The Influence of English Expressions on The T-Shirt towards Young Generations in Makassar

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Abstract

The research objectives are to know the grammaticality English expressions on the T-shirt. To get the information effects of good message contents of slogan are discovered in young generations' T-shirt. To get the information effects of bad message contents of slogan are discovered in young generations' T-shirt In this thesis, the writer used descriptive method to take the sample. Then, the writer observed the expression in the several access areas and explained the opinions by young generations, till it can take some causes of the effect. Hereafter, the research processed the data by analyzing carefully. The finding of this research, it has result the statements of the grammaticality are rarely to use it. It usually written is non-standard in English such as: deliberate misspelling, slang. Then, good and bad effect can be covered into our feeling like: being proud, confidence, motivated, etc. so, it can arrangement our mindset even our act.

Keywords : Influence, English Expressions , Slogan

Abstrak

Tujuan penelitian adalah untuk mengetahui ekspresi tata bahasa Inggris pada T-shirt. Untuk mendapatkan informasi dari pesan berupa isi slogan yang ditemukan di kaos generasi muda. Untuk mendapatkan informasi efek pesan buruk isi slogan ditemukan pada kaos generasi muda. Dalam skripsi ini, penulis menggunakan metode deskriptif untuk mengambil sampel. Kemudian, penulis mengamati ekspresi di beberapa area akses dan menjelaskan pendapat oleh generasi muda, hingga dapat mengambil beberapa penyebab efeknya. Selanjutnya, penelitian memproses data dengan menganalisis dengan cermat. Temuan dari penelitian ini, ternyata pernyataan tata bahasanya jarang digunakan. Biasanya ditulis non-standar dalam bahasa Inggris seperti: kesalahan ejaan yang disengaja, gaul. Kemudian, efek baik dan buruk dapat ditutupi ke dalam perasaan kita seperti: menjadi bangga, percaya diri, termotivasi, dll. Jadi, itu dapat mengatur pola pikir kita bahkan tindakan kita.

Kata Kunci: Pengaruh, Ekspresi Bahasa Inggris, slogan

1. Introduction

Language is one of the systems in signs that human uses to communicate with one another, and since language is systematic, we can ask systematic questions about the different choices that we make when we talk with one another. So, for example, we can answer the questions why it is that school systems argue about what the variety of English their student should be allowed to use, or even why it is a requirement in many universities around the world that students pass English proficiency exams. It is all influenced into sociolinguistics and sociology of language which cover a very wide rangeof ways to look at and ask about the language.

Sociolinguistics is a very broad field, and it can be used to describe many different ways of studying language. A lot of linguists might describe themselves as sociolinguists, but the people who call themselves sociolinguists may have rather different interests from each other and they may use very different methods for collecting and analyzing the data. Then, they get some definitions about sociolinguistics, based on their conclusions itself. Here, the writer would like give some definitions:

First, Hudson (2001:4) states that sociolinguistics as the study of language in relation to society, implying (intentionally) that sociolinguistics is part of the study of language. Thus, the value of sociolinguistics is the light which it throws on the nature of language general, or on the characteristics of some particular language.

Second, Herk (2012:2) sociolinguistics is something like the scientific study of the relationship(s) between language and society.

Third, Oha (2014:16) says that sociolinguistics is a developing branch of linguistics and sociology which investigates the individual and social variety of language. Sociolinguistics is a practical, scientific, discipline which researches into the language that is actually used, either by native speakers or foreigners, in order to formulate theories about language change.

Fourth, Llamas, Mullany, and Stockwell, (2007:15) defines that sociolinguistics is a concern for the observable facts of language variety principled thinking about the reason and consequences of this variety and changing.

Fifth, Deckert,and Vickers(2011:2) states that sociolinguistics, represent of represents work from a wide range of fields that consider how languages, dialects, and varieties of languages are used in social, political and economic ways

Some of thedefinitionsaboveby the sociologists, that cangiveusa little bit a describingabout a meaning ofsociolinguistic. Then, the writer can take the meaning of sociolinguistics itself. Sociolinguistics is into the social context which relates with language includes dialect, variety, and it can be found in all fields.

