can also be defined as a special kind of utterance as the result of a certain condition (Trudgill, 2000:81).

In other words, the condition and the purpose of the communication is how register distinguishes one language community from another (Stockwell, 2002:8). It can be called the distinctive feature of a language community (Trudgill, 2000:81) that may be occupational and/or interest community (Chàcon, 2013:51).

In this research, I will concentrate on Halliday’s model of register which more focused on context-based analysis which involves field, mode, and tenor. These three aspects construct the register which can be deciphered by functional components as in the following:

Field → Experiential meaning

Tenor → Interpersonal meaning

Mode → Textual meaning

### **2.1.2. Register as Scale**

Hudson in his book *Sociolinguistics* stated that register could mark a person’s identity because it gives hints about not only how he/she puts himself within a society but also how he chooses way to communicate (Hudson, 1996: 46). He gave a set of example on how register could explain the approach which



the addresser takes in communicating with addressee. Putting aside the possibility of overgeneralizing many possible styles that may happen, Hudson put register in terms of formality and technicality scale.

In other word, when a person speaks to the other, he may use formal or informal language as well as technical on non-technical. Formality and technicality variables are the example Hudson proposed earlier. Practically, a person could say the same thing using the combinations of the variables above. The following is the example:

<b>Text</b>	<b>Formal</b>	<b>Technical</b>
Ia dipilih sebagai MVP pada pertandingan final <i>(He is crowned as the MVP in the final match)</i>	+	+
Dia kepilih jadi MVP pas final <i>(He is picked out as the MVP in the final)</i>	-	+
Ia dinobatkan sebagai pemain terbaik pada pertandingan final <i>(He is crowned as the best player in the final match)</i>	+	-
Dia kepilih jadi pemain terbaik pas final <i>(He is picked out as the best player in the final)</i>	-	-

Looking at the example above, we could tell that all of the four sentences perform similar point of information. However, there are several ways anaddresser could select in carrying out the message. An addresser can choose to communicate in either formal way with technical term or informal way with daily vocabularies. It can also be the other way around. Here we can understand how

Hudson upholds register as marker of a person's preference in communicating with others.

In Indonesian, the variation of informal and formal speech is easier to notice since the vocabularies for each speech are fairly different. It is maybe heavily influenced by either foreign or regional dialect. Trudgill explain this phenomenon which happens in Javanese but it is also relatable to Indonesian case:

“...there are several distinct speech 'levels'...which involve not only numerous lexical differences but also minor differences of pronouns and suffixes.”(Trudgill, 2000:83)

As an example, the word '*terpilih*' (chosen) which is standard will not likely be used in informal situation because it feels distant and bizarre, so '*kepilih*' which is non-standard will be used. The similar situation also works for preposition '*pada*' and '*pas*' in which both mean 'at the moment'. Furthermore, the **slang**forms of standard vocabularies are quite distributable in every part of speech that makes the difference between formal and informal speech quite noticeable.

## 2.2. Text and Situation

Halliday and Hassan in *Cohesion in English* stated that a text is relevant with its environment or the situation and it uses steady form of register; however, it also agrees with the text itself or in the other word, interconnected. It can be in the form of verbal or written that develops into one entity, but—instead of viewing it in that form—a text is more considered by its meaning unit (Halliday and Hasan, 1976:1-2). However, there is some confusion in distinguishing

between ‘text’ and ‘discourse’ while many linguists tend to associate text as written piece and discourse as spoken one. In spite of this, it does not matter what the form is, but what matters is the ‘texture’ feature in the entity (Eggins, 2005:85).

Texture itself can be elaborated into two accounts: cohesion and coherence. Coherence marks the relation between the text and the current situation while cohesion marks the relation within the text itself which make it united (Eggins, 2005:85). Thus, a text cannot be separated from context to make it relevant. There are three variables to examine the meaning of a text according to the context of situation—proposed by Halliday:

### **2.2.1. Field of Discourse**

Field of discourse is often simplified as the ‘topic’ of the situation (Eggins, 2005:103). In other words, it refers what the text is talking about. This is the big frame that is often used first to determine what kind of text or utterance it is. The topic of the discourse can be seen through the genre for instance sport, music, politics, and so on. These “frames” automatically differentiate one from another. However, they are still very general classification.

More specifically field of discourse deals with what is happening in the text (Teich, 1999:16). It shows more detailed specification of the text. In the sports-related text, for instance, there are many possibilities of what is being discussed: tournaments, athletes, match scores, systems, etc. These detailed topics establish the field of discourse of the text.<sup>2</sup>

According to Eggins in *Introduction to Systemic Functional Linguistics*, field of discourse can also be indicated through the way the language carries out the topic. It can be seen through the technicality of the text (Eggins, 2005:107). The different degree of the technicality makes different impressions and changes the purpose of the text to some extent.

In functional text analysis field of discourse is associated with experiential meaning which Halliday mentioned as ‘clause as representation’. To disclose the meaning, **transitivity system** is used. Here is the general model of transitivity system:

Process + Participant(s) (+ Circumstance(s))

The process itself has many types that reveal each idea of experience:

Material	Describing the process of ‘doing’ and ‘happening’ e.g. <i>make, walk, create, etc.</i>
Mental	Describing the process of ‘sensing’ e.g. <i>believe, think, consider, etc.</i>
Verbal	Describing the process of verbal that construe action e.g. <i>please, open the door</i>
Behavioural	Describing the process of physical and physiological behaviour e.g. <i>breathing, snoring</i>
Relational	Describing the characteristics or attribute
Existential	Describing the state of existence marked by certain word such as ‘there’

Each text has special approaches in the language choice of style. Some of them use quite general vocabularies while the other use more general vocabularies used in daily activities. For example, whenever there is a technical term “BWF”,

there is a following or previous explanation. Technical term—in this case—is “exclusive or almost exclusive” vocabularies that are used situation wise (Halliday and Mathiessen, 2004:577).

This degree of technicality also contributes in defining the goal of the text. The first text is more likely aimed at the people who are not accustomed to badminton while the second one is aimed at the insider of badminton community which are familiar with badminton-related terms.



In the analysis, to determine the technicality aspect, I will not only see the amount of exclusive terms (such as *BWF*, *smash*, *shuttlecock*, etc) contained in the text but I also see the contextual degree of the text. Sometimes, there are some exclusive terms that are included but the context is easy enough to interpret that the readers can easily manage the content of the message. On the other hand, there are texts which have difficult context to understand because it needs more knowledge and familiarity to interpret the message. In that case, I will consider the first case as non-technical and the latter as technical. Here is the parameter that I will use:

**Technical** → Describing technical subject of the sport, using more exclusive terms

**Non-technical** → Describing general scene or information, using few exclusive terms to none

### 2.2.2. Mode of Discourse

Mode depicts in what way language is used for expressing thought. It is considered that language fulfils some certain roles in a text which later described as mode. Those roles are often called as **rhetorical modes** which will be explained later. In addition to that, mode also deals with the **medium** and **channel** of communication;

Medium of communication can be defined as the “device of message delivery”. There are various devices and they evolve from time to time. It ranges from radio and television to email and social media. Those platforms are available for providing message through visual, aural, non-visual, and non-aural modes (Eggins, 2005:91).

Regarding medium channel, social media cannot be simply classified as non-aural and non-visual because nowadays many social media platforms offering different services. Chat messengers propose written text as the main facilities, yet the user can also send video as well as audio enabling visual and aural message delivery. This service is very commonly found nearly in all popular platforms: Facebook, Twitter, Instagram, and even chat messengers.

Channel of communication is related to whether the text is delivered in spoken or written form. The channel of the text represents the character of the text itself based on its classification. Spoken and written texts are significantly different from several aspects. Rebecca Hughes in *English Speech and Writing*:

*Investigating Language and Literature* declared some differences between them in which I have sorted significant points as in the following:

<b>Spoken</b>	<b>Written</b>
High occurrence of ellipsis and abbreviation	Low occurrence of ellipsis and abbreviation
Simple and brief phrase & clause	More complex and longer phrase & clause
Lexically sparse	Lexically dense
General vocabulary	More varied vocabulary
High occurrence of repetition and fillers	Low occurrence of repetition and lack of fillers

**Table 1 Spoken and Written Text**

(Hughes, 1996:31-32).

The social media text is taken from Twitter in regard to the topic of this thesis. Since social media has recently been a phenomenon as a whole new way of communication, the markers between spoken and written above are blurred to some extent. The text in Twitter—even though is classified as written—contains spoken text characteristics: it has abbreviations, ellipsis, and simple phrasing due to character limitation.

