CHAPTER IV

FINDINGS AND DISCUSSION

In this analysis chapter, the explanations of internet language features used by male and female online shop when they were giving comments are delivered in three parts. In the first, internet language features used by male, in the second part internet language features used by female and in the third part, the writer gives the interpretation of the result, which the writer compares the internet language features used by male and those used by female. The classification was made in order to make this discussion could be more specific and systematic.

4.1 Findings

The explanation of internet language features used by male and female online shop in Instagramwhen they were creating comments delivered in two parts. In the first part, the writer focuses on the types of internet language features by male. In the second part the writer focuses on the types of internet language features by female. Finally, the writer focus on compared the type of internet language features used by male and female by members account which follow @*fittea* account in Instagram.

The writer explains about how many types and comparison between types used by male and female comments in Instagram online shop. In this research, the writer collected 548 comments. The writer found 15 topics include 548 comments, 207 comments which contain internet language

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features used by female and 53 comments contain internet language features
used by male.

4.1.1 Internet Language Features by Male

In the findings, the writer found 53 comments which use internet
language feature used by male. Bellow is the conclusion table of
internet language features used by male in Instagram online shop.

Table 4.1 Type of internet language features used by male

Internet language features	Examples	Amount	Percentage
Abbreviations	• I've bin doing this for nearly a year now • [event though I'm a kid] Hahaha • Same! Lol	18	33.96 %
Emoticons	• Same here :)	11	20.75 %
Multiple punctuation	• am in kenya how do I get it… n how much wll it cost me???	6	11.32 %
Written-out laughter	• [event though I'm a kid] Hahaha	5	9.43 %
Music/noise	• Ew wtf is broccoli doing in there • Mm yummy	4	7.54 %
Capital letters	• DM me if you need a sponsor! Ask for Patrick aka brokenpeices. I'll respons ASAP.	4	7.54 %
Eccentric spelling	• how can I uswd all of them? Which one I start ? pleeeeeese tell me, I already buy this backege	3	5.66 %
Total		53	100 %

Based on table 4.1, it can be seen that the highest number of feature is

Abbreviations which the feature appear 18 times and represent 33.96 %,

and the lowest number is Eccentric spelling which the feature appear 3 times and represent 5.66 % taken from all the data . The further discussion for each type of those features will be presented in the following below.

4.1.1.1Abbreviations

Abbreviation appears at least in two different types of processes: one is acronyms like LOL for *laughing out loud* and the other is rebus writing (Nishimura, 2003, p. 19). The abbreviations that are used by male online shop appear 18 times and represent 33.96 % of the total words taken from data. Based on the data, the writer found the abbreviations which belong to acronyms that are usually used by internet users, such as *LOL* which appears 3 times. LOL is directly borrowed from the English acronym which is used as signal of happiness and conviviality (Danet & Herring, 2007, p. 112). Some examples are presented below:
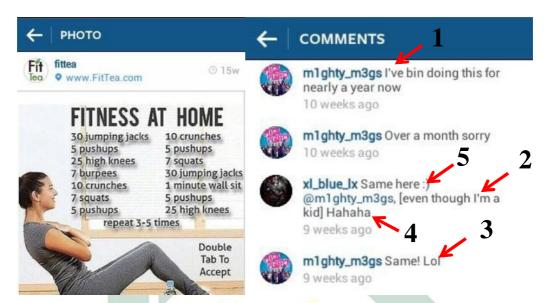
Figure 4.1 example of abbreviations used by male

The first and second examples in figure 4.1 show the same types of abbreviations. The words *I have* is shortened into *I've* and *I am* is shortened into *I'm,* which he typed a message by omit some vowels or consonants in the selected word to save his time. Thus, the use of abbreviation is to saving time and typing effort, and to make the message more expressive (Anis, 2003, in Danet and Herring, 2007, p. 90). Meanwhile, the user **m1ghty_m3gs** uses abbreviation *Lol,* which the word is considered as the result of acronyms process. LOL stands for *laughing out loud*. The user use LOL because user **xl_blue_lx**'s comment its joke, so the user **m1ghty_m3gs** responses his joke.

