



In context of use, men instagram updates tend to be more assertive than women. Men and women commonly gave argument in their instagram updates, but they argue towards something different. Men also usually give command and women gave polite request. However, there is man user who often makes polite request because he comes from society which usually talks in polite form. Men and woman users usually give lecturing instagram updates, however men often lecture about how people should behave in society or about the future dreams while women usually lecture about love relationship.

The similarities between men and women instagram updates are in the use of emoticons to help them confess easily and both of them are also expressive to show their feeling. Both men and women are also found directive in the way share opinion or ideas to the reader. The downside of this research is this data analysis that the research must get classify to form, topics, content and use. One researcher and other can get differences point from the aspect. So if analysis the data the research can help to other friends to analysis the data. Data can make concrete.

In the communication purposes, the analysis shows that both men and women users on intagram mostly communication purposes like solving problem, report fact, debate issue, or develop and maintain rapport.