The last point regarding channel is rhetorical modes. It deals with variation of the text in regard to the purpose of the text. There are 5 modes of discourse which are considered basic (Smith, 2005:22-38):

a. Narration

Narrative mode has a major feature called 'event'. Events are displayed sequentially in chronological order. It is sometime simply called as 'story' which

has plot, character, and setting. Thus, this kind of text carries out both spatial and temporal sense to tell how one event move into another.

The general structure of the text can be divided into several parts:

Orientation → Rising Action → Climax → Falling Action → Re-orientation

However, in social media which have character limitation like Twitter, there might not be a complete version of narrative structure that is explained above. It can be in the form of only sequential event that creates flow with conjunction marker such as *then, after that, since*, etc. Thus, the structure is simplified by:

Event 1 (exposition) → event 2 → event ...-→ event x (denouement)

b. Description

Description text has the aim to describe or to illustrate a particular object i.e. things or scenes which can be explained by human five senses (aural, visual, olfactory, gustatory, and tactile). Therefore, unlike narration which has strong temporal attribute, description text has spatial attribute to indicate how the text is developing through the object it describes. With respect to the aim of text, description and information text might seem alike. Nevertheless, they have diverse text features. Description text illustrates a particular object or scene based what the addresser see while information text offers general viewpoint about some 'state of affairs'. Based on transitivity system, descriptive mode is marked by attributive and identifying process.

c. Report

Report mode includes facts and propositions, but the temporal aspect does not advance in order as in narrative mode. The time follows relatively to the time



of speaking or writing. It may address events that happen either in the past, present or in the future. Based on transitivity system, descriptive mode is marked by mental, material, and relational process. It is also marked by comparative and consequential conjunction.

d. Information

This mode has no both temporal and spatial feature. The major content of this text are fact, proposition, and generating statements. The purpose is to inform the reader or the addresser about something in a definitive way. To make the information delivered, the structure is sometime different than usual linear style. It can be in the form of points, table, or graphics or any other visual alternatives to bring the informational essence out.

e. Argument

Argument mode has the aim to convince the reader or the addresser about a certain topic. It includes the action of commenting, claiming, and surely arguing. To deliver those functions, there may be some propositions and facts to support the text which function as the reasoning of the argument.

### **2.2.3. Tenor of Discourse**

In using language—consciously or not—we are using different way when facing different kind of people. A person would not talk with his lecturer or teacher similarly when he talks with his best friend. More generally, a participant can put imaginary distance with the addressee to some extent or else omit it. It

depends on their relationship or the roles they play in that particular situation. As the result of this decision, there will be variation of language use.

This is strongly associated with the personal account of register which is tenor. In addition to the other accounts of register—ideational aspect or *field* and textual aspect or *mode*—tenor depicts the interpersonal side of the text. Tenor basically conveys the relationship between the interactants (Eggins, 2005:99) including their roles (Teich, 1999:16) and attitude toward each other (Schleppegrell, 2012:22). Not only does tenor reveal the relationship between the participants, but it also deals with “the social, expressive, and conative functions of language with expressing speaker’s angle; his attitude and judgment...” (Halliday and Hasan, 1976:26-7).

Therefore, to be able to picture all of the description above, there are several parameters that can be used: **status**, **contact**, and **affective involvement**. These three parameters were proposed by Martin based on the work of Cate Poynton in *Language and Gender: Making the Difference*(Poynton,1985:77).

**Status** concerned with the participants’ choice of social role or position, for instance the relationship between friend/friend, seller/buyer, parent/child etc. The positions can be either equal or unequal which is the main distinction of status itself. Equal status between the participants is marked by some pointers such as *reciprocity*. If the participants use first name basis—for example—in addressing his partner and the other also does the same thing, it means that they are in equal stance. Either way, it can also be seen through the mood system of the text. To

decipher the interpersonal meaning, we can use mood system which has the following structure:

Mood [subject + finite] + Residue [predicator (+complement (+ adj))]

Mood system above also contain element of modality. It represents how desirable/undesirable a proposition is. A participant can give *command*(by using modality like *have to*, *should*, etc.) to other participant if he is in higher position above the other and it will put them in unequal status.

The frequency of the interaction among participants also plays a part in determining tenor. **Contacts** can be divided into frequent and less-frequent. Frequent contact happens in the circumstance where the participants interact regularly such as working colleagues, family, spouses, etc. Infrequent contact happens occasionally and does not continuously take place.

**Affective involvement** denotes how much “the participants are emotionally involved or committed in a situation” (Eggins, 2005:100). The type of participants’ relationship will determine the affective involvement either high or low at some extent. The conversation between a mother and her children will likely have high affective involvement compared to a conversation between a receptionist and a guest. To disclose the existence of affective involvement in the text, I put some parameters that can be the determinant because unlike verbal interaction, written text is very limited in terms of providing hints about affective involvement (neither facial expression nor intonation). However, the trend in social media accommodates informal writing that gives clues about affective involvement:

The use of emoticon and/or emoji	:) :( :P
Excessive writing	That's good → lower That's goooooood → higher
Full capital writing	Come on! → lower COME ON! → higher
The use of exclamatory sentence	What a smash!
Excessive punctuation mark	I can't..... Unbelievable!!!

All of the three features of tenor can be allegedly classified into continuums below:

Contact:                      Frequent —————> Infrequent  
 Affection involvement: Intimate                      —————> Non-intimate  
 Status:                      Equal                      —————> Unequal

In the left side—where contact, affection involvement, and status are frequent, intimate, and equal—the language used will likely to be **informal**. On the contrary, if the indicators are more on the right side, **formal** language will tend to be used.

## **CHAPTER III**

### **RESEARCH METHOD**

In this chapter, the overall methodology used particularly for this research will be discussed. It involves the type of research, the data, and the method of collecting as well as analysing the data.

#### **3.1. Type of Research**

This thesis is included in descriptive qualitative type of research. As what to be called descriptive research, Burns and Grove define it as the attempt to figure out the phenomenon that exists (Burns and Grove, 2003:201). Meanwhile, qualitative research provides way to make interpretation of what we experience in our daily life (Parahoo, 1997:59).

This thesis is included in descriptive qualitative research because it attempts to figure the social situation experienced by Indonesian badminton fans in the internet space judging from the language use. In this research, I want to make an effort to describe this phenomenon through the data interpretation based on register theory.

#### **3.2. Data, Population, Sample, and Sampling Technique**

##### **3.2.1. Data**

This study uses primary data taken from the postings in Twitter (or technically called “tweet”) from badminton fans as primary data source. Primary

data means that the data is obtained first-handily from the original source. I collect the data from Twitter by cataloguing tweet archives from the website using third-party computer application.

Twitter, the data source, is a micro-blogging social media platform which provides additional features such as picture, audio, and live stream. It is one of the most favourite platforms for the badminton fans to post and share social content related to the sport discipline for years along with the growth of social media consumption in Indonesia in the past years.

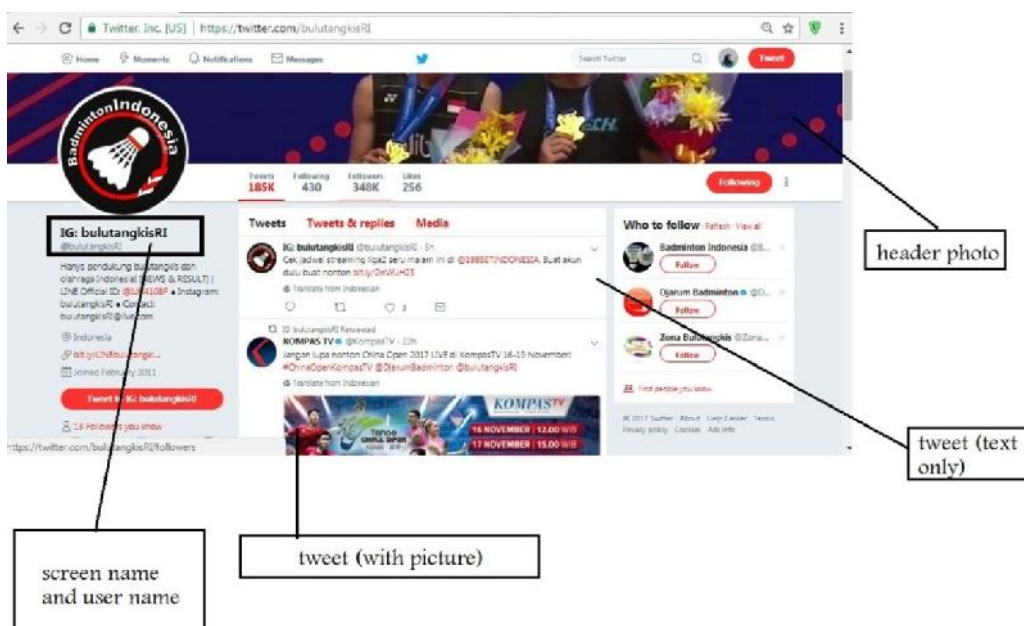


Figure 1. Sample of Twitter account @bulutangkisRI home display

Among other social platform that badminton community uses (Facebook, Twitter, Instagram, Line, and community blogs), I found that Twitter is the most relevant media because of several things. Firstly, the platform allows fastest post updating system (within seconds) without any disruption in timeline display.