4.1.1.2 Emoticons

Emoticons are composed of clusters of ordinary typographic symbols such as commas, periods, and parentheses (Danet, 2001, p. 18). Emoticons are used by the internet users to

represent their emotional facial expression considering that is not face to face communication. Generally, the emoticons in other network are combination of keyboard characters, which they are typed in sequence on single line, and placed after the final punctuation mark of a sentence, such as :-) or :-((Crystal, 2006, p. 39). Based on the data emoticons appear 11 times and represent 20.75 % of the total word taken from data. For example of emoticons is no. 5 on figure 4.1. In this comment the user uses emoticon to express his happy feeling.

4.1.1.3 Multiple Punctuation

According to Nishimura (2003, p. 15), multiple punctuation is punctuation marks that come at the end of sentence, such as periods, exclamation points, and question marks are multiply employed by the user of the internet. As shown in table 4.1, multiple punctuations feature appears 6 times in male comments and represent 11.32 % of the total words taken. Based on the data, the writer found multiple questions marks is most commonly used by male online shop which appears 3 times, multiple exclamation marks appears second and multiple periods appears once. Generally, the users are often used the multiple punctuations at the end of sentence. Some examples are presented below:

Figure 4.2 example multiple punctuation used by male

As we can see, the user **kanyevu_wakesho** uses multiple periods in the middle of sentence and multiple question marks in the end of sentence. This example shows that the user applied three periods in the middle of sentence which are used to

express the pause before he continued in the next words and three question marks to emphasis his question. Crystal (2006, p. 95) stated that the unusual combinations of punctuation marks can occur to express pause, such as ellipsis dots (. . .) in any number, repeated hyphens (- - -), or the repeated use of commas (,,,,).

4.1.1.4 Music/Noise

Music/Noise feature can be examined in the availability of vocalizations and sound. Crystal (2006, p.192) stated that music/noise is the language of chat groups which is defined as a formulaic sound effects (e.g. *aieee, mmm, argh*). The frequency of the music/noise appears 4 times or about 7.54 % of the total word taken from data. In the internet situations, there are several visual distinctiveness can be found, such as the transcription of emotional noises (e.g. *hehehe, owowowowow*), filled pauses (e.g. *um, er, erm*), and comic-book style interjections (e.g. *ugh, euugh, yikes, yipes*) (Crystal, 2006, p. 170). Based on the data collection, the writer found music/noise that is most frequency used is *Mm* which occur 3 times. Some examples of music/noise are discussed in the following bellow:
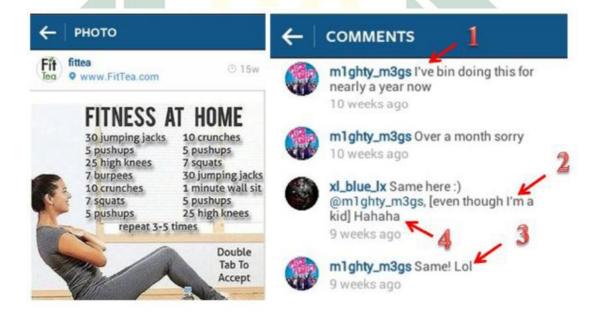
Figure 4.3 example music/noise used by male

The user in the first example use *Ew* in his sentence which is considered as emotional noises. In this case, the user shows his surprise feeling after looking photos of grapes and tag his friends, *sophie_varney* and *jemima.apperly*and is responded by *jemima.apperly* with noise *Mm* to express how delicious grapes is.

4.1.1.5 Written of Laughter

The category of written-out laughter can be extended to include other vocalization and non-linguistic sound/noise such as music (Nishimura, 2003, p. 17). Based on the result, written-out laughter appears 5 times or about 9.43 % of the total words taken from data. There are some variations of written-out laughter employed by male online shop Instagram in giving comment. The examples are discussed in the figure 4.1 no. 4 below:

Figure 4.4 example of written-out laughter used by male

The user in the fourth example in figure 4.1 uses the written-out laughter *Hahaha* to show his feeling in which he looks like laugh loudly. The user uses *hahaha* because he thought what he said was funny and expressiveness. Those kinds

of features such as *haha* can be considered as sign of expressiveness.

