

CHAPTER I

INTRODUCTION

The fundamental concepts on Identity Construction Among Facebook Users are provided in this chapter. Those are background of the study, statement of the problems, objectives of the study, significant of the study, scope and limitation and definition of the key terms.

1.1 Background of the study

Language is the most important thing in the daily life. Human needs language not only for unifier the nation, but also for interaction with others. It means that human can build their relationship from their interaction. The way to do interaction is by holding communication. Communication itself is the process of some people who connect each other by using their language. Basically, language is used not only to communicate but also to reflect personality and to construct identity. According to Krotz (2003) individuals do not have identity but they build their identity when they communicate with others. Identity is considered as ability of individual to be him/herself. Meriam-Webster's Dictionary (2011) defines identity as the set of behavioral or personal characteristic by which an individual is recognizable as a member of a group. Bucholz and Hall (2005) define identity as the social positioning of self or other.

The study of identity forms a critical basis of any people in modern sociological thought. In fact, the study of identities becomes an interesting

field to be investigated in the last few decades (Edward, 2009:15). Some studies of identity construction were ever done by several scholars in different areas: metaphor and symbolism (Dowling, 2011); trust and privacy (Durante, 2011); academic writing (Burke, 2010); women focus group discussion (Mango, 2010); request e-mail (Ho, 2010); communities (Bucholtz and Hall, 2005; Batory, 2010; Karp and Helgo, 2009); and online networking (Larsen, 2008). In Indonesia, identity construction has received many attentions from some researchers. Prihantoro (2012) focused on group identity. He examined the use of pronoun in blog posting. Syahrial (2014) focused on identity of place and Fatmawati (2015) focused on personal identity construction.

In the recent research, there are two researchers that had chosen identity construction in their research. Those are Ma'rifatul Ilmi (2017) who focused on social identity construction and the second one is Nafilaturif'ah (2017) who focused on personal identity construction. By following Fatmawati (2015) and Nafilaturif'ah (2017), the researcher chooses personal identity construction as the study in her research because the researcher thinks that it is an interesting case to be analyze. Actually, Fatmawati (2015) adopts Bucholz and Hall's principles about identity construction. Bucholz and Hall divided identity construction into five principles: those are emergence, positionality, indexicality, relationality and partialness. Fatmawati (2015) only focuses on the indexicality principle which indexicality principle can be identified through labels, stances, implicatures, styles, entire language and others. She only focuses her analysis on the labels and stances. Following Fatmawati

(2015), this present study centralizes the analysis by utilizing Bucholz and Halls' (2005) indexicality principle by investigating the stances and style of language. Meanwhile Nafilaturif'ah (2017), connects between linguistic features-gender stereotypes and personal identity construction. She also uses indexicality principle-labels to create personal identity. Both of them (Fatmawati and Nafilaturif'ah) utilize the novel as the object in their study. Dissimilar with both of them, the researcher linked to the social cases in this time. One of the ways is observing the surrounding of the researcher about how the way people create or build their identity. With that social case which connects with people in the real life, that is easy way to get the data. Unlike those previous studies, this present study combines both of style and stance to build personal identity. The researcher analyzes about both of them because there is a relation which shown that style is a part of stance. In addition, if they (Fatmawati and Nafilaturif'ah) take one of the characters (major or minor character) from the novel in their research, the researcher intends to take this neglected genre by studying personal identity construction in social networking. One of the social networking sites that has important roles in communication is Facebook. Hence, the researcher takes people in Facebook as the object of this research.

Few scholars also pay attention in analyzing identity construction on Facebook. They are Zhao, et al (2008) who focus on nonymous offline environments and anonymous online environments, Dobrowsky (2012) focuses on competence of communication, Melcombe (2011) focuses on the

process of constructing identity through Facebook profile and profile picture. From those previous studies, this present study investigates from the other side. The researcher focuses on how Facebook users create their expression and create their identity through style of the language.

Facebook users are chosen as the object of this research because of some reasons. Firstly, the researcher is an active user in Facebook. It makes possible to get the data. Secondly, there are so many friends who have different characteristics. Thus, the researcher analyzes not only one user but also some users in different characteristics to know what the best way of each person in showing him/herself in Facebook is, in the other word, to investigate how people construct him/her identity on Facebook. The selection of the subject in this research basically refers to the researcher's friends who have relation in daily life of the researcher, such as in university, at home, school, etc. Actually, the researcher chooses some Facebook users with different status (college students and non-college students). Normally, they are the Facebook users who have university lecture revolve between nineteen years old up to twenty-three years old. Adolescent is chosen because the researcher defines that adolescent is the greatest number of Facebook users. This present study is also only taken from status updates of Facebook users by being randomly chosen in 2016.

This study examines on how people show themselves through their language on Facebook. The researcher applies Bucholz and Hall's principle for analyzing identity. Identity is linguistically indexed through labels,

Construction identity is the building of the characteristic of people to that involves life experience, relationships and connection, a solid mental or emotional stamp on a human. (Dowling: 2011)

Personal identity construction is the way an individual builds his/her identity which can make him/her be unique in society. (Goffman in Clarke, 2008: 513).

Stance is an expression of person in their relationship to the others that they talk and an expression of person in their relationship to their interlocutor. (Kiesling: 2009)

Style is the way of people to express their idea with the special language which can show the writer's soul, spirit and concern. (Keraf: 1991)

Facebook is one of the websites where we can show information about ourselves and communicate with groups of friends (Cambridge dictionary). Facebook is also defined as an online social networking website where people can create profiles, share the information such as photos and quotes about themselves and respond or link to the information posted by others (your dictionary).