THE INTERNET LANGUAGE FEATURES USED BY MALE AND FEMALE IN WRITTEN COMMENTS ON ED-SHEERAN'S *SHAPE OF YOU* MUSIC VIDEO ON YOUTUBE

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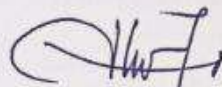
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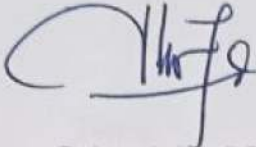
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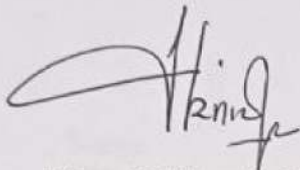
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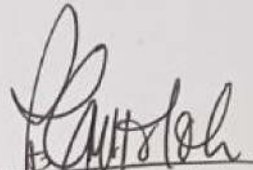NIP. 198905282018011002

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ABSTRACT

This research focuses on analyzing internet language features used by male and female when they are giving comments on Ed Sheeran Shape of You music video. In the analysis, the researcher used the Danet's (2001) internet language features theory. In this study, the researcher answered several research questions: (1) what are the internet language features used by male internet users and female internet user as reflected in their written comments on Ed Sheeran's Shape of You on YouTube?, (2) how are the internet language features used by male internet users compared to female internet users as reflected in their written comments on Ed Sheeran's Shape of You on YouTube?.

This study used qualitative descriptive approach in the data collection and data analysis procedure. Descriptive study in textual analysis was applied to describe the data or language used by male or female internet users. The data were collected from the top comment on Ed Sheeran Shape of You music video. The analysis was continued to identifying the internet language features that used by male and female internet users.

The results of this study indicate that both male and female use all the internet language features, there are multiple punctuation, eccentric spelling, capital letters, asterisks for emphasize, written-out laughter, music/noise, description of action, emoji, abbreviations, rebus writing, emoticons, and all lower case. However, there is a dominant of internet language features that used between male and female. The highest features that used by male and female is emoji, but in difference number. For the lowest features in male is asterisks of emphasize and rebus writing but on female the lowest feature only for rebus writing. In this study, the male and female internet users show how they are giving comments and communicating with others on internet.

ABSTRAK

Firdhayanti, Anita Eka. 2021. *Penggunaan Fitur Bahasa Internet pada Pria dan Wanita saat Memberi Komentar di "Video Musik Ed-Sheeran Shape of You" di YouTube.* Sastra Inggris. UIN Sunan Ampel Surabaya.
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Penelitian ini berfokus pada menganalisis fitur bahasa internet yang digunakan oleh pria dan wanita ketika mereka memberikan komentar pada video musik Ed Sheeran Shape of You. Dalam analisisnya, peneliti menggunakan teori fitur bahasa internet Danet (2001). Dalam penelitian ini, peneliti menjawab beberapa pertanyaan penelitian: (1) apa saja fitur bahasa internet yang digunakan oleh pengguna internet pria dan wanita yang tercermin dalam komentar tertulis mereka pada Shape of You karya Ed Sheeran di YouTube?, (2) Bagaimana fitur bahasa internet yang digunakan oleh pengguna internet pria dibandingkan dengan pengguna internet wanita sebagaimana tercermin dalam komentar tertulis mereka pada Shape of You karya Ed Sheeran di YouTube?.

Penelitian ini menggunakan pendekatan deskriptif kualitatif dalam prosedur pengumpulan dan analisis data. Studi deskriptif dalam analisis tekstual diterapkan untuk mendeskripsikan data atau bahasa yang digunakan oleh pengguna internet pria atau wanita. Data dikumpulkan dari komentar teratas pada video musik Ed Sheeran Shape of You. Analisis dilanjutkan dengan mengidentifikasi fitur bahasa internet yang digunakan oleh pengguna internet pria dan wanita.

Hasil penelitian ini menunjukkan bahwa baik pria maupun wanita menggunakan semua fitur bahasa internet, ada tanda baca ganda, ejaan eksentrik, huruf kapital, tanda bintang untuk penekanan, tawa tertulis, musik/suara, deskripsi tindakan, emoji, singkatan, tulisan rebus, emoticon, dan semua huruf kecil. Namun, terdapat fitur bahasa internet yang dominan digunakan antara laki-laki dan perempuan. Fitur tertinggi yang digunakan oleh pria dan wanita adalah emoji, namun dalam jumlah yang berbeda. Untuk ciri-ciri terendah pada laki-laki adalah tanda bintang pada tulisan tekan dan rebus sedangkan pada perempuan ciri terendah hanya untuk tulisan rebus. Dalam penelitian ini, pengguna internet pria dan wanita menunjukkan bagaimana mereka memberikan komentar dan berkomunikasi dengan orang lain di internet.