Sociolinguistics differs from sociology of language in that the focus of sociolinguistics is the effect of society on language, while sociology of language focuses on language's effect on the society.Some linguists try to describe it clearly. The following definitions provide little understanding of the sociology of language:

First, Chen (www.springer.com) describes sociology of language is the study of the relationship between language and society. It focuses upon the entire gamut topics related to the social organization in language behavior, including not only the language usage, but also language attitudes and overt behaviors toward language and toward language user.

Second, Fishman (1972:5) defines that sociology of language studies society in relation to language whereas sociolinguistics studies language in relation to society. For the former, society is the object of study, whereas, for the latter, language is the object of study. The basic idea is that language reflects, amongst several other things, attitudes that speakers want to exchange or that just get reflected through language use.

We can know, concerning the explanations above that the scientists give their own definitions about sociology of language. They show sociology of language meaning gives the effects and impacts from the language to people include behavior and attitude. And, this thing becomes onephenomenon in all human life.

Influence is one of the phenomena which is covered the human into society and physics mostly. And, it is the main in human's mindset that shaped since born. Thereby, many experts try to describe and state the definitions, examples:

According, KBBI (http://fatih-io-.biz/) explains that influence is power in existing or arising for something (person or thing) that shape the characters, beliefs or actions to a person. Here is the understanding and influence definition according to experts.

Regarding, Becker (http://fatih-io-.biz/) explains that the influence is a growing ability – in contrast to power – not so much concerned with efforts to promote and impose interest.

Concerning, Oxford dictionary (Learner's Pocket Dictionary, 2013:228), says that influence is effect that somebody or something has on the way somebody thinks or behaves or on the way something develops.

Many people would define discourse analysis as a sub-field of linguistics, which is the scientific study of language. And we should know concern discourse meaning. Examples below are described the definitions of discourse by the linguists:

According, Fairclough, defines that discourse is for me more than just language in use: It is language use, whether speech or

writing, seen as a type of social practice.

Based on, Jones (2012:2) defines discourse analysis study the ways the sentences and utterances go together to make texts and interactions and how those texts and interactions fit into our social world (Rodney H. Jones, 2012:2)

Regarding, University of Sheffield states that discourse analysis (DA) is a modern discipline of the social sciences that covers a wide variety of different sociolinguistic approaches.

Depend on, Brown and Yuleexplains that the analysis of discourse is the analysis of language in use and it cannot be restricted to the description of linguistic forms independent of the purposes or functions that they serve in human affairs.

Concerning, McCarthy (2005: 5) saysthat discourse analysis is concerned with the study of the relationship between language and the contexts in which it is used.

The last, Levinson (1989:286) describes thatdiscourse analysis (or DA) employs both the methodology and the kinds of theoreticalprinciples and primitive concepts (e.g. rule, well-formed formula) typical of linguistics.

There five definitions over to explain about discourse analysis. So, the writer can make the conclusions which discourse analysis is study of analysis in the context to sociolinguistics approach varieties. Accordingly, the discourse analysis is one of the methodology or theoretical.

In discourse there are several things that must be considered to obtain as a good discourse and it uses grammar. So, there are seven stages in the discourse that must be existing. Hence, there are seven criteria that have been fulfilled to qualify either a written or a spoken text as a discourse has been suggested by Beaugrade in Hudriati (2011:78), included:

a. Cohesion – grammatical relationship between parts of a sentence essential for its interpretation:
b. Coherence – the order of statements relates one another by sense,
c. Intentionally – the messages has to be conveyed deliberately and consciously:
d. Acceptability – indicates that the communicative product needs to be satisfactory in that the audience approve it
e. In formativeness – some new information has to be included in the discourse.
f. Situationally – circumstances in which the remark is made are important
g. Intertextuality – reference to the world outside the text or the interpreters' schemata.

This analysis leads to discourse grammar to the cohesion. Cohesion is concerned with the way in which the components of the surface text, i.e. the actual words we hear or see, are mutually connected within a sequence. Depend upon each other according to grammatical forms and conventions, such that cohesion rests upon grammatical. Thus, cohesion is the grammatical relationship between parts of a sentence essential for its interpretation. The surface components Halliday and Hasan in Lubis (2005:2) the inventory of cohesive resources was organized as:

a. Reference

Reference is used to indicate a direct relationship between words and objects, outside the language here is limited reference to the relationship between the two expressions equation. Reference in the text issemantics sense occur when the reader should get back the identity that has been discussed with reference to the other expressions in the immediate context.

