

pronunciation and interpretations. That speech community is presently can be found in online setting where some people can make a forum group discussion, giving comments, sending messages, and any other way to communicate with one another on Internet.

With reference to technology, Huffaker (2004) suggested that the development of new technologies may also lead to the shape of the way where language is constructed. It is the encounter where language meets technology. This implies that it can disclose the possibility of the development of new languages. As a consequence, considerable amount of communication technology emerge. There are many kinds of applications used as means of communication particularly social media. According to Michael Dewing (2010), social media is the wide range of internet-based and mobile services that allow users to participate in online exchanges, contribute user-created content, or join online communities. Some popular social media are *Facebook*, *Youtube*, *Twitter* and *Instagram* for instance.

Among those social media, Instagram is presently one of the global top social media networks following after *Facebook*, *Youtube* and *Twitter* as quoted in *EPC (European Publishers Council) Global Social Media Trends 2015*. However, Instagram has special features on its use which cover the other social media features. One of them is that it can share the photos or videos posted to another social media such as *Facebook*, *Twitter*, *Tumblr* and *Flickr*. Instagram is a mobile photo-video capturing and sharing social networking site. According to Instagram press (2015) as cited in Paramboukis, Skues & Wise (2016), more than 300

million of Instagram users regularly use this social media application (monthly), an average of 70 million photos uploaded daily worldwide, attracting 2.5 billion “likes”. Further, Instagram press (2016) claimed that there are more than 600 million instagrammers so far and there are also more ways in sharing service provided than ever before with Instagram stories, live video and disappearing photos and videos in Direct. Again, those newest features on Instagram differs it from the other social media and also the number of Instagram users is getting increasingly enormous compared to the other social networking site. Herman (cited in Indah, 2015) added that Instagram users generally tend to be more active and more engaged than any users on other social media sites. Thus, Instagram becomes the research interest in this thesis

To the users of Instagram account, the more they gain likes and comments, the more they gain popularity because their followers must have increased. People often like and comment on the viral upload either photo or a video. The viral photo or video may contains current issues and events (newest information) which is also written on its caption. The style of language used in the comments may also vary. This has attracted the attention of the researcher to examine the language of the internet, on comments in particular. There have been a lot of researchers studying the language used on the Internet but still this area of study is widely opened and become the interesting topic in academic by far, as the internet, technology, and language evolve from time to time.

Some of the researches in Internet language have been done by Avrilla (2014) and Indah (2015) from Airlangga University. Avrilla (2014) examined the

internet language features and dictions used by male and female Youtube users in commenting controversial music videos from a female and a male singer that contains the exploration of female's body. Differs from Avrilla, Indah (2015) investigated the language used on the comments in Dagelan's account on Instagram. The result of both previous studies shows the different language style used by male and female on the Internet. Another closely related study has been done by a student of Islamic State University of Sunan-Ampel Surabaya (UINSA), Badriah (2015), who examined the typical internet language features used by male and female online shopper on Instagram when they were giving comments. The result shows that 'abbreviation' is most frequently used to save time. Unlike the previous study, this present study will examine the internet language used by male and female commenters on *Humor 'Vidgram'* (video instagram).

There are many celebrities in Indonesia who use Instagram account to develop their business either to promote their projects or to endorse a product of a brand. Some of them are Ayu ting ting, Raffi Ahmad, Laudya Chintia Bella, Boy William, and more. Not only a top celebrity but a few from common people can also become famous as a celebrity on Instagram in which we call as 'Celebgram' (celebrity on Instagram) today because their posts look interesting. Some of them are Ria Ricis, Shirin Al Athrus, Kadir Bachmid, and so on. Among those instagram accounts, Ria Ricis' Instagram account gains the highest number of followers. She has reached 5,6m followers and has posted around 936 posts by the time this thesis is written. In early time, most of her posts tend to carry humor

content in a form of both *vidgram* (videoInstagram) and photos which gain the interest of a certain society especially *netizen* so that she became famous as now. She started her fame and popularity through amusing videos she created which is posted in her account. In this thesis, the writer is interested in examining Ria Ricis' Instagram account, @riaricis1795.

Ria Ricis is a 22 year-old university Indonesian student, who gained popularity on Instagram and recently became a *selebgram* (seleb Instagram) because of her creativity in creating amusing videos and photos with unique meme which she uploaded in Instagram. At first, she just uploaded her funny activities on her account, with no intention of being famous, however what she did, had gained many likes from netizen. From that time, then, she kept on creating funny and creative videos to keep her popularity up. Thus, most of the posts in her account contain jokes related to current issues and common things which are found funny or amusing around the society.

Humor nowadays is becoming a necessity of people in terms of searching for happiness in different areas of daily life. It cannot be denied that we, “people need humor to moisten our culture, life, and thoughts” (Zhao & Zhou, 2014). “In a sense, if there were no humor, gradually culture would become hypocrisy, life would get deceitful, thoughts would change into pedantic, literature would be dried-up, and the heart of their people would turn to be stubborn” (Lin, 2007 as cited in Zhao & Zhou, 2014). From that opinion above, it can be concluded that people who find no humor in their life, will be easier to get stressed. They will become stiff somewhat and rigid since they are too serious in facing and solving

uploading status, posting photos and videos, commenting, etc.,. The reason why the writer determined to use the comments as the object of the research is because she wanted to know the typical features of digital writing form in online setting as a response to humor videos posted. In addition, it is hardly possible to examine the forms of digital writing on a video since it is a spoken form. Furthermore, one post uploaded may reach hundreds to thousands comments from many people without age limitation from males and females. Here, they can possibly use various language styles, unique language which differs from the language used in daily face-to-face conversation, and also the emergence of new terms of a language. This elucidation escorted to the ease in analyzing the Internet language features used by both gender.