TABLE OF CONTENTS

xi

LIST OF TABLE

UIN SUNAN AMPEL
S U R A B A Y A

LIST OF FIGURES

UIN SUNAN AMPEL
S U R A B A Y A

xiv

CHAPTER I

INTRODUCTION

In this part, the writer explained the background of the study, problem of the study, significance of the study, scope and limitation, of the study and the definition of the key terms.

1.1 Background of the Study

Today, social media is playing an increasingly important role in people's lives. People spend a lot of time online and they view social media as an important source of information about issues of public concern. Dewing (2010) defines social media as various internet and mobile-based services that enable users to participate in online exchanges, share user-generated content, or join online communities. Social media makes everyone easy to communicate, share news, or even call other families in other countries at a lower cost. Some of the popular social media are Facebook, Twitter, Line, WhatsApp, Instagram, Twitter, and YouTube.

YouTube is one of the mainstream social media that provides various kinds of videos made by YouTube users themselves. YouTube, as one of the mainstream social media, allows users to share their videos online, create their channels and create a virtual community united by common interests. YouTube is so easy to use and also available on the mobile app. YouTube is one of the most popular social media today. YouTube managed to capture 170 million users or 93.8 percent of the total population of 181.9 million internet users aged 16-64 years. Hootsuite and we are social media (2021) reported that in February 2021 internet users aged 16-24 years spent watching

1

online videos on YouTube for approximately 5-6 hours. It means, most of their time is spent for playing YouTube.

Many people use YouTube as a place to work especially for young people. Young people use YouTube as a place to work by making videos whether it's funny, romantic or other videos. People who use YouTube as their workplace are usually called YouTubers. Therefore, not a few people become famous just by uploading their videos on YouTube. YouTube can also be a place for breadwinners where videos uploaded to reach a large audience will become royalties for the uploader. There are some YouTube users who are very famous and have millions of subscribers, such as Atta Halilintar, Ria Ricis, Raditya Dika, and many other YouTubers who use this device as one of their jobs.

YouTube is closely related to loyal fans or loyal viewers of each channel. They are usually called subscriber or netizens. YouTube also has a comment column where each subscribers or netizen can put or give their comments and expressions to the video uploaded by the owner of the channel. The comments left by them usually can also be input for channel owners. But sometimes they do not know that comments they write and use have a meaning. This type of language widely used on internet is differentiated from daily language features, especially the standard written language. Therefore, it is commonly named as internet language features. Internet language features is a certain style in the aspect of written language that used on internet. Crystal (2006) defines internet language features as the features that are used to provide the absence of non-verbal signs in online setting to make the meaning of context clear due to the lack of visual contact. The internet language features can also be used as a sign language or a

substitute for circumstances, such as using emoticons or adding a few letters and also giving multiple punctuation at the end of the sentence. There are several sections in internet language features. Danet (2001) proposed ten features of digital writing, such as multiple punctuation, eccentric spelling, capital letters, asterisk for emphasis, written out laughter, music/noise, description of action, emoticon, abbreviations, and rebus writing.

Studies on internet language features has received much attention over the last decade. Badriah (2015) on her thesis which examined the internet language features used by male and female online shopper on Instagram found that male and female shopper used various language features, such as abbreviation, multiple punctuation, music/noise, emoticons, capital letters, eccentric spelling and written-out laughter. The findings of the study suggest that 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 user when they were giving comments.

Another study that focused on language features on social media was also conducted by Widyaning in 2015. Using a qualitative method and using his digital writing feature Danet (2001), he found that the number of internet language features found in male and female shows was different quite significantly. Although male commenters post longer comments than women, female commenters are more playful with the language they produce in comments compared to male commenters or in other words female commenters are more expressive in giving comments than male commenters.

Whereas, the previous study which still related with this research is the research conducted by Harsono (2013) entitled *An Analysis of Internet Language Features Used by Male and Female Kaskukers in www.kaskus.co.id*. The research used data from the comments of internet blog. The results of his research show that women are more dominant in giving comments. While women use abbreviations more often in their internet language features, men use asterisks to emphasize messages. These results indicate that women are always more active in writing on social media than men. Also, women are more likely to use slang abbreviations to communicate.