Secondly, Twitter is also the easiest to track down. There are many third-party softwares to measure Twitter statistics.

Until November 8<sup>th</sup> 2017, Twitter allowed its user to write 140 characters only per tweet. After that, it added to 280 characters per single tweet. This character limit to some extent affects the way users wrote their tweets. Under each of the tweet, there are 'reply' and 'retweet' feature which enable two or more users to create an "online conversation".

For this research, I will focus more on the text feature (excluding replies and retweets unless to see the context) and treat related audio-visual contents as the complement for context analysis. It is because the extension of each tweet violates my user-based approach which focuses on exclusive 6 selected users.

### **3.2.2. Population and Sample**

The population of the data is the tweet posted on Twitter platform. As for the sample, I will use tweet archives from 6 Indonesian user accounts whose contents are heavily occupied about badminton. The following are the list of the users alphabetically:

*@antoagustian*  
*@badmintontalk*  
*@bulutangkisRI*  
*@kathlexy*  
*@smesnyangkut*  
*@yassirly09*

These users are considered representative based on their dedication in keeping up with badminton news according to observation. This user-based

approach will highlight the variation of fan account tendency that will be shown in the next chapter.

In addition to that, the archive includes all tweet posts from those users recorded from October 23<sup>th</sup>-30<sup>th</sup> 2017. The choice of recording tweet during 24<sup>th</sup> to 29<sup>th</sup> October is correlated with the on-going BWF tournament at the moment which is Yonex French Super Series 2017. To get a picture of how the fans are conferring about badminton, I record tweets during a span of one tournament—since at those times the exposure is commonly higher—instead of archiving tweet at random period.

### **3.2.3. Sampling Technique**

The sampling technique used for this research is purposive sampling method. Purposive sampling technique is used when a researcher considers that the population of research is in wide-variety and to sort it efficiently, sampling strategy is needed depending on the objectives by pulling off several criteria to narrow down the data range (Palys, 2008:697).

Regarding the technique mentioned, this research clearly used user-based approach and timeline-based approach to pick relevant sample out of population. The criteria used to select the users are the badminton-themed posting frequency and their impact in the community. Meanwhile the data are selected due to certain tournament period because at that time the exposure gets higher.



### 3.3. Method of Collecting Data

In collecting the data, I apply observation, documentation, and note taking technique. Observation technique here is in the form of observing the potential user accounts to be the research participants (Sudaryanto, 1993:135). In particular, the observation method applied here is uninvolved participatory or in Sudaryanto's term *Simak Bebas Libat Cakap* method. Having criteria guidelines helps to determine which account will be the representative of the whole Indonesian badminton community.

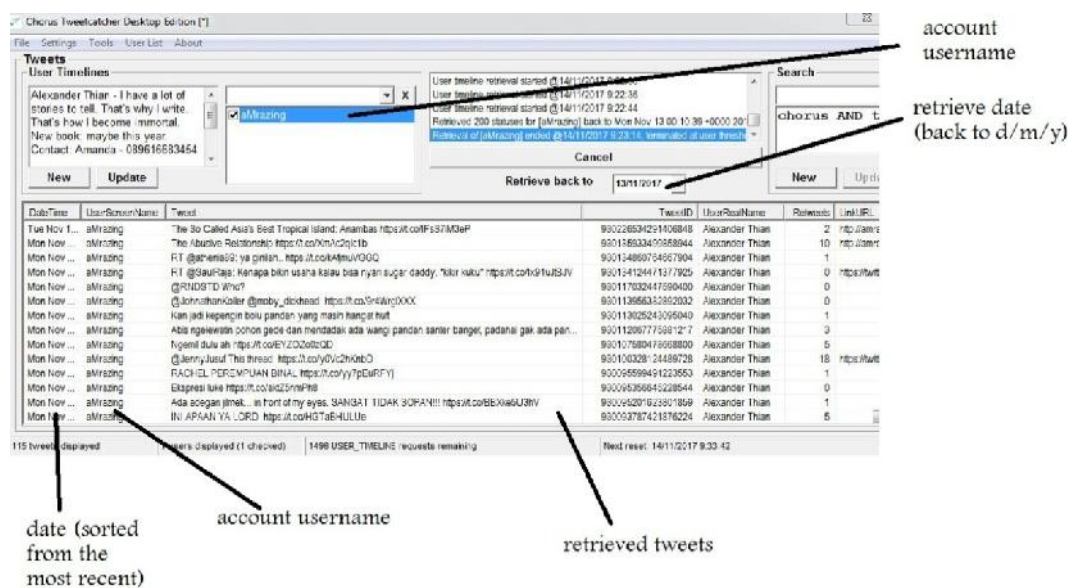


Figure 2. Tweetcatcher archiving display

After that, documentation technique is used. It involves recording the tweet and downloading them to get rough draft of the data. The process of documentation is computerized by utilizing tweet-downloader application *Tweetcatcher*. It is a free application which enables us to track tweets using user-based and keyword-based advanced search. Furthermore, it allows the user to save

them into manageable document, so it becomes easier to process as research data. Subsequently, I applied *catat* (note taking) method which includes sorting out the tweets from the rough draft then cataloguing them into one final list to analyse.

### **3.4. Method of Analysing Data**

In analysing data, referential identity (*padan referensial*) method is used. The method uses any other elements aside from the language as the determinant tool of the meaning (Sudaryanto, 1993:13). To find the meaning behind the use of register in the badminton community, I consider the other elements like real life context that are potentially affect the language use.

Based on the theory explained in the previous chapter, the data will be analysed aspect by aspect. The data per user will be listed and combined to get a picture of user characteristics. Once the data all sorted out, I can present the categorization of badminton fans culture in the digital world through this research using tables and diagrams.

## CHAPTER IV

### DATA ANALYSIS

This chapter would present the analysis of the data that has been collected. Each finding would be categorized based on the field, tenor, and mode point of view. There are also diagrams, tables, and charts to explain the patterns that may come out from the data analysis to depict the final conclusion of the research.

After conducting observation, there are 6 chosen Twitter users whose tweets were collected during particular period. These users are chosen for their “visibility” in the digital badminton community. This ‘visibility’ is resulted from several circumstances. First, it may come from the consistency of these accounts in tweeting about badminton. There would be chart that shows this case in the sub-chapters. Second, the amount of followers that makes several users more popular than the others. The last but not least, the twitter engagement with other account which made them visible to other users is also taken into account.

During the period of data collecting which started from 23<sup>rd</sup>-30<sup>th</sup> October 2017, there are total 3,039 tweets as the primary data of the research. The user profiles and their tweet distributions are in the following:

<b>User Display Name (per December 2017)</b>	<b>User Account (per December 2017)</b>	<b>Category</b>	<b>Tweets/Data Collected</b>
Antonius Agustian	@antoagustian	Personal	280 tweets
Badminton Talk	@BadmintonTalk	Fanbase	1,318 tweets
Bulutangkis RI	@bulutangkisRI	Fanbase	848 tweets
Katherine Alexandra	@kathlexy	Personal	260 tweets

Cemes	@smesnyangkut	Personal	46 tweets
Yassirly Ahsan	@yassirlyahsn	Personal	287 tweets
Total			3,039 tweets

**Table 2. User List**

As we can see, there are two categories of user accounts in the table. Personal account means the specific account is possessed by one person. Meanwhile, fan base account means the specific account is run by several administrators, commonly anonymous. To fulfil the research objectives, the data analysis was conducted using the theory of field, mode, and tenor.