A growing body of research finds that females and males display different participation patterns online. Females tend to participate less and receive fewer responses than males do in mixed-sex asynchronous discussion forums (Herring, 1993, 1996), whereas in chat rooms, females sometimes participate more actively and get more responses than do males, for example, because they are objects of flirtatious attention (Bruckman, 1993; Rodino, 1997).

In analyzing the Internet language features, the writer used Danet's classification (2001) of ten common digital writing features. They are; *multiple punctuation, eccentric spelling, capital letters, asterisks for emphasis, written-out laughter, music/noise, descriptions of actions, emoticons, abbreviations, and rebus writing*. In addition, there several additional features used to identify the language on the Internet, they are; *clipping, blending, replacement of letter, and*

deletion of letter. Then, the writer also examined who use more Internet language features to show who is more expressive between males and females in giving responses and comments toward humor vidgram content posts in Ria Ricis' account , @riaricis1795.

1.2 Statement of the Problem

Based on the background of the study, there are three-formulated questions as follows:

1. What are the Internet language features used by male commenters toward humor vidgrams in @riaricis1795?
2. What are the Internet language features used by female commenters toward humor vidgrams in @riaricis1795?
3. How are the Internet language features used by male compared to those used by female commenters in giving response toward humor vidgrams in @riaricis1795?

1.3 Research Objectives

Based on the statements of the problem above, the objectives of the study are aimed:

1. To discover the Internet language features used by male commenters toward humor vidgrams in @riaricis1795.
2. To discover the Internet language features used by female toward humor vidgrams in @riaricis1795.

3. To indicate the similarities and the differences of the internet language features used between male and female commenters when giving response toward humor vidgrams in @riaricis1795.

1.4 Significance of the research

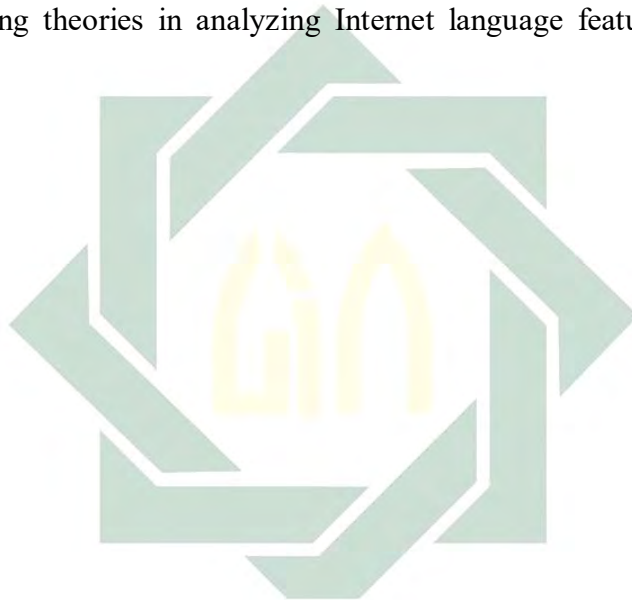
This research aims to enrich people's knowledge in understanding how male and females communicate in online setting particularly in Instagram. The writer hopes the findings will help us understand how males and females express their thoughts or feelings through comments on humor content posts in online setting. Also, this research will hopefully be able to contribute theoretically to the study of language on the Internet as people nowadays communicate to each other frequently in online setting.

1.5 Scope and Limitations

This study focused on Internet language features used in Instagram exactly on the comments toward humor vidgram posts. The writer chose Ria Ricis' Instagram account, @riaricis1795 because most of her instagram posts contain humor content which she created through short videos. For there are about 939 posts in his account so far by now, including photos and videos which have either humor content or endorsement content, the writer chose only three viral videos which have the content of humor in her instagram account (*vidgrams*). In considering the viral videos, the writer selected three videos with humor content which has the most number of comments in mostly of her posts. Finally, the

videos chosen are humor videos with the topic/issue *Kado Ulang Tahun, Laki-Laki Yang Sholeh*, and *Nomer Bikin Baper*. These three selected topic of vidgrams gained the most number of comments and were viral at the time these are posted.

In analyzing Internet language features, the writer used Danet's common features of digital writing (2001) which consists of ten features; multiple punctuation, eccentric spelling, capital letters, asterisks for emphasis, written-out laughter, music/noise, description of actions, emoticons (smiley icons), abbreviations, and rebus writing, and another four additional features; *clipping* and *blending* from Yule's common word formation (2010), *deletion of letter* and *replacement of letter* from orthography of 'Alay' language written by Kelana (2010). The writer applied those additional features because she considered that those features are also found in the language used in Internet, so that she used them as supporting theories in analyzing Internet language features apart from Danet's theory.



1.6 Definition of Key Terms

- Internet Language Features : Features that are used to provide the absences of non-verbal signs in online the setting to make the meaning of context clear due to lack of visual contact (Crystal, 2006).
- Internet linguistics : The study of language on the Internet (Crystal, 2011).
- Gender : A system of meaning; a way of constructing notions of male and female (Eckert andMcConnel-Ginet, 2003).
- Instagram : Instagram is an online mobile photo-video capturing and sharing social networking site which can also send and receive direct message (*DM* and share its posts to another variety of social networking platform such as Facebook, Twitter, Tumblr, and Flickr.
- Vidgram : Video posted in Instagram (*Video Instagram*).
- Commenters :People who give comments or express an opinion orreaction toward something.