

Languages Attitudes Towards Written *Alay* Variety in *Facebook*

Interaction

Widya Astuti*

wiedway@gmail.com

* Widya graduated in January 2013 from Linguistics Major at English Language and Literature Study Program, Indonesia University of Education, Bandung

ABSTRACT

This research paper entitled *Language Attitudes towards Written 'Alay' Variety in Facebook Interaction* aims to reveal the use of the *alay* variety in *Facebook* media and the attitudes developed by users and ex-users of the variety. The study employs a descriptive method to describe and interpret the data. The study reveals that the realization of written *alay* variety in *Facebook* covers two broad categories, namely spelling and writing that involves a mix of capitals and punctuations. The spelling modifications in written *alay* variety were found to be in four different cases, spelling shift, spelling addition, spelling deletion, contraction, and irregular spelling modification. Related to language attitudes toward the written *alay* variety, users and ex-users develop different attitudes towards the use of *alay* variety. Users tend to have more neutral attitudes with the use of *alay* variety, they develop more positive attitudes towards the variety. In contrast, most ex-users react negatively towards the use of *alay* variety as they consider the variety to have a low prestige or status and is not a proper variety to use.

Keywords: *alay*, *alay* variety, spelling, modification, language attitudes

** *This paper was presented and published in journal SETALI UPI 2013*