4.1.1.6 Capital Letters

According to Danet (2001, p.17), the use of all capital letters for emphasis are strategies to enhance readers' and writers' ability to experience the words as if they were spoken. In online setting, capital letters has a function to attract the attention of the internet users than lower case. From the result of data, the writer found that male online shop is capital letters 4 times or about 7.54 % of the total words taken from data. The example of capital letters can be seen in the following below:

Figure 4.5 example of capital letters used by male

Based on the figure 4.5 the user **ourstoriestold** uses capital letters which belong to acronyms. The word *DM* or *Direct Message* is part of Instagram feature used to communicate personally, while the word *ASAP* or *As Soon As*

Possible has meaning that the user will reply as fast as he can to respond the message.

4.1.1.7 Eccentric Spelling

Eccentric spelling is used to examined the words are spelled, which the vowel or consonant are reduplicated. According to Nishimura (2003, p.15), Eccentric spelling is attempts to reproduce actual articulation in type messages are the major causes for these unconventional spellings. Eccentric spelling appears 3 times which represent 5.66 % of the total words taken from data. This feature is the seventh rank of the internet language features that the writer found in male comments. In the use of eccentric spelling, the users extend both vowel and consonant, which the vowel repetition occurs 3 times while consonant in male comments repetition occurs once. Thus, the extension of vowel in male comment is higher than the consonant. The data shows that the consonant *e* is the most consonants extended by male online shop which appears 3 times. Some examples as in the following bellow:

Figure 4.6 example of eccentric spelling used by male

Based figure 4.2, it can be seen that the user extends the vowel *e* 6 times in the word *pleeeeeese*, which has meaning *please*. The extension of vowel *e* in this example indicates emphasis of word please. The repeating vowels in the texts are to mirror pragmatic lengthening, e.g., *whaaat* to represent a drawn out expression of surprise (Varnhagen et al, 2010, p. 725).

4.1.2 Internet Language Features by Female

In this part, the writer focused on the internet language features used by female. In the findings, the writer found 124 comments which use internet language features by female. Below is the conclusion table of internet language features by female in Instagram online shop.

Table 4.2 Type of internet language features by female

Internet language features	Examples	Amount	Percentage
Abbreviation	• I'm gonna read reviews on all of them and decide! Lol	78	37.68 %
Multiple punctuation	• This tea is awesum!!!! Lost 2 pounds in 10 days :)	57	27.50 %
Music/noise	• Ohhh lol. That is taking too long	24	11.59 %
Emoticons	• idk, still shipping :p I ordered it thuesday so..	14	6.76 %
Capital letters	• OMG… HE IS SO CUTEEEE!!!!	14	6.28 %
Eccentric spelling	• OMG… HE IS SO CUTEEEE!!!!	14	6.28 %
Written-out laughter	• HAHAHAHAA • Haha	8	3.86 %
Total		207	100 %

Based on table 4.2, it can be seen that the highest number of features is the ways of multiple Abbreviations and the lowest number is written-out laughter. The further discussion for each type of those features will be presented in the following below.

4.1.2.1 Abbreviations

Abbreviations feature is the first rank of internet language feature that is commonly found in female comments. The frequency of this feature is 78 or about 37.68 % of the total word taken from data. Based on data, the abbreviations used by female are considered as the result of rebus writing process. Abbreviations that are commonly used in female comments are *I'm* for *I am* which appears 10 times, *don't* for *do not* appear 9 times, and *LOL* for *Laughter out Loud* appears 8 times. The writer found the female users tend to use abbreviations to save their time in typing message.

Figure 4.7 example of abbreviations used by female

Based on figure 4.9, can be seen that users, **cristinaneuf21**,uses *I'm* for *I am* to save her time in type the message. She also uses abbreviation *Lol*,because **cristinaneuf21** fells the previous comment was funny that she has read all of review about this product did not works.

