

deals with the inter-relationship between language and society”. From the statements above, it can be conclude that sociolinguistics is a study of language related to the use of language in society. It is examining language function as the media for people delivering ideas and to communicate with each other. Sociolinguistics not only deals with language, but sociolinguistic also explains how people talk use language differently in different contexts will show their social structure and identity.

Since this study is highly associated with language and society, sociolinguistic analysis is the appropriate approach to this study in order to analyze and again understanding about the differences between men and woman in writing their Instagram updates.

2.2 Language and Gender

There are two nation related to differentiate men and women; sex and gender. Both of them are two different phenomena. According to Wardhaugh (2006,p.315), “sex is to a very large extent biologically determinate where as gender is a social construct involving the whole gamut of genetic, psychological, social, and cultural differences”. It means that the terms ‘sex’ is generally used to describe the physical condition, appearance, biological, state of human being and it is used to differentiate men and women biologically. While the terms ‘gender’ refers to social category and it is used to differentiate men and women characteristic in social context.

Yule (2005, p.76) explains “natural gender is based on the distinction made in English between reference to women entities (she, her), male entities (he, his), and things and creatures. Social gender is a distinction that is made when the word likes ‘man’ and ‘woman’ are used to classify individuals in terms of their social roles”. It means that gender is used to differ men and women in social category.

In short, in order to investigate how men and women have different characteristics in language use, the writer used the term gender in order to find the way they write Instagram updates as suggested by Holmes (2001, p.150). “Gender is more appropriate for distinguishing people on the basis of their socio-cultural behavior, including speech, while sex has come to refer to categories distinguished by biological characteristics”.

Wardhaugh (2006, p.303) in his book states “females have more fat and less muscle than males, are not strong and weight less”. It is to measure that men and women are physically different. Those differences make men and women have different roles in society. For example like being the head of family for men who has married. It shows that men are dominant and it makes stereotypes that men status is higher than women. As Lakoff (1975) says, “men are dominant and women lack power”. However this study did not focus on the way men and women differ according to their physical appearance, but this study tends to determine the characteristics of men and women in language used. The differentiation between men and women can be influenced by some aspects, such

communicate with their friends on the internet. The use of slang language is also a common thing in the internet language, such as 'CYA' (see you), 'BRO' (brother). Not only slang language, but emoticons are also famous among internet users. The sign such as ☹ (sad), 😊 (happy), :-D (Big smile), :-@ (angry) are usually found in the internet language. All of those things makes them easier to communicate to each other even make them easier to express their personal feeling.

2.5 Instagram

According to Huffington post (2013, para1), "Instagram is an online social networking website and micro blogging service that allows users to post and read text based messages of up to 500 characters, known as 'IG Updates'". Instagram is one of popular social networking sites among internet users. It has all communication features which help the users get connected to one another. Those features are; (1) Instragram update or IG update which is a feature that allow Instagram users to share information, feeling, or anything and will appear publicly on Instagram timeline, (2) mention feature which allow the users to comment other Instagram updates, (3) Instagram picture allow Instagram users to upload pictures on Instagram and it will appear publicly on Instagram timeline, (4) user profile allow Instagram user to show their personal character, (5) profile picture which provide the users, photo to be shown on their profile, (6) comment feature allow Instagram users to give comment other users Instagram update and (7) following someone means you will see their IG updates in your personal timeline and (8) followers are people who receive other people's in Instagram updates.

The writer got some typical differences in men and women styles of communication like:

1. Women are more likely to talk to other women when they have a problem or need to make a decision. Men keep their problems to themselves and don't see the point.
2. Women are more relationship oriented, and look for commonalities and ways to connect with other women. Men tend to relate to other men on one-up, one-down basis. Status and dominance is important.
3. If women have a disagreement with each other it affects all aspects of their relationship. Men can have a disagreement, move on to another subject and go get a drink together.

The study conducted by Nanda and Septyanto have some differences. The differences can be seen in the focus of the study. The writer also find differences in written language 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 investigate the differences of language style and differences purposes in language use among men and women on Instagram update and also the purpose from the update.

The Instagram updates of men and women users were mostly talking about the same language context: a) Form, : directive, expressive, the use of emoticons, slag and obscene words and hyperbolic words, b) Topic : life-style, life's trouble, human relation, and social life, c) Content : positive and negative value judgment,

that is Instagram Update. Beside the differences in language styles, this study observed deeper about the different purposes behind men and women Instagram Update. These previous studies helped the present writer to identify the language differences between men and women based on the theory.

Thirdly, the writer finds the language style and communication purposes between men and women Instagram updates. The present writers to find men and women differences in Language style from literary works such as novel, short story, or next writer can examine other Instagram feature such as Instagram mention also analyze the differences between men and women in conversation like in the movie or debate show on television. It is also suggested for the future writers to use another other theories beside Haas theory to analyze the phenomenon in sociolinguistic area especially in language and gender. The writer belief if the title “The Differences between Men and Women Language Style in Instagram Update” suitable with my previous study from Nanda (2012) and Septyanto (2012) from Brawijaya University.