There was a study which analyzes the internet language features and dictions. Avrilla (2014) investigated *The Internet Language Features and Dictions of Male and Female Commenters on Music Videos from Airlangga University*. Avrilla investigated the typical Internet language features and dictions used by different YouTube users with two videos that contain body explorations. The study focuses on investigating how male and female give comment through the videos. The results indicated that males and females have different Internet language features. In that's research males in both videos used Multiple Punctuation to express pauses, while females in both videos mostly used Emoticons to express their feeling. Males are used taboo term when giving comments. It can be concluded that female is more expressive when giving comment than male.

The other research which also focused on internet language features is conducted by Rokhmah (2018) investigated the internet language features and dictions of the tweets of Anne Marie and Charlie Puth with a focus on analyzing the gender influence. The result of that research is, they have different dominant features used in their tweets.

Both Anne Marie and Charlie Puth have differences ways to used internet language features. Anne Marie is more expressive than Charlie Puth. From Anne Marie the highest feature is emoticon, whereas from Charlie Puth the higher feature is multiple punctuation. Both of them did not use two features toward their tweets, those are asterisks for emphasis and description of action.

Although numerous studies have been conducted on investigating language features of internet, most have been carried out referring to Danet's research conducted in 2001. While social media have enjoyed popularity since decades ago with the emergence of Facebook in 2004, Twitter in 2006, YouTube in 2005, and WhatsApp in 2009, further study on the development of internet language features is more significant than ever. This study aims to examine internet language features on social media, especially YouTube. Departing from Danet's (2001) internet language features, this study will anticipate more internet language features considering that Danet's internet language features developed twenty years ago are lack of relevance with todays development of language on internet.

In this study, the writer focused on analyze the typical internet language features used by male and female on MV Ed Sheeran-Shape of You on YouTube when they give comments in the videos. This thesis aims at finding the character of two different gender which are male and female related on their internet language features on comments. Edward Christopher Sheeran is an English singer, song writer, guitarist, record producer, and actor. Shape of You is one of the many songs that have been made by him. The song that has been watched 4.1 billion times, 19 million likes and reached 849 thousand comments. Because of this many comments of MV Ed Sheeran-Shape of You,

the writer wants to examine this research of internet language features. According to Crystal (2006) Internet Language features used to provide the absences of non-verbal signs in online setting to make the meaning of a context clear due to the lack of visual contact. Danet (2001) proposed some features of digital writing in which they function to counter balance the nature of the medium as attenuated 'speech' and to help deliver the messages as fast as possible, since we cannot type as fast as we speak. The common of digital writing have ten features, they are: multiple punctuation, eccentric spelling, capital letters, asterisk for emphasis, written out laughter, music/noise, description of action, emoticon, abbreviations, and rebus writing.

This research focuses on the comments of netizen that have different ways to communicate. Female speakers are less responding than males are when they are in a similar group discussion (Herring. 1993). Meanwhile, when female communicate in online media, they are more active to responses than male.

1.2 Problem of the Study

1. What are the internet language features used by male and female internet users as reflected in their written comments on Ed Sheeran's *Shape of You* on YouTube?

2. How are the internet language features used by male compared to female internet users as reflected in their written comments on Ed Sheeran's *Shape of You* on YouTube?

1.3 Significance of the Study

Theoretically, the study contributes to the study of language and gender and its interplay on internet language features. The rapid development of communication on internet has much or less facilitated the development of language. The study is about to

anticipate current language development on internet and find any additional features to the existing internet language features. In this study, the researcher showed how male and female, especially in the Ed Sheeran-Shape of You MV, left their comments in the comment column of the YouTube channel. With this study, the authors hope that the findings in this study help us to know how male and female express their thoughts or feelings through comments on Ed Sheeran-Shape of You MV on YouTube. Practically, the study can be used as a reference for further research on internet language features. The result of this study is also expected to make people more aware of their language when using social media.

1.4 Scope and Limitation of the Study

This study focused on language features used in YouTube of MV Ed Sheeran-Shape of You. The writer chooses MV Ed Sheeran-Shape of You because there is so many people watch this video. This video has been watched 4.1 billion times by YouTube users. Whereas, the comments have reached 894 thousand. In analyzing language features of digital writing (Danet, 2001) which consist of then features: multiple punctuation, eccentric spelling, capital letters, asterisks for emphasis, written-out laughter, music/noise, description of actions, emoticons, abbreviation, and rebus writing.

The theory used from Danet's theory. Those features are used to analyze the type of internet language features used by male and female in MV Ed Sheeran-Shape of You. The writer focuses on the comments of netizen in this Music video that reach 894 thousand comments. From the many comments in music video, the writer wants to analyze the style of women and men comments.