4.1.2.2 Multiple Punctuation

Baron (2008, p. 155) said that sentence punctuation includes a wide range of marking: capitalization; sentence internal pauses like commas, colons, semicolons, and dashes; and sentence-final markers such as periods, questions marks, exclamation marks, and sometimes ellipsis. Based on the data, the writer found multiple periods is most commonly used by female online shop which appears 11 times, multiple questions marks appears 19 times, multiple exclamation marks appears 24 times, and the rest of multiple punctuation that is often used by the user is the mixture of multiple period and multiple question marks, multiple period and multiple question marks,

multiple period and multiple exclamation marks, and multiple commas and multiple period which appears 7 times in total word taken. Generally, the users are often used the multiple punctuations at the end of sentence. Yet, the writer also found there are some users who use the multiple periods, multiple commas, and multiple question marks in the middle of the sentence. Some examples are presented below:

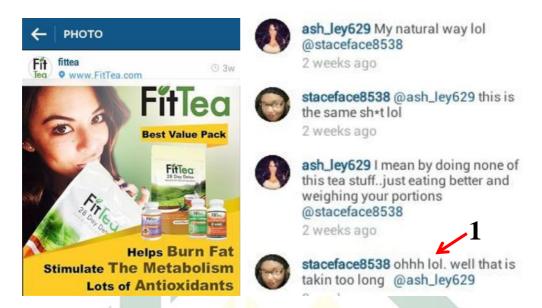Figure 4.8 example of multiple punctuation used by female

Based on figure 4.10, can we see that the user use four multiple exclamation marks to emphasis her question. She uses this feature because she satisfied with this product which works well. One of the purposes the product is to burn fat. The user successes to lost fat 2 pounds in 10 days.

4.1.2.3 Music/Noise

Music/Noise feature can be examined in the availability of vocalizations and sound. Crystal (2006, p.192) stated that music/noise is the language of chat groups which is defined as a formulaic sound effects (e.g. *aieee, mmm, argh*). Music/noise feature appear 24 times and represent 11.59 % of the total data taken from data. The kind of music/noise in female comments is a bit similar to music/noise that found in male comments. The writer found music/noise feature used by female is to convey their emotional feeling, for example:

Figure 4.9 example of music/noise used by female

Based on the example above, the user uses word *ohhh* and followed by abbreviation *lol* which show an understanding what previous comment. The user also gives multiple consonant *h* because she wants to express long sound effects of word *ohhh*.

4.1.2.4 Emoticons

As explanation before, emoticons are constructed by combining punctuation marks on the computer keyboard to represent emotions or the feeling of internet users. This feature enables the readers to catch and interpret the feeling of internet users though the facial expression that is displayed in emoticons. The writer found emoticons is the fourth feature used by female online shop which appears 14 times or about 2.5 % of the total word taken. For example is:

Figure 4.10 example of emoticons used by female

Based on the example above, the user uses emoticon to express her feelings. The first emoticon is combination between colon and letter *p* and for the second example emoticon is combination between colon and parenthesis.

4.1.2.5 Capital Letters

The most prominent number of capital letters is dominated by all caps format or belongs to abbreviation or acronym which appears 13 times and represents 6.28 %, while capital letters that do not belong to all caps format appear 4times. For example:

Figure 4.11 example capital letters used by female

Based on figure 4.10, it can be seen that user *k-_a_y_f_r_o_g_* caps all letter for emphasis her feeling. In this example the user uses three features of internet language; they are capital letters, eccentric spelling and multiple punctuation, multiple exclamation marks. The user uses them because she is very like panda.