The element most commonly in English and most other languages isa pronoun. Third person pronouns are often used to refer back to the identity which has been introduced in the discourse. the

In addition to personal references, English also use traditional elements like 'the', 'this', and reviews 'those' to determine the relationship between the expressions of the same in a most common text pattern to settle reference in English and several other languages is the participant explicitly mentions earlier, for example with the name or title and then use pronouns to refer participants 'same in the immediate context.Reference items in English Include pronoun, demonstrative, the article. And the included of reference are substitution and ellipsis, conjunction.

b. Substitution and Ellipsis

Substitution is the part replacement in a sentence with a substitute word or phrase in the same grammatical slot. A substitution can be interpreted as a systemic ellipsis variety.In substitution, a part or item isused by other items. Items are commonly used in the English language substitution consists are do, does, did, one, the same. Examples (Halliday, Hasan in Lubis 2005:5): you think Joan already knows? I think everybody does.

Ellipsis (zero substitution) is the elements omission normally required by the grammar which the speaker/writer assumes are obvious from the context and therefore need not be raised.Ellipsis involves the removal of an item. In other words in ellipse, an item is replaced by something that is empty. It is a case leaving without saying anything but understood. Excluding any case where the reader or listener must fill in the missing information, but only in cases where the grammatical structure itself refers to an item that can fill the 'slots' in question.Ellipsis examplesare: too, so, either, neither, and both. The words so and too are used to express if both people do same thing at the time. The aim is to avoid the repetition in the same words. While, either and neither is used in negative sentence.

c. Conjunction

A conjunction (abbreviated CONJ or CNJ) is a part of speech that connects words, sentences, phrases or clauses. A discourse connective is a conjunction joining sentences (Wikipedia).

Conjunctions are the words that are used to connect or join the equal language units, items, or constituents. Thus, conjunctions have a joining function, that of joining one word, phrase, or clause to another (Dalle, 2013:102).

Conjunctionsinclude the use of formal to connect sentences, clauses and paragraphs. Then, it makes a relation and connection between what it will be said and it has been said before. Based on the connection (Lubis, 2005:5), conjunction has divided five types, as follows:

(1). Additive: and, or, also, in addition, furthermore, besides, similarly,likewise, by contrast, for instance;

(2).Adversative: but, yet, however, instead, on the other hand, nevertheless, at any rate, as a matter of fact;

(3).Causal: so, consequently, it follows, for, because, under the circumstances, for this reason;

(4). Temporal: then, next, after that, on another occasion, in conclusion, an hour later, finally, at last;

(5). Continuatives: now, of course, well, anyway, surely, after all.

Those are conjunctions concerning the function in discourse. Further, it usually uses to get the parallel and make the structure sentences. Forward, the discourse is easy to get the understanding.

Makassar. In the sociology dictionary explain some things about the meaning of adaptation.

2. Method

In this research the writer usedthe descriptive method which has meaning as designed for the investigator to gather the information about present existing conditions (www.books.google.co.id). Regarding the problem statement before, it given a description about the slogans are grammatically or not, and effects of good and bad message contents of slogan are discovered in young generations. Then, the data had gathered might be factual information or merely composed of varied opinion.

3. Findings and Discusssion

The writer presents the data obtained through the observation. The observation uses the frequency, and then calculates into percentage, so we can take a look the table below.

Table Observation Percentage

No.	Items	Frequency	Percentage
1.	Grammaticality	65	45
2.	Ungrammaticality	80	55

The ungrammaticality has some error types, such as: deliberate misspelling, punctuations (no space), simple present, word order, slang, and others. These variety types will be calculated to get the data into percentage or other.

According the table above, the simple present and deliberate misspelling have different specific around 11,5 % and 7,5 %. Especially in this case, the data shows the deliberate misspelling has more than count than error in simple present.