Before analysing one by one, I will assert the recapitulation of my data analysis after categorizing each tweet into its classification. However, I do not include two aspects of tenor: status and contact since it cannot be measured one-by-one, so I rather see it in a general point of view.

In the following table, I put the result of data analysis into each aspect of field, mode, and tenor. Then I get the result in number which can be seen and it easily helps to find the pattern between each users. The table summarized the number and also the percentages, so we can see from the user point of view or aspect point of view.

### Tweet Analysis Recapitulation

Indicator /ACCO UNT	Technicality		Total	Subject							Total	Mode					Total	Affective Involvement		Total
	+	-		Athlete	Match/ Tournament	Livescore	Trivia	Statistics	Country	System		Argument	Narrative	Descriptive	Report	Information		Low	High	
antoagus tian	55	225	<b>280</b>	95	111	9	13	39	1	12	<b>280</b>	44	12	48	125	51	<b>280</b>	160	120	<b>280</b>
smesnya ngkut	3	43	<b>46</b>	7	7	0	32	0	0	-	<b>46</b>	3	4	26	7	6	<b>46</b>	10	36	<b>46</b>
badmint alk	567	751	<b>1318</b>	140	178	513	294	105	6	82	<b>1318</b>	86	22	128	710	372	<b>1318</b>	441	877	<b>1318</b>
bulutang kisri	532	316	<b>848</b>	51	123	493	133	23	0	25	<b>848</b>	36	11	54	592	155	<b>848</b>	529	319	<b>848</b>
kathlexy	8	252	<b>260</b>	96	59	0	73	17	2	13	<b>260</b>	78	11	67	47	57	<b>260</b>	61	199	<b>260</b>
yassirly0 9	9	278	<b>287</b>	69	111	5	99	2	0	1	<b>287</b>	53	3	168	32	31	<b>287</b>	79	208	<b>287</b>
Total	<b>1174</b>	<b>1865</b>		<b>458</b>	<b>589</b>	<b>1020</b>	<b>644</b>	<b>186</b>	<b>9</b>	<b>133</b>		<b>300</b>	<b>63</b>	<b>491</b>	<b>1513</b>	<b>672</b>		<b>1280</b>	<b>1759</b>	
Percenta ge	38,6 3%	61,3 7%	<b>100,0</b> <b>0%</b>	15,0 7%	19,3 8%	33,5 6%	21,1 9%	6,1 2%	0,3 0%	4,3 8%	<b>100,0</b> <b>0%</b>	9,8 7%	2,0 7%	16,1 6%	49,7 9%	22,1 1%	<b>100,0</b> <b>0%</b>	42,1 2%	57,8 8%	<b>100</b> <b>%</b>

**Table 3. Tweet Analysis Recapitulation**

## 4.1. Field of Discourse

### 4.1.1. Technicality

As it stated in Chapter 2, the different degree of the technicality makes different impressions and changes the purpose of the text to some extent. Here are several samples from the data:

- (1) *Jika bicara tentang cedera, Li Yinhui juga belum sepenuhnya pulih, penampilannya pasca comeback pun belum sebaik tahun lalu.*

(we are) Talking about injury, Li Yinhui also hasn't fully recovered yet;  
*sayer process verbiage actor process*

her performance after comeback is not as good as hers last year.  
*token process value adjunct*

- (2) **Qual rules: 1. Rank is based on 12 SS points**

*Identified/value represented identifier/token*

2. Top 8 qualify unless there r 2 higher rank from same country  
*Actor process(existential) process*

3. **World champ** auto-qualify

*Actor process*

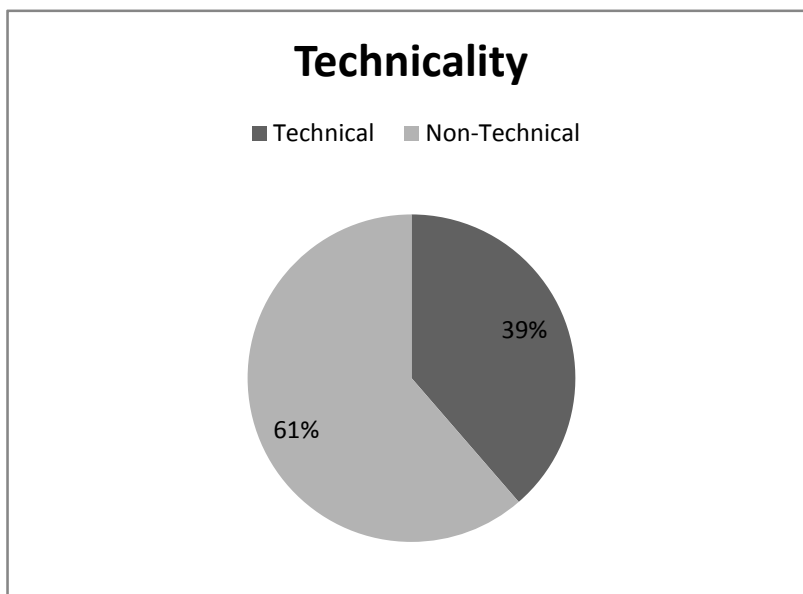
The first tweet does not have any exclusive terms (the nearest one is *injury* which can appears mostly in any sport related text. However, the second tweet has at least 3 exclusive terms (in bold) in badminton and/or sport terms. In terms of context, the first tweet has verbal process 'talking' which limit the context to the injury case of Li Yinhui. Meanwhile the second post describe the process of how to qualify to Dubai Super Series (which is not explained in the text).

Looking at the two samples above, we can tell there are variations in how the user assert some topics. The first post is easily understood because it is delivered in a more general way than the second. Even if there are non-fans reading the post, they are likely able to grasp the message about an athlete's performance post-injury. It is because the wording, the choice of vocabulary, is not using any difficult terms.

On the contrary, the second post reveals different way in delivering a topic. There are several exclusive terms that are foreign to the general people such as 'Qual' which stands for Qualification and SS (Super Series—one of BWF regular tournament) points. Due to character limitation, the readers would not catch the notion of the tweet unless they are aware of the context (time and the following tournament). However, badminton fans are likely aware that this is qualification system for athlete to participate in Dubai SSF (Final tournament of the year).

Judging from the technicality, we can say that the first tweet is aimed to more general people but the second one is likely provided for fans who are interested in knowing the badminton system or rules. In the following chart, I would like to present the chart of technicality distribution from the data which reveal the tendency of the fans—whether they tend to share technical or non-technical tweet:

### Technicality Chart

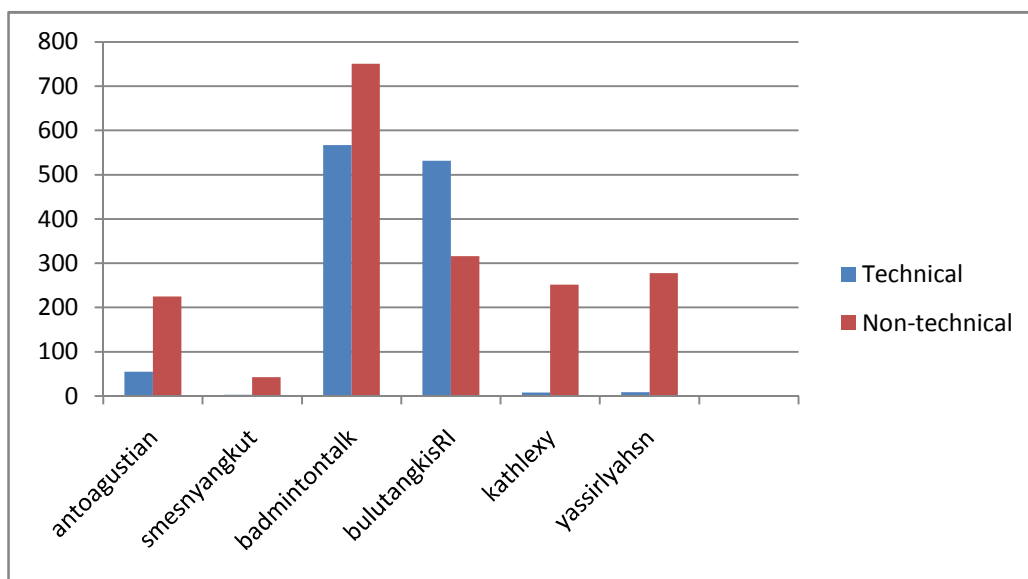


**Chart 1. Technicality Chart**

From the data analysis, there are 2 categories that I use: technical and non-technical according to the parameter mentioned in Chapter 2. Thus, this chart shows the ratio between technical and non-technical text. On chart 1, we can see a good deal proportion for technical and non-technical distribution taken from the total data. More amounts tweets are non-technical compared to technical ones with the ratio 6:4. However, if we look at the distribution chart 2, we can see the pattern of each user. Except for fan-base user @BadmintonTalk and @BulutangkisRI, the amount of technical tweets is far less than non-technical. The gaps are very far showing that common fans prefer to discuss in more general, unsophisticated way.



