

CHAPTER I

INTRODUCTION

I.1. Background of the problem

Language is a means of communication, which can occur in formal or informal settings. In formal communication, people use formal language, while in informal communication, people use informal language. In informal communication, people tend to use non-standard language rather than the standard one. Therefore, the use of non-standard language in daily conversation is a common thing in the society. By using non-standard language, the speakers may use any dialect, as long as both the speaker and the hearer could understand each other. In fact, the non-standard language is not only used in daily conversation but also used by some printed media.

When the writer made a preliminary observation about the use of language in newspapers and magazines, as the products of printed media, she found that between these two printed media there are magazines, especially youth magazines, which use non-standard language more than the newspapers. Among six youth magazines in 2002 (see APPENDIX 1), she found a magazine, called Asian Glitz Magazine that arouses her interest to make a study of non-standard Indonesian affixes as verb markers. Referring to its logo "*the Asian entertainment magazine*", it presents all about Asian entertainment, such as the celebrity's profile, new release of East Asian songs, East-Asian films, ring tone, and East-Asian entertainment news.

As stated before that non-standard language is also used in the form of written language, which she found in Asian Glitz Magazine. This magazine was the one, which issued the popular group band in Asia, namely F4. F4 was a boy band from Taiwan that consists of four personnel, Vanness Wu, Ken Zhu, Jerry Yan, and Vic Chou, and became famous through their serial film *Meteor Garden*. According to the information that she found out from Internet and television at that time, F4 had a lot of female fans in the

whole Asia. In addition, as the main character of *Meteor Garden*, Jerry was more famous; therefore, he had more fans than the others. It might be the reason why the company of *Asian Glitz Magazine* published the special edition “Heart of Jerry Yan” and became more popular than before. The writer takes Asian Glitz Magazine as source of data. The data will be taken from the page 10 to 46 and page 62, since the other pages contain pictures and advertisement.

The writer chooses the non-standard affixes as verb markers for several reasons. So far, a study of affixes as verb markers is conducted on standard language, whether Indonesian or English. Besides, one character of youth magazines tends to form their own words that are not the same as the standard Indonesian form. The forming of the words can be seen in the way they use affixes. Based on standard Indonesian grammar, the use of affixes as verb markers is one process of verbs derivations. Moreover, according to the language point of view, verb is the most important element in a sentence for it influences other elements. To have a good comprehension of a sentence, readers should firstly understand what the verb means (Alwi, Dardjowidjojo, Lapoliwa, and Moeliono, 2000).

The non-standard affixes as verb markers used in the *Asian Glitz Magazine* seem to be the same with the non-standard Indonesian used in the informal conversation. As seen in the following examples:

Non-standard Indonesian: “Konser F4 yang pertama **diadain** di Taiwan.”

English : The concert of F4 was firstly **held** in Taiwan

Non-standard Indonesian: “Jerry yang udah **ngeraih** kesuksesan lewat bukunya...”

English : Jerry, who has **achieved** his success through his book,.....

Non-standard Indonesian: “Bagi yang udah nonton serial Meteor Garden pasti nggak bisa **ngelupain** kata-kata ...”

English : For those, who have watched the Serial of Meteor Garden, cannot **forget** the words ...

The words **diadain** (to be held), **ngeraih** (to achieve), and **ngelupain** (to forget) have non-standard Indonesian affixes, as seen in the description below:

di-ada-in nge-raih nge-lupa-in

The description shows us that they consist of parts. According to Godby (1982), the descriptions are free morpheme and bound morpheme. Since she defines the two kinds of morpheme; free morpheme and bound morpheme. The morpheme, which can stand alone as words are free morphemes (e. g. **lupa** (forget), **raih** (achieve), and **ada** (exist)). Affixes always appear with a base, which are usually called as bound morphemes; {meng-}, {ber-}, {-kan}, {per-}, {ter-} and the like.