4.1.2.6 Eccentric Spelling

Fais & Ogura (2001, in Danet & Herring, 2007, p. 214) stated that nonstandard spelling is elongating a sound by repeating a letter several times. This feature appears 13 times or about 6.28 % of the total data taken from data. The data shows that the female online shop in Instagram more extended vowel than consonants, which it appears 8 times, while consonant only appears 5 times. The extensions of vowels are highest that consonant because the vowel makes very little obstruction, while a plosive consonant makes a total obstruction (Roach, 2009, p. 53). Therefore, the repetition of vowel is easier to be
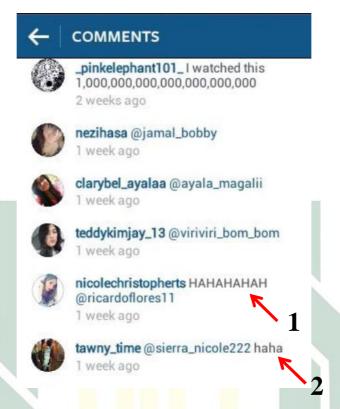
pronounced than consonant in the oral language. In the use of eccentric spelling, the users extend both vowel and consonant, which the vowel repetition occurs once while consonant in female comments repetition occurs 5 times. For example of eccentric spelling can be seen on the figure 4.10. From the example, the user, emphasizes her interested for panda because she is very like this animal.

4.1.2.7 Written-out Laughter

The category of written-out laughter can be extended to include other vocalization and non-linguistic sound/noise such as music (Nishimura, 2003, p. 17). Based on the result, written-out laughter appears 8 times or about 3.86 % of the total words taken from data. There are some variations of written-out laughter employed by female online shop Instagram in giving comment.

The three most commonly used are *hahaha*which appear 5 times,*jajajaja* appears twice, and other sound of laughter which only appears once, such as *xixixi, jahahahaha, hihihi,* and any more. The examples are discussed below:

Figure 4.12 example of eccentric spelling used by female

Based from the figure 4.11, there are two example of written-out laughter. They are *HAHAHAHAH* and *haha*. The first example uses two featyres of internet language features, they are written-out laughter and capital letters. It shows that the first example give more emphasis on her comment than the secon example. The user uses *hahaha* because he thought what he said was funny and expressiveness. Those kinds of features such as *haha* can be considered as sign of expressiveness.

4.1.3 Comparison internet language features by male and female

In this part the writer compares the internet language features used by male and those used by female online shop in Instagram. From

the results in table 4.1 and 4.2, it can be seen that both male and female use most varieties of the internet language features. The data shows that female use a great number of internet language features than male. The use of internet language features is to supply the absence 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, p. 28).

The writer found a great number of abbreviations in male and female comments. This feature is the highest feature used by male and female users. The abbreviations which belong to acronyms are the most frequently used by male users. Furthermore, the female users tend to use the abbreviations that are considered as the result of *it's, I'm, that's, donn't, haven't,* and so on. In addition, the writer also found some abbreviations that usually found in CMC, such as *LOL.* The motivation of Internet users to use a lot of abbreviations in chat room in order to they can type as quickly as possible (Downing, 2009, p. 88). Thus, both male and female users use abbreviation feature to save their time in typing a message.

The use of capital letters in internet more enables to attract the attention of the readers than lower case. The writer found both male and female most common use capital letters that are considered as all caps format or belong to abbreviations or acronym, such as DM and LOL. Although, they often use all caps format but the writer also found the

capitalization that do not belongs to all caps format. Based on the data, male and female tend to use capitalization to emphasize the certain words. Shea (1994, in Danet, 2001, p62) said that the use of all caps may be used in moderation for emphasis. Yet, the writer also found female use capital letters that are considered as a shouting.

Based on the findings, the feature of music/noise not only appears in female comments but also in male comments. The types of music/noise used by male and female are quite similar, such as *hmmmm, yummy, yum,* etc, which is considered as the transcription of emotional noise and to filled pause (Crystal, 2006, p. 170). These sounds are placed not only in the beginning but also in the middle and the end of a sentence. Yet, the writer also found both male and female use music/noise to show the expressiveness. The insertion of icons such as musical notes is for expressive purpose (Danet & Herring, 2007, p. 14).