### Technicality Distribution Chart



**Chart 2. Technicality Distribution**

Meanwhile, fan-base accounts have more balanced distribution. Technical and non-technical posts take up their respective proportion, even @BadmintonTalk has more technical tweet than non-technical ones making it the only account to do so. In other words, it reflects to the role of fan-base account as the one who majorly provide technical information which is less found in personal account repertoire.

#### 4.1.2. Subject

There are many themes or subject that the users came up to post within the period of the data collection. Here are major themes that are found:

- a. Athletes

As one of the main component of badminton as sport discipline, the athlete-themed tweets are prominent among the badminton fans. It revolves around the personal information, achievements, or description.

- (1) *Cedera panjang si Joachim saat World Championships.. Blm jelas akan pensiun apa ga tp JoPed ud permanen dibongkar..*

Joachim has lasting injury since World Championship.. /Still unclear  
*Actor material process adjunct identifier*

whether (he) retires or not/ but JoPed had been permanently separated..  
*actor process actor process*

- (2) *Yang harusnya menjadi perhatian itu Praveen/Debby. Terutama Praveen yang masih saja tampil angin-anginan, kadang bagus, kadang eror terus.*

The ones who should be a concern are Praveen/Debby / Especially Pravee  
*Identified process identifier actor*

who still goes on and off, sometimes does well another time makes error  
*process adjunct process adjunct process*

- (3) *Antonsen ini kek pemain Amigos dulu*

Antonsen does resembles that Amigos actor  
*Identifier process identified*

The first tweet came from @BadmintonTalk. The post shows the recent condition of Joachim Fischer, a Danish player, who cannot participate in the ongoing tournament. The three clauses clearly revolve around him describing his health, status, and partnership with Christina Pedersen as mixed double player (JoPed is the nickname for the pair which stands for Joachim/Pedersen). The actors are similar, being repeated in three clauses with the same material processes. It means that the sole experiences are revolving toward the same actors which are the athletes (Joachim/Christina).

Sample 2 (posted by @antoagustian) delivers critics toward Indonesian player, Praveen Jordan, due to his inconsistent performance. However it uses relational processes toward Praveen/Debby and material process toward Praveen only. It does the similar frame with the previous tweet which use the same actor/identifier. Sample 3—also has the same focus—talking about Anders Antonsen, Danish men single, bearing a resemblance to some actor.

b. Match/Tournament

This category involves all posts which talk about a particular match or tournament including the events that happened, is happening, or is likely to happen within it.

(1) *Game pertama akan dilepas sama akane kayakne...*

(it) Seems like the first game will be neglected by Akane..

*Target material process actor*

(2) *Hasil R2 #FrenchSS pemain Indonesia*

*Lolos ke QF: Ginting, Fajar/Riann, Greysia/Apriyani, Tontowi/Liliyana*

R2 #FrenchSS result, Indonesian players

Proceed to QF: Ginting, Fajar/Riann, Greysia/Apriyani, Tontowi/Liliyana

*Process Actor*

(3) *Jangan lupa nih nanti ada Final French Open LIVE pukul 19.00 WIB di @KompasTV! #FrenchOpenKompasTV*

Don't forget there'd be Final French Open LIVE at 19.00 WIB in

*Existential process existent*

@KompasTV! #FrenchOpenKompasTV

Those three posts are the examples of match or tournaments category. The first post was uploaded on 29<sup>th</sup> October describing the events happening on the first game of French Open final match in women's single category between Akane Yamaguchi and Tai Tzu Ying. Meanwhile, the second post brought up the result of all Indonesian players who won their matches in the R2 (second round) to go to the quarter final. The last post is a reminder for the user's followers not to miss the French Open final match broadcasted on a national television.

Through the analysis, we can see that from the various processes there are some keywords that mark the idea of match or tournament subject: *game, match, French Open, R2 (second round), final*.

c. Live-score

Live-score in this context can be defined as reporting real-time score in the on-going match. The tweets under live-score category are easy to distinguish. This type of tweet is more often found in fan-base accounts compared to personal accounts even it can be said that Live-score is the trademark of fan-base accounts themselves.

(1) *Yosh 21-5 Terus kan nah*

Yeah (the athlete made the score) 21-5 / Keep it up  
*Actor (material) process goal material process target*

(2) QF WD Greysia Polii/Apriyani Rahayu INA] vs Shiho Tanaka/Koharu  
 Scope actor

Yonemoto JPN/7] (made) 19-21 21-13 21-19 YESSSSSS  
*material process goal*  
 SEMIFINALLLL!! #FrenchSS

Commonly, live-score tweet is not presented in a clause—or rather a clause with many ellipses—thus, it is difficult to predict the structure. However, I consider that live-score is the result of an athlete’s play; hence the structure or the context is presented like that. The most important art is that there is the score (written in number) presented with or without context.

There are many ways to construct the tweet format. The first one was posted by @yassirlahsn depicting a simple live-score tweet by writing the real-time score (21-5) and personal remark (*Yosh and Teruskan nah*). However without knowing the exact context, the readers might not know which match it described.

Otherwise, the second post—not to mention the similar components with the previous post—is the more informative version by having important pointers: ‘QF’ which stands for quarter final, ‘WD’ for Women’s Double, the participating players, statistics (the number 7 is the seed rank), and hashtag (#) for referring the tournament.

#### d. Statistics

In the world of sports, statistics is one thing that makes it more enjoyable because people can keep the tab of records, achievement, and so on. The badminton communities have the role of keeping statistics and provide the information for each other. Statistics in this case ranges from the simplest head-to-head record between players to the more sophisticated one like lifetime achievements, etc.

- (1) *Ini akan jadi pertemuan ketiga, dimana Owi/Liliyana unggul 2-0 di 2 pertemuan sebelumnya atas Zhang/Li di CHN SSP 2016 dan DEN SSP 2017.*

This will be the third meeting / in which Owi/Liliyana won by 2-0 in the 2  
Identifier process identified actor process goal

previous meet over Zhang/Li in CHN SSP 2016 and DEN SSP 2017.

Adjunct target adjunct

- (2) *@YuliantiJ3 Pencapaian terbaik Fajar/Rian di SS(P) itu Semifinal INA SSP, juara di Taipei GP 2016, level GPG, SS(P) belum pernah juara.*

@YuliantiJ3 Fajar/Rian's best achievement in SS(P) is Semifinal INA SSP,  
Identifier process identified

(they were once) a champion in Taipei GP 2016,/(but it's) GPG level, while  
Identifier process identified adjunct

inSS(P) (they) haven't won yet.

Actor material process

- (3) *Juara #FrenchSS-2007 Flandy/Vita, -2008 Kido/Hendra, -2009 Kido/Hendra Nova/Liliyana, -2010 Taufik H, -2013 Kido/Gideon, -2014 Owi/Liliyana.*

Winner #FrenchSS (are) 2007 Flandy/Vita, 2008 Kido/Hendra, 2009  
Identified process identifier

Kido/Hendra Nova/Liliyana, 2010 Taufik H, 2013 Kido/Gideon, 2014 Owi/Liliyana.

The notable structure in statistic-related tweet is that there are only two kinds of processes which are material and/or relational. Because record/statistics are actually the attribute and the result of the athlete's performance, hence this structure makes sense. The vocabularies related to statistics are *pencapaian* (achievement), *juara* (champion), *previous meeting*, *rank*, *record*, *head-to-head*, etc.

The first post depicts the record of head-to-head between Tontowi Ahmad/Liliyana Natsir and Zhang Nan/Li Yinhui before they met in the final

match of French Open 2017. Meanwhile, the second post refer to Fajar Alfian/Rian Ardianto's record in Grand Prix Gold and Super Series (Premiere) level throughout their journey as a pair. While the first and second sample are written in a more narrative ways, the third post is more practical to reveal the statistics of any Indonesian players who have ever won French Open tournament.

e. System

This category deals with the any system-related context in badminton. It can be in the form of official rule, hierarchy, protocols, etc.