Based on Standard Indonesian grammar, there are no affixes such as {-in} like in **diadain** (to be held) and **ngelupain** (to forget) or {nge-} like in **ngeraih** (to achieve) or even the combination of non-standard affixes {nge--in} like in **ngelupain** (to forget). The standard Indonesian affixes are {meng-}, {per-}, {ber-}, {ter-}, {-kan}, and {-i} and they are usually used in deriving words, including verbs. As a written language, the new affixes; such as {-in} and {nge-} sound “new” to the writer. Therefore, the writer is curious to know the non-standard affixes as verb markers used in *Asian Glitz Magazine* and the difference system of the non-standard affixation from standard affixation as verb markers.

To support this study, the writer applies the theory of standard Indonesian affixation; which is discussed completely in the book of “Tata Bahasa Baku Bahasa Indonesia” (Alwi et al., 2000). The use of affixes in deriving verbs is called affixation and it is one of three processes in deriving

standard Indonesian verbs. Besides affixation there are two other processes; transposition and reduplication. According to Indonesian grammar, there are three affixes and one combination of prefix and suffix in Indonesian grammar; they are prefixes, suffixes, infixes and confix. However, she chooses only prefixes, suffixes and confix for those affixes are mostly used to derive verbs in Indonesian.

I.2. Statement of the problem

The topic of this study is the use of non-standard Indonesian affixes as verb markers used in *Asian Glitz Magazine*. Based on the research problem, the writer formulates the following research questions:

1. What kinds of non-standard affixes as verb markers are used in *Asian Glitz Magazine*?
2. In what way does the non-standard Indonesian affixation differ from standard Indonesian affixation as verb markers?

I.3. Purpose of the study

This study is conducted to reveal the non-standard Indonesian affixes as verb markers used in *Asian Glitz Magazine* and to discover the different system between non-standard Indonesian affixation and standard Indonesian affixation.

I.4. Significance of the study

By conducting this research, the writer expects to contribute to the description of non-standard Indonesian affixes used as verb markers. Besides, the writer also expects this study may be used as a reference and comparison for the future researchers and other learners who are interested in of non-standard affixes as verb markers of Indonesian.

I.5. Scope and limitation

The scope in this research is the use of non-standard Indonesian prefixes, suffixes and confix as verb makers, which are used in Asian Glitz Magazine. The study will be limited on non-standard Indonesian verbs of a special edition in the year of 2002. The data will be taken from the page 10 to 46 and page 62, which are provide the non-standard verbs as the data. Since another pages contain of picture and advertisements.

I.6. Definition of key terms

In order to avoid ambiguity about what is going to be discussed in this study, the writer gives the definition of the following terms, which are taken from:

The Structure of American English (Nelson, 1985) and Tata Bahasa Baku Bahasa Indonesia (Alwi et al., 2000)

Standard affixation is a process of attaching affixes to roots or bases in order to vary its function and modify meaning, which follows the standard Indonesian grammar.

Non-standard affixation is the process of attaching affixes to roots or bases in order to vary its function and modify meaning, which does not follow the standard Indonesian grammar.

Affix is a bound form (or morpheme), which is functioned to derive word, which consist the types; prefix, suffix, and infix.

Prefix is an affix that is attached to the front of its base.

Suffix is an affix that is attached to the end its base.

Confix is prefix and suffix that are attached to a base's front and end in order to make them in union.

Verb marker is a mark or marks that are used to identify verb.

I.7. Organization of the study

The writer organizes this thesis into five chapters in order to present a well-organised study. The *First Chapter* is about the introductory part, which contains the background of the study, the statement of the problem, the purpose of the study, the significance of the study, the scope and limitation, as well as the definition of key terms and the organization of the study. In the *Second Chapter*, the writer will provide the related theory and the related study. In the *Third Chapter*, the writer will explain the research methodology that she uses in this research; which is divided into three sections; the general approach, the method of the data collection and the method of data analysis. The writer will later put the findings of the investigations and analysis of the findings in the *Fourth Chapter*. Finally, this study will end with the conclusions organised in the *Fifth Chapter*, which is the conclusion of the whole chapters.