CHAPTER 1

INTRODUCTION

In this chapter the writer present the background of the study, problem of the study, objectives of the study and significant of the study and key terms

1.1 Background of The Study

As the main tool of communication language is used to deliver messages and ideas among people in society. By using language, human as the language users commonly share information from one to another. Human cannot avoid languages, because language has important role of their life. Since they were young, human are equipped with language ability, whether it is verbal or non verbal, written or spoken. According to Wardhaugh (2006, p.1) "a language is what the members of a particular society speak". It means that using language is human's natural way to deliver ideas, information and feeling. Language is needed by people in society in order to make communication.

As development in the internet, there are many ways to make communication easier. As we know that invention of technologies such as social networking sites among other has helped people to communicate easily with each other. There are no more worries about distance because internet has connected people around the world. For example like email where it is well know by people as internet private mailing. However, now a day's internet has provided social

networking sites which are more then internet mailing. Boyd Danah, Ellison Nicole (2007, para 5) says:

"Social network sites as web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection and, (3) view and traverse their list of connections and those made by others within the system. The nature and nomenclature of this connection can change from every site to site".

It means that people can make communication through internet especially social networking sites. It allows people to share their ideas on social networking site and get comment from another. Most people usually use social networking site to have connection with their relation and also make friends without getting any trouble with distance. It has helped people easily connected with other people anywhere and anytime. Social networking site can be called an internet society in which a language is also needed to make communication. Similar to common society, internet society also use language differently with each other. One of the reasons why language is produced differently is gender.

Gender has influenced men and women's language in society. Unconsciously, men and women have different ways in language use. Lakoff (1975) in his book Language and Women's place investigates how women speak differently than men. In other words, they have their own ways in producing language in communication as the writer mentioned before. It is also supported by Wardaught (2006, p.320), "There certainly are gender differences in word choose in various languages". It can be concluded that men and women have their own language style. Language style is divided into to spoken and written. According to Holmes (2001, p.233) "Style is a choice of code or variety, whether language

dialect or style that can be changed depend on the addressees and the context". It means that people will produce language differently in society based on the context and situation. It is available for both of spoken and written language style.

Men and women are known to develop different language styles. Women language usually deal with politeness and conveying felling (Holmes, 2001), and also using more hedges and question tag (Lakoff, 1937) in their speech. Men language is usually associated with slang (Holmes, 2001), and use more direct language rather than women (Wardaugh, 2006). Their Language style can also be changed base on the situation, context and also personal goals in doing communication.

The different language styles among men and women also raised another fact that they also have different purpose in communication. It is the same conclusion provided by Merchant (2012) in her thesis which finds that, "the biggest difference between men and women and their style of communication source to fact that men and women view the purpose of conversation differently". Hass (1979) in his book finds that male speech and female speech have been observed to differ in their form, topic, content, and use. In addition Mullac etc. All (2001), finds out that people communicate to each other based on the different purposes' communication for solving problems, report facts, debate issue, express feeling, express opinions and develop and maintain rapport. Because of those different ways and purposes of man and woman in using language, the writer considers finding how men and women write differently and how the purpose of

communication seen by men and women on social networking site especially Instagram. According Elise Moreau (2014, para. 1) said:

"Instagram is a free photo app that is available from the iTunes app Store and from Google play, you can share your life through a series of picture with writing update this moment and you can follow others as well".

Instagram is the new social media that teens very like to use, with 26% naming it is their "most important" social site, only 23% said facebook was most important and down from high of 42%. Many people know (Instagram=IG). There are so many IG users in the world. They come from different social, age, and also education background. Instagram is one of the social media which gives so many fun futures that will attract users because it has all the communication features of networking site such as update, giving comment by mention name user in the pic, timeline, direct massage, has tag, also showing user profile plus user picture, istabam ,instaradar, instamap, instagalery, instashow and also follower and following.

From all of those features, the most popular feature among users is Instragram updates. Intagram updates is a feature that allows users to write and post their Instagram updates in less 500 characters on Instagram timeline and it will be read by followers list of the users (Instagram Glossary). It is away that is used by Instagram users to share the ideas, messages, information, condition, personal feeling and many more. Once Instagram users make Instagram updates, then it will appear on timeline and it can be commented by using 'mention' application.