The using grammaticality on the T-shirt has score 65 % lower than ungrammaticality which has 80 %. The output try to point that most used non-standard English to interest the costumer to buy it. The styles of non-standard English or error are deliberate misspelling, slang, punctuation refers to space, word order, simple present and others.

In other hand, other case has various types in non-standard English such as: error in countable and uncoutable, code mixing, interrogative, word choice, etc. The statement before give describe the producen produces most the ungrammaticality than grammaticality to interest the buyers. Besides, the grammaticality didn't used mostly, because the ungrammaticality is a trend style. The get the clearly data, the writer would describes the each Non-standard in ungrammaticality.

The ungrammaticality have three tables to classify the types, such as simple present and deliberate misspelling, word order and others, and punctuation (space) and slang.

1. Table of Simple Present and Deliberate Misspelling.

The table appears the outcome, the sample gives the several of deliberate misspellings which is a style in the internet to do chat in one place or group to mimic popularmisspellings of word as a means. Depend on the output, simple present has 6 items, and it has percentage 7,5 %. Deliberate misspellings have 9 items. Next, the samples of ungrammaticality especial simple present which the action is simply mentioned and there is nothing being said about its completeness. It used to talk about an action which happens on regular basis. Based on the data, deliberate misspellings have 9 items and the percentages deliberate misspelling 11,25 %.

2. Table of Word Order and Others.

In this case, we can take look both of the ungrammaticality are word order and others. Others are mismatching in grammaticality such us error in countable and uncountable, code mixing, interrogative, word choice, etc. it has percentage for others is 38,75 %. While, word order is a noun phrase that has content headwords and supporting words as adjective this has particular order. The error of word order has percentage 16,25 %.

3. Table of Punctuation (Space) and Slang.

In this table, the items show the cases of ungrammaticality are the slang and punctuation especially in space part. Slang is one of non- Standard English which to express without interpreting the meaning and structure of grammar.Then, space is an area that is a distance between one purpose to another. The value of punctuation (space) is 21, 25 % for 15 items and slang is 5 % for 4 items.

The comparison with all items, the dominant area is others which occupied 38,75 %. And, the second area is occupied by word order which has 16,25 %. Then, the third is placed by punctuation. Here, the fourth is included deliberate misspelling around 11,25 %. Next, the fifth is included 7,5 %. The last as lower class is simple present has 5 %. It means the mostly chosen is others which has included mismatching,code switching, word choice, error possesive pronoun, auxiliray verb. Futhermore,

it shows with many kinds of ungrammaticality, the consumers will be interested without look the grammaticality.

Regarding the table, the frequency of good effect was appeared for every respondent are 41 frequencies. The good effect influenced in their feeling with kind expressions, such us being cool, better, confidence, proud, comfortable, desirous, calm, nationalism, motivated, better, even some respondents felt as usual. The reasons has percentage for being better is 12,20 % to 5 frequency, being confidence is 14,63 % to 6 frequency, being desirous is 7,32% to 3 frequency, as usual is 19,51 % to 8 frequency, among of these effects of being comfortable, cool, others are 9,76 % to 4 frequency, These effects appear depend on variety of the reasons, as: like. nice, interesting, antioperation, gift, identity, know meaning, truth. It is all the choices to choose the expressions what they want.

From the outcome, it has been presented previously which the good content messages give some information that something we wear it give us the effect our feeling. According from respondents feeling, the expressions on the their T-shirt be able to covered their mind like being cool, confidence, proud, comfortable, desirous, calm, motivated, fashionable by the English expressions' they wore it. These feelings direct to blanket their thought with thegood expressions. Then, the expressions discovered act and representtheir wishes to confess or confessed by another people who will read it. To explain more detail, the writer would like to describe several feelings below:

1. Being Confidence

Confidence is usually describes as the self ability without worry. When someone are being confidence particularly in good side to appear the characters such as: courage and unashamed. Based on the good message, they can reflect they attitude to show the message unashamedly.

2. Being Proud

Proud is usually used to show the attitude to people that think more important than other. Concerning the good

messages when someone has gotten this feeling, the character shows unclumsy and easy to socialize with people. So, they show their expressions to socialize to reflect their messages of it, unclumsy.