In multiple punctuations feature, multiple periods are most commonly used by male and female to express pause. In male comments, the use of multiple commas is in the second highest number which appears 110 times, and followed by multiple question marks. It means that male tend to express the pause before they continue in the next word consider are the top two of multiple punctuations in male comments. Meanwhile, in female comments multiple question mark is the second highest number which appear 13 times. It shows that female online users tend to be curious about the topics. In addition, the writer found both

male and female are placed those multiple punctuation not only at the end, but also in the middle of a sentence. Based on the explanations, it can be seen that male users are often use delay response than female considers they tend to express pause in their comments. Coates (2004) states that in mix-sex conversation, men tend to use delay minimal responses often to signal a lack of interest in what the current speaker is saying.

In the finding, the number of frequency of eccentric spelling in male and female comments is not too different. In this case, male and female extend both vowel and consonant. The writer found male users more extend the consonant than the vowel, while female users tend to repeat the vowel rather than consonant. Male users are bravely to extend two until seven vowels, while the extension of consonant is two until fifteen consonant. On the contrary, female users can repeat the vowel until fifteen times, while the extension of consonant is two until six consonant. Thus it can be concluded that there is the difference between male and female users in extends the vowel and consonant.

The feature of written-out laughter has variability both in male and female comments. Generally, the laughter commonly used by the internet users is *hehehe* or *hahaha,* but in the male and female comments there are a lot of model of laughter, such as *wakakaka*, *hohhohohohohoo,xixixi, hihihi,* etc. in this case, the writer found there is the difference between male and female users in using the written-out

laughter. In male comments, the highest number of laughter is *hehehe*, while in female comments the laughter *hahaha* is the frequently use. Therefore, it can be said that both male and female users want to be expressiveness by using the laughter. Colowick (2007) said that those kinds of laughter can be considered as sign of expressiveness.

In the recent years, the use of emoticons is not only can be found in online communication but also in text messaging. Emoticons are the second highest feature use by male and female users. In the finding, male users use more emoticons than female users. Surprisingly, the writer also found the types of emoticon use by male users is also more varied compare to those used by female users. This result is different with the statement of Crystal (2006, p. 173) who said that women used more smiley than men. In this case, there are 11 types of emoticon found in male comments, while in female comments there are only 14 type of emoticon. Coates (2004) said that women tend to speak less and only hear a language of connection and intimacy in mix-sex communication. However, there is the similarity between male and female users in using emoticon in which they tend to use laugh emoticons. Emoticons are designed to show an emotional facial expression and this feature is prevalent in CMC (Crystal, 2006, p. 39). Based on the finding the writer found the other types of emoticon in Instagram. Thus, it confirms that female users are more expressive than male users.

In sum, the internet language features found in male and female comments shows a great variation. The descriptive analysis revealed that male users use more internet language features than female users when they were giving comments. As shown in table 4.1 and 4.2, there are significant differences in the total number of frequency in using the internet language features between male and female users, which can be conclude that female users are more expressive in filled the absence of non-verbal cues and tends to be playfulness which language in online communication rather than male users. Danet and Herring (2007, p. 225) stated that new orthography feature is the new forms of expressivity. Thus, the written communication on the internet delivers the new language to people, where the emergence of internet features make the language more varied and can make the conversation as in offline setting or face to face communication.

4.2 Discussion

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 weakness of this researsch, the writer just research the photo-sharing only, not video sharing because this account of @*fittea* seldom post the video-sharing.

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.

The study tells about the internet language features used by male and female online shop in instagram. By reading this study, the writer connects with nearly issues about deception in online shop. Ancient timeswhenpeople needa/stufftheyhave toexchange it for goods (barter) continues to growby usingthe money tobuythe goods.Nowwith the passage oftime marching and science in creasing ly sophisticated technology then know my purchase online manner and forward any form of buying and selling model, according to

Islamic halal permissible and for fulfilling the rules that have been set in the Islamic shari'ah.

Buying and selling according to language means to exchange some thing with something, while according syar'i means to exchange property with the property in certain ways. In Al-qurʾan, Allah says:

275. but Allah hath Permitted trade and forbidden usury.

This verse will preach the truth of what we say in this matter, name ly that Allah for bids all things that have meaningusury. Just the samekindof valueusuryactivities, eat it, take it, orprovide(to others). Asthis issuehas been clear statement of the various news that comes from the Prophet Muhammad.