Usually, Instagram users are addicted to post their situation and condition through Instagram updates. They also usually post their Instagram updates in order to achieve different goals. By considering this phenomenon, the writer considers taking Instagram to be analyzed because of several reasons. First, Instagram has become social phenomenon which has so many users rather than other networking sites. Second, the writer is interested in the way Instagram users posting in their Instagram updates which contain language style and gender. Third, the writer is interested to find instagram users purpose behind their Instagram updates because instagram is society commonly think that all instagram users, whether it is men or women have the same purposes in writing their Instagram updates that is recording and exposing their life through social networking site. However, the fact is not as simple as like that. The writer thinks if man and women also have different language style and different purpose in writing Instagram updates. That is why the writer took Intagram as the subject matter to be analyzed in this study.

Since speech style is similar to writing style, because writing language is actually spoken language in the from of text (Wen; 2009), the writer considered using Adelaide Haas (1979) theory to support this study and find out language style differences by men and women, but in written language field. In addition, the writer also used Mullac (2001) theory to find out their communication purposed on Instagram. The writer scoped and limited this study by taking only American people are categorize in adolescents as suggested by Edward (2013) that the most active Instagram users are adolescents rather than adult.

Language and gender is one of the most popular research topics to be conducted by so many expert researches because language and gender can affect much aspect like men and women's role in society, psychology, habits, influence, and so on. Many of them are concerned more about spoken language in this study; the writer considered taking written language on Instagram as the major subject to be examined. The writer expected that this study give information and enrich the reader's knowledge on Sociolinguistic especially about language style differences between men and women on Instagram. In addition, this research is expected to be a valuable contribution in Sociolinguistic field especially in language and gender. So that, the writer conducted this study which is entitled The Differences between Men and Women Language Style in Writing Instagram Updates.

1.2 Statement of the problems

Based on the background of the study, the writer is interested in finding the answer to the following question:

- 1. What kinds of language styles that is mostly used by men and women in writing Instagram updates?
- 2. What are the purpose of using certain language styles in writing Instagram updates used by men and women?

1.3 Objectives of the study

In line with the problems formulated above, the objectives of the study are:

- To investigate kinds of language styles that are mostly used by men and women IG updates on Instagram.
- To describe the purposes of using certain language styles in writing IG updates used by men and woman on Instagram.

1.4 Significant of the study

The significant of the study to see the differences associated with men and women which belong to gender. There are differences in spoken language, written language also has differences among men and women especially in social networking site as it is connecting people all around the world through internet service. In this study, the writer is interested in investigating the differences of language style among men and women in writing update so the reader can know differences the language style and communication purposes between men and women in writing IG updates.

The reader can get many aspects that they know differences men and women in update Instagram.

- Men and women provide functional in instagram to easier share something in social network.
- Men and women can solve problems well that get motivation from the other user in Instagram.
- 3. Men get information from Instagram that he need the information and women share the feeling to lose her problem in their live.

1.5 Scope and Limitation

The writer has selected 7 Instagram users as the participants (7 men and 7 women) and took 70 Instagram updates. The writer chooses some friends from her Instagram and she found some friends from American. She found both similarities and differences between men and women purposes in writing Instagram updates from their friends' man and women. In analyzing the Instagram updates, the writer used theories by Adelaide Haas (1979) and A. Mullac (2001).

1.6 Definition of key terms

- 1. Social network : Social network sites as web-based service that allow individuals to (1) construct a public or semi-public profile within a bounded system. (2) Articulate a list of other users with whom they share a connection, and those made by others within the system. The nature and nomenclature of these connections may vary from site to site (Boyd Danah. Elison Nicole. 2007. Para 5)
- **2. Instagram**: A free online photo sharing with update the moment and social network that allows member users to upload, writing update, edit and with other members through the Instagram website, email, and social media sites (The Instagram Glossary. Para 4)
- **3. Instagram update**: IG posting or update IG, the act of posting a message often called a "IG Posting". A message posted via Instagram containing 500 characters or fewer (noun) (The Instagram Glossary. Para 8-10)
- **4. Style** : Style is a choice of code or variety. Whether language dialect or style that can be changed depend on the add reassess and the context (Holmes. 2001:233)

- **5. Written language style**: Writing style is the manner in which a person expresses a matter in a text that eventually tells their "voice" through the choice of words. Sequence of thoughts and language/structures of grammar used in writing and it has variation among people (Wen. 2009)
- **6. Women language**: A language that reflect the characteristic of women such as speak gently and politely, and emphasize in conveying their feeling rather than information for their comfort (Holmes, 1991)
- 7. Men language : language that reflects the characteristics of men such as loquacious and directive, using more non-standard from, talk more about sports, money, and business, and more frequently refer to time, space. Quantity, destructive action, perceptual attributes physical movements and object (Haas, 1979)