CHAPTER I

INTRODUCTION

This chapter is the explanation of background of study, research problems, research purposes, significance of the study, scope and limitations, and definition of key terms.

1.1 Background of the Study

According to Crystal (2006) the internet is an association of computer networks with common standards which enable messages to be sent from any central computer on one network to any host on any other.

The internet has certainly introduced some new linguistic form into language, ranging from the mildly adaptive to the downright bizarre. The example above shows that internet or online settings allow us to find the various languages there. There are many researches want to examine the language use on the internet or online setting. It is become the interesting phenomenon in the academic.

In this study, the writer analyses the typical internet language features used by male and female online shop in Instagram when they give comments in the photos. According to Dannet (2001), the common features of digital writing have eleven features, they are: multiple punctuations, eccentric spelling, capital letters, asterisk for emphasis, written out laughter, music/noise, description of actions, emoticon, abbreviations, rebus writing and one feature by Crystal (2006) is ways of expressing emphasis (italic, boldface,

etc). Besides, the writer compare these features which are used by male and those used by female online in instagram because they definitely have their own way to use the language and express the emotional feeling.

Instagram is the most popular media for Photo-sharing and it is available for the users to give comments below the photo posted. Moreover, Instagram has added another feature. It is not only for photo-sharing but also vodeo-sharing. Additionally it will be particularly interesting if the next researcher can compare the comments of still picture and moving pictures on Instagram.

The writer chooses Instagram as research object because Instagram has some similarities with other social media that can commented each other. The other similarity is the language on Instagram comments can be researched by using internet language features. As far as the writer knows, up till now there is not researcher who uses the language in Instagram to be object of research.

There are two similar studies about male and female language features on internet that have been conducted by researchers. The studies that are closely related to this study are Mersandy (2012) and Harsono (2013) from Airlangga University. Mersandy (2012) examines the internet language features used by Indonesian male and female adolescents in their blogs in www.blogspot.com. She focuses on who is more expressive in online setting. Differs with Mersandy, Harsono (2013) observes the internet language features used by Kaskusers, both male and female with pornography topics.

The significant of this research is to enrich the knowledge of linguistics especially about internet language features which for common people it is just a unique thing in social media, such as Instagram. This research intends to show its scientific side of internet language features through male and female online shop in Instagram. The writer hopes this research can give enlightenment for the readers, and also this research will give a lot of benefits to the students of English department in conducting research of internet language research.

Beside the statement above this research gives two contributions, which are theoretical and practical. Theoretically, the writer hopes this study can give contribution to the field of language and gender, especially related to internet language features, such us multiple punctuation, eccentric spelling, capital letters, etc. Practically, this study expected can improve people's knowledge in understanding the internet language in detail.

From this research the writer hopes she will give new knowledge about English language features used by male and female in instagram that female are more talk active than male. They are using their feeling to reply the comment. They use many features such as multiple punctuations, eccentric spelling, capital letters, and asterisk for emphasis, written out laughter, music/noise, and description of actions, emoticon, abbreviations, and rebus writing more often than male.

1.2 Statements of the Problems

Based on the background of the study, there are problem related to the study, which will lead by following research questions:

- 1. What are typical internet language features used by male online shop in instagram?
- 2. What are typical internet language features used by female online shop in instagram?
- 3. How are the internet language features by male online shop compared to those used by female online shop in instagram?

1.3 Objectives of the Study

- 1. To explain typical internet language features used by male online shop in instagram.
- 2. To explain typical internet language features used by female online shop in instagram.
- 3. To compare the internet language features by male and those used by female online shop in instagram.

1.4 Significance of the Study

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1.5 Scope and Limitations

The writer will limit this thesis focused on internet language features. Internet language features are used to supply the absences of non-verbal cues in the online setting because the lack of visual contact makes the users cannot rely on context to make their meaning clear (Crystal, 2006). In which the features are divided into eleven types, they are: multiple punctuation, eccentric spelling, capital letters, asterisk for emphasis, written out laughter, music/noise, description of actions, emoticons, abbreviations, rebus writing, and all lower case. Those features are used to analyze the type of internet language features used by male and female online shopper on Instagram. The writer focuses the commentators in one of the online shop account on Instagram. The writer uses one account on Instagram, that is @fittea. In@fittea account, the owner of account often shares the product advertisement such as shampoo, badywash, fatburner, etc. People who wants

to buy the product can ask on the comment side. Women and man free to comment. From the comment, the writer wants to analyse the style of women and men commentators. In additional, the supporting acts of the other cast members are elaborated in the chapter of analysis.

The writer took the data from internet while 15 days, 1 day one posting. The data took 5 postings on november 2014, 5 postings on january 2015, and 5 postings on march 2015. The writer got 15 postings to analyse in this research.

1.6 Definition of Key Terms

Internet language features: multiple punctuation, eccentric spelling,

capital letters, asterisk for emphasis, written-

out laughter, music/nose, description of

actions, emoticons, abbreviations, rebus

writing, all lower case, and ways of expressing

emphasis (italic, boldface, etc.) (Danet,2001)

and (Crystal, 2006)

Instagram : an online mobile photo-sharing, video-sharing

and social networking service that enables its

users to take pictures and videos, and share

them on a variety of social networking

platform, such as Facebook, Twitter, Tumbler,

and Flickr.

Music/noise

the language of chat groups which is defined as a formulaic sounds (e.g. aieee, mmm, argh) (Crystal, 2006, 192)

