



that content analysis focuses on analyzing and interpreting recorded materials to learn about human behavior. So, the writer rewritten the sentences on phrases from the IG updates which belong to online diary and it also can be called recorded material. In this case, the Instagram users were following list of the writer. The data were in the form of word, so this study has been conducted using qualitative approach.

### **3.2 Data Sources**

In this study, the sources of the data was men and women Instagram users taken from writer's following list. The type of the data was the sentences of phrase of the Instagram update found on Instagram which contained language and gender. The writer chose Instagram because now it is the most popular social networking site around the world especially in Indonesia.

In order to conduct this study, the writer has selected participants by using the criteria to get acceptable participants and used typical case sampling. According to Ary et al (2002, p.429), "typical case sampling select units that are considered typical of phenomenon to be studied". So the writer selected most active men and women users on Instagram. Then the writer chose most recent IG updates from each selected user. The writer chose men and women from the writer's following list on Instagram and some Instagram follower from America. The participants were Instagram users and already had Instagram account for more than a year. The writer knew how long the users selected participants were Instagram users selected joint Instagram by checking the time they created







Table women Communication Purposes on Instagram

Communication Purposes	Women User 1	Women User 2	Women User 3	Women User 4	Women User 5	Women User 6	Women User7
Solving Problem							
Report Fact							
Express Feeling							
Express Opinion							
Develop and Maintain							

## Notes:

1. SP (Solving Problem)
  2. RF (Report Fact)
  3. DI (Debate Issue)
  4. EF (Express Feeling)
  5. EO (Express Opinion)
  6. DMR (Develop and Maintain Rapport)
3. Identifying and discussing in the IG updates which are in the women text and contain gender differences in language use.
  4. Drawing the conclusion based on the result of the discussion. The writer will conclude the result of the study and find the different of men and women language styles and the goals to be achieved through their IG updates