CHAPTER I
INTRODUCTION

This chapter discusses the introduction of this study. It deals with the background of the study, the problem of study, the objective of the study, the significance of the study, the scope and limitation of the study and the definition of the key terms.

A. Background of the Study

Semantics, one of the branches of study of linguistics, is defined as the study of meaning of words and sentence. In order for meaning to be successfully studied, of course, it must be made clear just what meaning is. Although most people do not feel confused about the nature of meaning, very few would find a precise explanation of it easy to give. But in fact, meaning is a highly complex, multifaceted phenomenon, and any complete explanation must account for a surprisingly wide variety of different fact.[1] Therefore, semantic becomes an important part in linguistics as it deals with the meaning.

Semantics itself recently gets a criticism in its use as the attendance of Systemic Functional Linguistics or SFL. SFL is a system for reflecting on language and comparing particular semiotic system and for theorizing language as a kind of semiotic system and by a further step for theorizing semiotic system as a system of a particular kind; and it is also a resource for engaging with language in action.[2] It can be said that SFL criticizes what inside the semantics.

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[1] Stefany Jannedy. *Language Files*. Columbus: Ohio State University Press. p.215

[2] M.A.K. Halliday. *Continuum Companion to Systemic Functional Linguistic*. British : p.12

SFL criticizes many things about semantics and one of them is about complexity. Defining the meaning of the text usually becomes a difficult thing as some of the texts do not say what they actually talk about or what their main point is. But sometimes they condense their lexical or have intricacy on their grammatical. Because there are some complexities that may happen in the text and make it bit difficult to define the meaning.

Twitter is one of the famous social media that is used by the people. The special characteristic of twitter that makes it different from other social media is in making *tweet* –writing a message-. The user has limitation to type that is maximally one hundred and forty characters. One hundred and forty characters is less adequate to tell something. Therefore the complexity may mostly happen in the twitter as the user wants to tell something but they have the character limitation. That is the reason why this object is really interesting to investigate. In doing this research the writer only focuses on investigating one part of complexity that is nominal and clausal style.

Nominal style is defined as the discourse which has high lexical density. While discourse with high grammatical intricacy has been referred to as verbal style, but this is a misnomer. The opposition is not between the nominal and the verbal, but between the nominal and the clausal. It seems the difference between the two style is not that the clausal style has fewer lexical items, but those are distributed among clauses.

Furthermore, this has something to do with the previous researches that is about language style done by Maidah. She analyzed language style used by Oprah Winfrey in Oprah Winfrey Show. She found that there are three

language styles used by Oprah in presenting the show. They are formal, informal and colloquial style.[3] While Zhara, she focused on language style used by bloggers in the blogosphere according to Gleason's theory. The result of her study shows that there are five styles of language style, they are: consultative, casual, deliberative, oratorical and intimate style. [4]

From the explanation above, it can be drawn that this research is different from the previous researches. This study focuses on analyzing tweets, but not all the tweets are investigated. The writer only concerns on the tweets that consist of motivation or quotes which broadcasted by Gede Prama @Gede_Pama. Gede Pama is an Indonesian, but he broadcasts almost all his tweets in English. He is an Indonesian writer, conversant and motivator. He used to be a management consultant in some companies, such as RCTI and Blue Bird. Since 1997 He had written some motivational books such as The Art of Success Mastery on 2003-2004. In doing this research, the researcher only take the tweets which broadcasted by Gede Prama on his twitter account without caring about the source of the tweets, whether Gede Prama writes or makes it by himself or he takes from another sources.

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[3]Anik Nurmaidah "*Languagae Styles used on Oprah Winfrey Show"* (Thesis. Athe State Islamic University of malang. 2009)
[4] Al Mulayani Zahra "*Language Styles Used by Blogger in the Blogisphere."* (Thesis. The State Islamic University of Malang. 2006)

B. Problem of Study

Based on the background of the study above, this study is conducted to answer the following problem:

How are the pattern of style-based complexity used in Gede Prama's tweets on @Gede_Prama?

C. Objective of the Study

Related to the problems of the study above, the objectives of the study is:

To reveal the pattern of style-based complexity used in Gede Prama's tweets on @Gede_Prama.

D. Significance of the Study

There are many findings of the study that can be found in this research, both theoretically and practically. Theoretically, this study is expected to give contribution and consideration of linguistic study, especially in complexity. Practically, this study is conducted to give benefit, and expected to help the students who want to find information about the style-based complexity from motivation or quotes that broadcasted by Gede Prama on @Gede_Prama.

E. Scope And Limitation of the Study

To avoid a broader discussion and to make the study more systematic, this study is focused on the complexity especially in the motivation or quotes broadcasted by Gede Prama on @Gede_Prama, based on M. A. K. Halliday's Theory. While the limitation of this study is the style-based complexity, that is nominal and clausal style.

F. Definition of the Key Terms

The study is about "Style-based Complexity Used in Gede Prama's Tweet on @Gede_Prama". In order to avoid misunderstanding or misinterpreting, the researcher would like to give a certain definition of the title which are provided as follows:

Systemic Functional Linguistics (SFL) is a comprehensive theory of language and social context, and its provide one influential theoretical foundation for work across semiotic system. (J.R Martin : 101)

Complexity tends to be used to characterize something with many parts in intricacy arrangement.

Nominal Style is the sentence that has a high lexical density (M.A.K. Halliday : 77)

Clausal Style is the sentence that has a high grammatical intricacy. (M.A.K Halliday : 77)

Twitter is one of the popular social media which limits the user or owner in sharing, writing, or expressing something in it by one hundred and forty character.

Tweet is a message written or broadcasted by the owner through their own twitter account.

Gede Prama is an Indonesian writer, conversant and motivator. He used to be a management consultant in some companies, such as RCTI and Blue Bird. Since 1997 He had written some motivational books such as The Art of Success Mastery on 2003-2004.

@Gede_Pramais the twitter account of Gede Prama.