





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 feeling (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



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.