3. Being better

Better is a standard, and more fit than other things or people. Regarding the good messages, the character is significant changes which increase then before. The effects to the environment are they have confessed in the kindness feeling.

4. Being Comfortable

Comfortable is someone has relax and flexible to see the situation. The effect of this expressions the message want to give is identity or as a rule mostly. They want to tell through this expression their limitation to people.

5. Being Cool

Cool is one of the effects to get price interested surrounding. The main character is often hoping to eye-catching to deliver their message and meaning. So, their expressions are particularly to catch the attention by their T-shirts.

6. Being Desirous

Desirous is someone's hope to earn what they wish. They have character is passionate, and according this case they feel the effects in this type are hobby or liking for something.

7. Being Calm

Calm is fresh and warm attitude which has characters are obedience and be humble. It has effect to the environment who person liked by people. And, the calmness will reflect to another.

8. Being Motivated

Motivation is the feeling by someone strongly to find what they want. In this feeling, the character appearing is enthusiasm. Furthermore, enthusiasm due to the good expressions, they want to come out the meaning of their purpose to get something.

9. Being Nationalism

Nationalism is one of proud to

contact to people and this feeling can spread to like the come from. This feeling can influence to another when they really love when they come from.

10. Being Fashionable

Fashionable is the feeling to get attention and eye-catching from the environment. The character is neat next they always pay attention of all situations. The good effect isto give breaking news to another people.

11. As Usual

As usual is without ambitious and enthusiasm, so the bad effect is careless attitude. And someone who has this character shows the aphetic and does not interest with something.

Besides, the feeling of the expressions will make them to imitate what the expressions written, because their expressions are chosen by reason which is like and interesting mostly. And also, the effect will be developed when wear everyday. It caused the expressions give messages that can contact our five senses. It is the main tools to influence the mind.

Depend on data, the bad effects were showed into the table, such as: being proud, cool, confidence, fashionable, nationalism, as usual. The percentages of the bad effects are being proud 38,46 % to 5frequencies, as usual 15,38 % to 2 frequencies, in others class (being confidence, fashionable, nationalism) is 46,15 % to 6 frequencies. And, they reasons are like around 5 frequencies, nice around 2 frequencies, interesting around 3 frequencies, cool around 2 frequencies, and popular are 1 frequency. All of these effects will cover their thought and behavior, because they feel being interested or being proud to do what they have wishes.

4. Conclusion

Based on the result, it has been previously which the bad content messages give some information that even the bad expressions can present the various feelings including being cool, proud, fashionable, confidence, nationalism, charismatic, and better. The influence of their thought will

spread out into their thinking. Until, it can cover their attitude and behavior. Because, the good feelings when they wear it, and may be as a famous, cool, etc. So, they can be proud to do when they wear it. In this part, the researcher also describes the feelings of bad effect, as follows:

Being Confidence

Confidence is usually describes as the self ability without worry. When someone is being confidence particularly in good side to appear the character is misconception. This bad character can try to show the meaning of their expression unknowingly but people may judge them as a bad community.

Being Proud

Proud is usually used to show the attitude to people that think more important than other. Concerning the bad messages when someone has gotten this feeling, the character show is arrogant. It means that they want to be acceptable but they have misconception.

Being Better

Better is a standard, and more fit than other things or people. Regarding the good messages, the character is significant changes which increase then before. The bad effect to the environment when they wore, they will influence their mind as they feel it was good that they will try to spread out. But, the people will be judge the badness character.

Being Fashionable

Fashionable is the feeling to get attention and eye-catching from the environment. The character is hedonism, next they create their thoughts are extravagant for trend situation.

Being Nationalism

Nationalism is one of proud to contact to people and this feeling can spread to like the come from. But, they put in wrong situation, so they like most in some mistakes.

Being charismatic

Charismatic is one of feeling to

show adored by using something. They character is hedonism also, because they always need the new trend. And get confessed by the environment to be interested.

As usual

As usual is without ambitious and enthusiasm, so the bad effect is careless attitude. And someone who has this character shows the aphetic and does not interest with something.

In other way, the bad effect can also influence our mind, and thought. The bad messages in expressions will make them try to imitate what the expressions written. These are the bad effects push they to act as the messages. And also, the effect will be developed when wear everyday.

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