(1) *Ini jadwal Kualifikasi #FrenchSS kok aneh. Biasanya Q1 semua sektor selesai dulu baru Q2, ini Q1 XD lanjut Q2 XD.*

This #FrenchSS qualification schedule is bizarre. / Commonly Q1 for all  
*Identifier process identified target*

sectors must be finished to proceed to Q2, / but then Q1 XD is finished /  
*process target process*

then (the round) moved on to Q2 XD.  
*process*

This is the example of how the user pointing out the scheduling system in the tournament. He regards the qualification stage timetable that was done differently than any other common scheduling system. The related keywords regarding system-related text are: *schedule, qualification, etc.*

f. Trivia

The last major theme is Trivia. I used the term for referring to any trivial matters discussed. It may or may not be related to badminton directly. It can be

any wider topic or in the form of inside joke for the fans. In fact, trivia-themed data takes big portion of the total percentage.

- (1) *Kalo kalian lihat IG pemain Thailand pasti pada lagi post ttg Alm. Raja Bhumibol Adulyadej... Hari ini dilakukan acara kremasi Kerajaan fyi*

If you looked up to Thai players' IG (short form of Instagram),/ they must  
*Actor process target actor*

have posted about the late King Bhumibol Adulyadej... / Today the royal  
*material process recipient goal*

cremation will be held fyi  
*process*

- (2) *Kalau ada kenalan mantan atlet berprestasi minimal di asia tenggara, dan sekarang nasibnya kurang beruntung.. please do contact me!*

If you know any accomplished ex-athletes in at least East Asia  
*senser mental process phenomenon adjunct*

level, and happens to be underprivileged../please do contact me!  
*phenomenon process goal*

The whole idea of the text from both samples has no direct relationship with any badminton as a sport discipline. The first sample even though has athletes 'Thai players' as the actors, but the process is not necessarily connected with their activity as an athlete but more like as Thai people who paid respect for their late king. The similar pattern also appears in the second tweet. The phenomenon is about athletes who had been inactive in badminton so the topic is actually unrelated. Furthermore, there is nearly nothing badminton-related term because at that is what defines Trivia—badminton unrelated.



## 4.2. Mode of Discourse

If field of discourse deals with what is talked about, mode of discourse is related to how the text is delivered. There are total five modes that will be taken as category: narrative, descriptive, information, report and argument. In analysing the text, even though there is possibility of having more than one mode category, I will only consider the dominant mode in order to be able to give a clear picture of pattern in their text.

### 4.2.1. Narrative

Narrative texts are found rare in the data with only 2,07% of the total percentage. It is may be affected by the limited space in Twitter itself which only allowed 140 characters. However, it is not impossible to tell more than one events in that given space.

- (1) *Sejak saat itu, nama Marcus Fernaldi Gideon mulai terkenal.. Akhirnya dia masuk pelatnas, bareng Kevin Sanjaya sejak 2015 n skrg jadi raja MD*

**Since then**, Marcus Fernaldi Gideon became more well-known. **Finally** he  
*event 1 (rising act)*

entered national team with Kevin Sanjaya and **now** being king of MD  
*event 2 (climax) event 3 (resolution)*

- (2) *Ony hilang momentum di skor 10-4 awal gim 3 tadi. Ga bisa jaga keunggulan. Lalu ditikung 11-13. Sempat nyamain tapi ditinggal lagi. Ony*

Ony lost his moment at the score 10-4 earlier in the third game. (He) could  
*event 1 (rising act)*

not maintain his benefit. Then (he) was being taken over at 11-13. (He)  
*event 2 (climax)*

managed to tie but being left again, Ony.

*event 4 (falling act)      event 5 (resolution)*

The character limitation on Twitter does affect how the user will tell or deliver the message and the supposed to be narrative text must be shrunk to fit the space. If we see the first and second sample, there is no complete version of narrative structure. There is lack of spatial marker but there are several temporal ones (in bold). That is the one helping to differentiate one event to the next sequence. If there is an addition to comprehend the complete narration, it is the knowledge of the story itself (knowledgeable fans will likely understand the remaining story).

Those are the sample of narrative tweets that are found in the data. Both tells “story” even though the time range are different. The first text tells about Marcus Fernaldi Gideon. We can see the first “scene” which was ‘*namanya mulai terkenal*’ (his name becomes more well-known)—judging from the context, it refers to year 2013 when he won 1<sup>st</sup> Super Series title in the same tournament, French Open—and thus proceed to year 2015 when he proceeded to national team and ‘*jadi raja MD*’ (becomes the king of MD). There is time sequence and we can see the marker of time: ‘*sejak*’ (since) and ‘*akhirnya*’ (finally). Text (2) also holds a similar pattern in delivering narration. Even though the time range is much narrower—within one match—but it also consists of events telling about the match of Anthony Sinisuka Ginting.

#### 4.2.2. Descriptive

Descriptive texts are considered favorite because it ranks 1<sup>st</sup> in quantity for 3 user accounts— @antoagustian (48), @smesnyangkut (26), and @yassirlyahsn (168)—and 2<sup>nd</sup> for @kathlexy (67). Descriptive text in fact is versatile; it can be used to not only describe object or scene but also a person's feeling.

(1) *Sukaaaak bgt backhandnya cik Butet pas bola nanggung td*

Reeeeeeally like Cik Butet's backhand when the ball went mid-air  
*general statement*                      *sequential explanation*

(2) *Keberadaan Tiara Rosalia diantara 3 pemain junior cukup terlihat, unggul pengalaman dan bermain bagus didepan net. #IndonesiaIC*

Tiara Rosalia's stance among the 3 junior players is quite visible, (she is)  
*general statement*

more experienced and playing well in front of the net #IndonesiaIC  
*sequential explanation*                      *sequential explanation*

Text (1) describes the user's personal remark upon the scene of Liliyana Natsir's backhand technique which the user saw. It only takes one word to describe her feeling or admiration toward the action that was being executed. Text (2) described an athlete's performance by drawing comparisons toward the other players of the match. Both of the text use visual sense to make the remark upon the scene.

At the very least both of the texts have their general statement which may be personal remark or simply generating opinion about person/object/scene. The general statement is followed by sequential explanation to help the readers to form a picture in her head about the object described.

### 4.2.3. Report

Report text is highly used by the fans. It takes the biggest portion of the percentage with 49.79% out of the total. This percentage comes from mostly fan-base accounts which have the highest number of tweets. Another reason why report mode is highly applied is because its aim is in line with the raw purpose of social media itself: to share immediately and report mode is the closest one.

(1) *Di final #FrenchSS, Kenta Nishimoto akan menantang Srikanth Kidambi yang unggul atas MS IND lainnya, Prannoy 14-21, 21-19, 21-18.*

In the #FrenchSS final, Kenta Nishimoto will challenge Srikanth Kidambi who just won over the other Indian MS, Prannoy 14-21, 21-19, 21-18.

*Preceding event (Kenta won) → Present time → following event (it is reported at present time even though the event has not happened yet)*

This text basically reports the following meeting between two athletes after both of them successfully managed their semi-final match. Since this was tweeted on 28<sup>th</sup> October 2017 at 22:20 p.m. when semi-final broadcast was still running, thus we can assume that the time of the posting was immediate after knowing the result. The text implies at least two events: first, the next meeting between two finalists, and the fact that Srikanth has won over his compatriot. The first scene had not yet happened but the second had. It means that the time of posting stands between those events and become the axis in which importance lies.

### 4.2.4. Information

The difficulty in analysing informative text is that basically all of the tweets that are written and shared have their own portion of information for the followers. Therefore, to differentiate informative mode from report mode, I use

immediacy and personal remark as the measure. Real-time sharing will be considered as report mode, while information mode is not bound the surrounding events (e.g. live score is one of the real-time sharing example and has amounts of personal remark, thus it is included into report mode category, not information). Information mode allows non-conventional wording to convey their message: table, chart, and polls are included in this category.

- (1) WINNERS #FrenchSS 2017 MS: Srikanth Kidambi WS: Tai Tzu Ying MD: Lee Jhe-Huei/Lee Yang WD: GREYSIA/APRIYANI XD: TONTOWI/LILIYANA
- (2) *Link streaming yutub Greys/Apri [https://t.co/PsglNIVMZP]*  
Youtube streaming link for Greys/Apri [link]

Both of the texts are considered to have information mode. Text (1) elaborates the list of winners of the tournament. The listing format is not presented narratively but in points. Text (2) brought up simple description for a link. Both of the text does not have any time or spatial mark and present the message in a definite way.

