ABSTRACT

ATTRACTIONS PHENOMENON IN COMMUNICATION LANGUAGES ALAY AMONG ADOLESCENTS USERS IN BANDUNG CITY
SOCIAL NETWORK FACEBOOK

Editors:
Aprisa Ramdhani
NIM. 41805047

This research under the guidance,
Desayu Eka Surya, S. Sos., M. Si

The research goal is to find out how the phenomenon of Attraction Language Alay In Communication Among Adolescents In the city of Bandung in the Facebook social networking users, while to answer the above problem, then lifted a rational appeal, emotional appeal, and appeal of the moral, subfokus. To measure the focus of research.

The study is a qualitative approach with descriptive methods. Subjects were 4 (people) informant and 2 (two) key informants in the capture side with a purposive technique. Data collection techniques are in-depth interviews, direct observation, literature study, searching the internet. Data analysis techniques used are data selection, data reduction, classification data, presenting data and drawing conclusions.

The results are 1) the rational appeal of that language alay provide benefits to a means of communication between adolescents especially for their communities, because the language of communication alay walk interesting and unique feel confident in the use of language in social networking alay facebook.2) emotional appeal to motivate adolescents to seek self-identity and existence itself against the existence alayers in teenage life today. Meanwhile, 3) moral appeal to communicate to establish social interactions and relationships child alay expression. Conclusion of research is the phenomenon of attraction alay language in communication among teenagers bandung city on the facebook social networking is a form of communication an attractive and unique among its users because it provides its own characteristics and satisfaction for the community alayers.

Suggestion that the use of language researchers alai is expected not to damage the rules of the Indonesian language, but instead enrich the repertoire of existing languages in Indonesia, especially for non-formal association.