#### 4.2.5. Argument

Argument texts cover personal opinion, insights, critics, as well as appraisal.

There are total 300 tweets or 9.87% out of total percentage.

- (1) *Mungkin Fajar/Rian akan naik lebih cepat dan bersaing di SS jika dipasangkan dengan pemain yang sudah juara SS macam Ahsan atau Angga/Ricky.*

Probably Fajar/Rian will level up faster competing in SS if they are paired  
*general argument/opinion* *reasoning*

with the one who has won the title like Ahsan or Angga/Ricky.  
*reasoning* *option/solution*

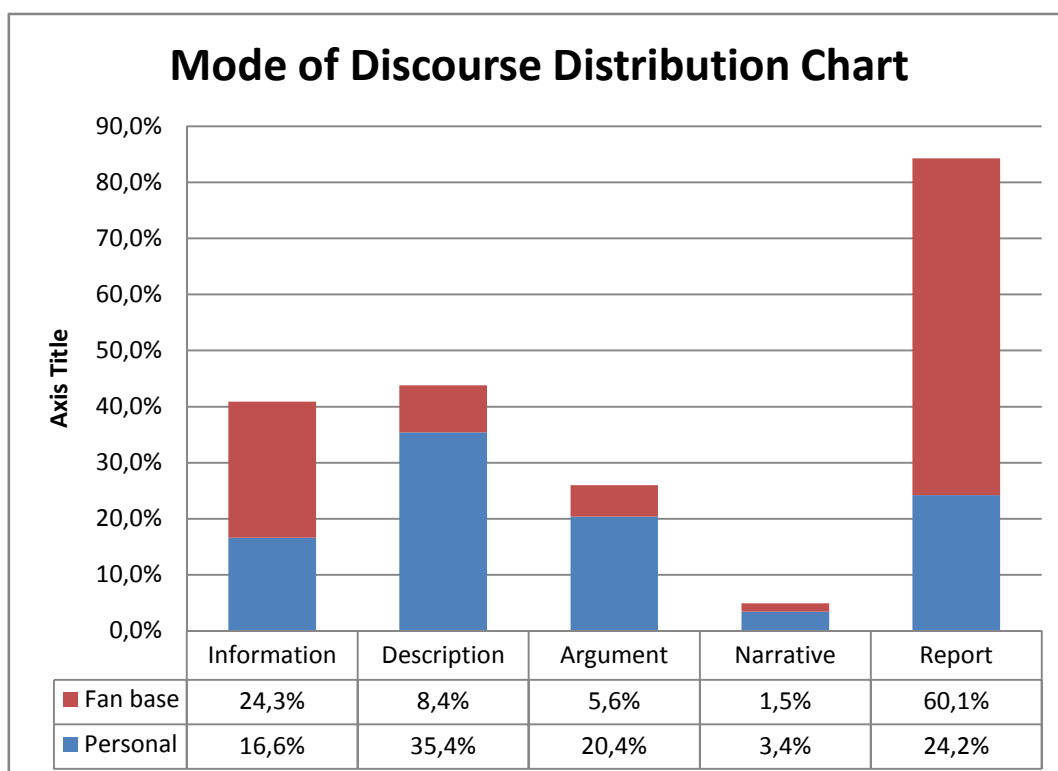
- (2) *Tiati aja lawan chenjia mau unggul segimana musti waspada. JYF biasanya ya gitu kalo ketinggalan lgsg minta break buat kacauin ritme lawan*

(They) should be careful around Chen/Jia regardless of point gap.  
*general argument/opinion*

JYF is usually asking time-out whenever they are left to destroy the opponent's rhythm. (*reasoning*)

The opinions presented above are considered as the user's argument to convince the readers that something should be done that way. Text (1) is opinion toward the pairing system in Indonesian men's double team, while text (2) also delivered opinion toward how the athlete (Greysia/Apriyani) should face Chen Qingchen/JiaYifan in their final match. Text (2) even includes reasoning to support its argument.

All those modes have their respective portion in the data. I will present the mode distribution from each user regarding mode to see whether there is a patterned behaviour:



**Chart 3. Mode Distribution Chart**

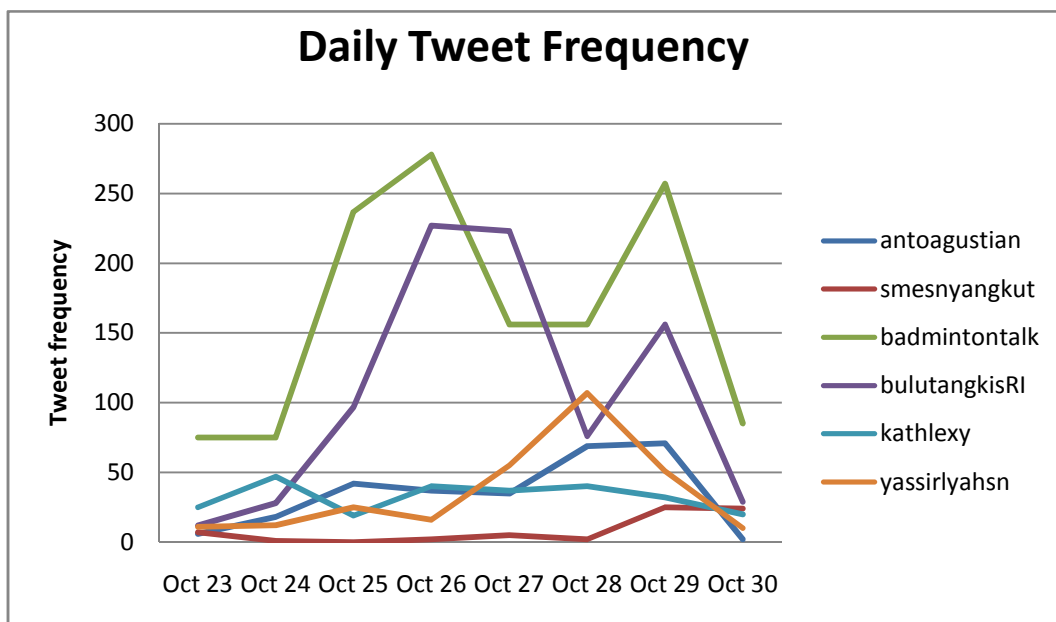
From the chart, we can see the distribution of mode used by each user category. Each personal account actually has various focal points, but when it is combined they are pretty much balanced unless the little amount of narrative mode. The most standing out is descriptive (35.4%) and report (24.2%) mode. It reveals how the fans in personal category mostly share what they see and how they feel regardless of the topic. Argument mode (20.4%) are also far more visible in personal accounts than fan base's which mean as the user who own the account personally, the fans are likely to be more flexible in giving out argument and opinion.

On the other hand, fan base accounts are heavily marking on report (60,1%) and informative mode (24,3%). Report mode takes the highest place compared to other mode. It strongly correlates with the fact that fan base accounts provide immediate information as 'service' for the followers. It also helps the fans to know more about badminton because of their informative content. Apart from information and report mode, there is no other mode that takes a big deal percentage.

### **4.3. Tenor of Discourse**

#### **4.3.1. Contact**

There are two poles of contact which are frequent and infrequent. Since the period of data collection is during 8 days straight, I will present a chart that shows the user daily sharing frequency.



**Chart 4. Tweet Frequency Chart**

From the chart above, we can see the fluctuation of tweet frequency in daily basis. French Open 2017 started on October 24<sup>th</sup> until 29<sup>th</sup>; however, I also took each 1 day of pre-tournament as well as post-tournament to completely understand the cycle. It can be seen that pre-tournament period on October 23<sup>th</sup> did not hold any high number of tweets which is applied for all users. There is, however, an escalation of frequency entering tournament's period.

The notable change is seen for user @badmintontalk and @bulutangkisRI (both are fan base account) in which both peaks were on October 26<sup>th</sup> (Round 1 & 2). Then, there is downfall later for the next two days (quarter final and semi-final). It is highly because of the number of Indonesian representatives played at that day of the tournament—the higher the level the lesser representative who survived. However, on the final day, October 29<sup>th</sup>, the line soared up again since finals are the highlight of the tournament—not only did they report but also delivered the general review of the week which contributed the upturn on 29<sup>th</sup>. For



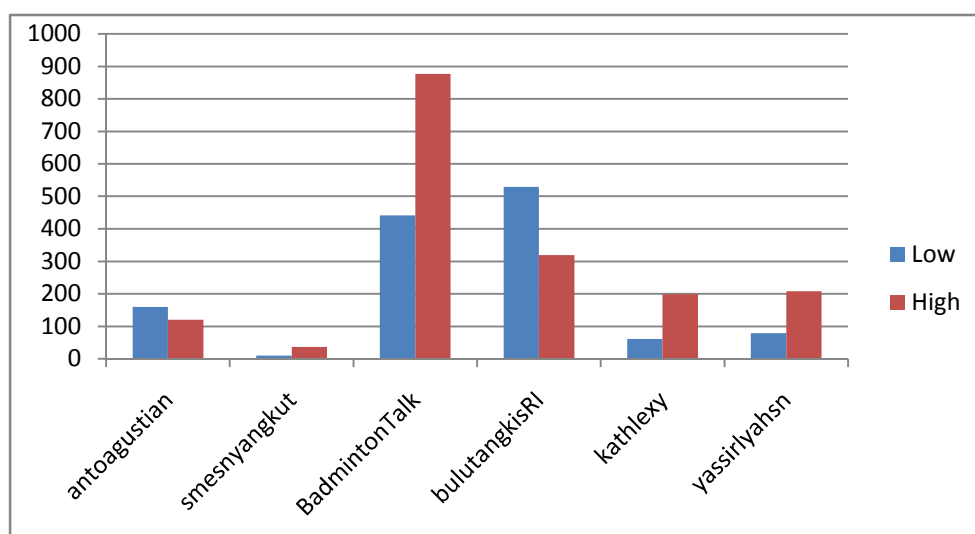
the rest of the user accounts, there are various fluctuations from October 23<sup>th</sup>-27<sup>th</sup>. The similar pattern of growth appears nearby the semi-final and final and then died down after the tournament ended.

Consequently, it can be concluded that there are at least two variables that determine the tweet frequency: first, the participatory of Indonesian players; and second, the prominence of tournament rounds. Nevertheless, this is only applied in the scale of one tournament or daily basis in which every user always participate. On that note, it can be stated that all users are in terms of **frequent** contact—only that some users are more frequent and the others are less frequent.

#### 4.3.2. Affective Involvement

The degrees of affective involvement are divided into two: high and low. High affective involvement reveals user's emotional ties by showing personal remark or personal knowledge upon some topics while low affective involvement asserts the contrary.

**Affective Involvement Distribution Chart**



**Chart 5. Affective Involvement Distribution Chart**

I try to compare between fan-base and personal account. Here is the chart that presents the affective involvement for each user. On the chart, all users except @antoagustian and @bulutangkisRI have more high affective involvement than low affective involvement, judging from the tone of their respective tweets. Looking from general point of view, the total percentage is 42.12% for low affective involvement and 57.88% for high affective involvement. The users who have higher affective involvement tend to place themselves emotionally close toward both their followers and the topics discussed. Thus, it creates informal vibes. On the contrary, users with more amounts of low affective involvement tend to put distance from themselves and create formal vibes.

### 4.3.3. Status

To define status, I will use two points of view which are—based on the user category—fan base and personal account. To determine whether the status is equal or not, *reciprocity* cannot be used as the benchmark because the data only consider each tweet as one unit without delving further into the feature of *replies* or *retweet*. Therefore, I will apply the idea of social role that has been mentioned in the previous sub-chapter to construct the concept of status.

- (1) *Sepanjang tahun ini di Superseries (Premier) China selalu ada gelar, hari ini tak ada 1 gelar pun untuk China di Perancis Terbuka SS 2017!!*

During this year in Superseries (Premier), China always manage to win title,  
*Comp S Finite Predictor Comp*

but today China have none in French Open SS 2017 !!  
*Comp S Finite Predictor Comp*

- (2) *Maraton 3 minggu nonstop sejak WJC beregu. Nanggung kalo ga menang nih. I root for you 100% dedek2 <https://t.co/jd650c91fi>*



To define status for personal accounts, we can also see chart 3 in which personal accounts have quite amount of fair share in delivering descriptive, report, and argument kind of text. Therefore, we can deduce that personal account's general role is **opinion sharing**. This role does not require the reader to be the upper or lower hand since it will create the relationship of **sharing participant/sharing participant**.

#### 4.4. Summary

After establishing data analysis using the theory of field, mode, and, tenor; I discovered several notable results. Each aspect has their own specialty that reflects the community in general.

In the notion of field of discourse, there are two aspects which are technicality and theme. In terms of technicality degree, the community tends to express their thoughts in a general sense. The style of non-technical almost applied in the whole discourse unless they touch technical topics of badminton as a sport discipline such as regulations, sport systems, etc.

This condition reflects that the community want to present badminton as an enjoyable entertainment without revolving around technical things unless it is necessary. It will give positive exposure that badminton can be enjoyed by more and more people and finally expand the community.

In terms of subjects, I found 6 major subjects the community tends to discuss. First, **athlete** as an individual which involves wider range of discussion where major ones are personal achievement, recent news regarding athletes themselves, and also critics toward an athlete's performance, second, **match and**

**tournament** which includes all sorts of event that happen in a particular match or tournament, third, **live-score** which provides the on-going match's real-time score sharing where information is aimed to the followers to keep the tabs on the non-broadcasted match and also broadcasted match in case there are any fans who cannot watch it, fourth, **statistics** which involves any record from minor scale like head-to-head up to major scale such as lifetime achievement, fifth, **system** beholding any discussion about regulations, hierarchy, methods, and techniques; sixth, **trivia** which covers the side-kick topics which may be not directly related to badminton such as inside jokes, gossips, or any other light-weighted subjects.

The wide range of subjects also contributes to the richness of the community discourse. Not only they see badminton as a sport discipline, but also as a form of entertainment where they can make inside jokes, memes, even gossips within the community. However, it does not change that this community is well-organized when presenting serious topics such as live-score, or statistics. This is the versatility that not all digital community has.

Based on mode of discourse—particularly rhetorical modes in which there are five aspects (Narrative, Descriptive, Report, Information, and Argument)—it can be concluded that there are two patterns of tendency. Fan-base accounts are more alleged to report and information mode. Meanwhile, personal accounts are more varied in their mode preference. The notable pattern is that they tend to be more descriptive and argumentative.

This explains the phenomenon of “division of labor” within the community. Fan-base accounts are somehow in-charge with the providing of information, data, and updates which fulfill the role of informing. Meanwhile personal accounts are the “reactors”—the one who describe the moment, and being more opinionated which fulfill the role of spreading the excitement of being fans. This is naturally becoming the strategy (intended or not) of how fans provide themselves with two side stories of badminton. The community can follow fan-bases for more data updates and also personal accounts for more opinion sharing.

The last one is tenor of discourse analysis which is divided into three aspects: status, contact, and affective involvement. In terms of status, fan-base accounts have unequal status with their followers but personal accounts have equal one. This related the mode of discourse that fan-base accounts are more of an information giver to their followers who make them in higher footing than their followers. Meanwhile personal accounts are more of an opinion sharer who are more open in arguing their perspective hence more opinionated than fan-base accounts.

In terms of contact, all of the accounts have frequent daily contact with their followers. However, one account may be more or less frequent than the other. In this case fan-base accounts are more frequent than personal account. The last point is affective involvement. Based on the data, the community tends to have higher affective involvement in their tweets. It means that they do not want to keep the distance to their readers, or in other words, they deliver their post in an informal way.

After seeing the result, I can assert several general characteristics of Indonesian badminton fans from their social media activity: versatility, inclusivity, division of labour, and dynamicity. These characteristics operate as a whole community who entertain themselves with badminton multi-dimensionally.

## **CHAPTER V**

### **CONCLUSION**

By laying out those analysis results, consequently, the register that exists in the discourse of Indonesian badminton fans depicts the character of their community. In short, Indonesian badminton fans in social media are a dynamic digital community in which there is some sort of role division between fan-base and personal accounts in terms of sharing purpose.

Furthermore, they possess very versatile discourse ranging from technical and light-weighted subjects. They are inclusive community in which information are shared generally in an easy and personal way (unless for data providing purpose, the message is delivered using technical and exclusive approach). This community, thus, serves two kinds of aims: 1) to inform the internal circle of community, and 2) to expand the community in the digital world by maintaining and increasing visibility—which can be measured by *trending topics* appearance.



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