1.5 Definition of the Key Terms

In this section, the writer gives definition related to support the title, to avoid misunderstanding and to provide the best way for the reader and other researcher knowing this study.

Internet language features are certain styles in the aspect of written language that used on internet, such as "aahhh!!!" with eccentric spelling and multiple punctuation.

MV Ed Sheeran-*Shape of You* is a Music video of Ed Sheeran which is uploaded on YouTube as entertainment for loyal listeners.

YouTube is one of the social media that provides various kinds of videos ranging from videos made by YouTube users themselves or watching movie.

CHAPTER II

REVIEW OF LITERATURE

This chapter presented several theories that related to the topic of this study. The writer explores the approach of this study such as language and gender, internet language, and internet language features.

2.1 Language and Gender

According to Shapiro (1981), gender refers to the social, cultural, psychological constructs that are imposed upon biological differences (sex) in which they vary from one language to another, one culture to another, in the way in which they order experience and action. The people would not have the idea on how to interact with others, or how to judge them and talk about them, unless they can attribute a gender to them (Eckert & Ginet, 2003). From the opinions of some proficient above, it can be concluded that gender is the construction of one's identity which is influenced by the society and its culture as a result of biological differences referring to male or female. In 1990, when language on the internet was first discussed by socio linguist, it was assumed that gender roles would be more equalized as the communication form was anonymous than traditional face-to-face communication (Baron, 2004).

The people believe that male and female behave, act, speak, write, and used the language in different ways. The people also beliefs that men are direct and forceful, while women tend to be more polite, more emotional, and gentler. According to Tannen (1992) the men use conversation and communication to show the dominance they are and to protect themselves from others and generally seem to view conversation as a contest, a struggle to preserve independence and avoid the failure, meanwhile, for

9

women, they are build the relationship for purpose of cooperation and collaboration. It can be concluded that women always try to established their relationship by emphasizing the similarities and matching experiences, and men tend to showed their independence and status to established their relationship with others. The language – gender relationship has been the interest for several decades to talk about. The different ways and styles of males and females' language in communicating each other has been investigated by raising into the questions that Lakoff (as cited in Eckert & Ginet, 2003) proposed: (1) that women and men talk differently and (2) that differences in women's and men's speech are the result of -- and support -- male dominance. Women tend to used greater minimal response to indicated support for the speaker, while men use delayed minimal response such us mhm and yeah to signal lack of understanding or lack of interest to the speaker (Coates, 2004). Based on those statement, it can be known that men and women have the differences in communication, they have their own styles, strategies, and purpose in using the language.

2.2 Internet Language

The Internet has emerged in the mid-1969, but only began to develop in the 1990s and began to grow rapidly after that. The Internet has allowed language to evolve with new communication media, different from traditional written and spoken forms (Crystal, 2005). According to Naughton (1999, in Crystal 2006), the internet is something extraordinary work that has been created and used by humans. People are starting to change little by little from their attitudes and habits about the old media. Initially entertainment came from radio or television, even for communication they had

to write letters and go to the post office. Now, through the internet they can reach a wider range of entertainment from around the world. It can be accessed by anyone, both young and old. According to Davis and Brewer (1997), traditional speech is defined as "time-bound, dynamic, transient"; is an interaction that occurs face to face directly in the present. Writing is often viewed as "space-bound, static, and permanent"; This kind of interaction occurs when the writer is away from the reader.

In addition, internet makes the communication faster and easier than before. Internet is a linguistic revolution Crystal stated (2006). It is because in the internet we can found any types of language uses, especially in written language. Crystal (2006) classified the types of written language in the internet into five types, the explanation will show bellow:

1. Graphic features: is the general types of written language. Illustrated with several factors like special typography, page layout, spacing, illustrations and color.

2. Orthographic (or graphological) features: the style of writing communication used by people. It is provided in several form those are; the alphabet, spelling, punctuation, capital letters, and the types of showing emphasis such as italics, boldface, and so on.

3. Grammatical features: the form of sentences like syntax and morphology. It is providing in several factors such as the special structure of sentence, word order, and also word alteration.

4. Lexical features: is the choice of vocabulary. Provides in the form of the collection of word and idioms.

5. Discourse features: is the structural or the organization of the text. The are some factors that included, such as coherence, paragraph structure, relevance, and last logical progression of ideas. On the other hand, it can be described as good as chronological of the text.

In this research, the writer only focused with orthographic (or graphological) features because its related with the aims of this study. It has the similar topic with this research that is talk about digital writing in internet language.

2.3 Internet Language Features

Basically, internet language features refer to the use of certain styles or forms in aspects of written language on the internet. Internet language features refer indirectly to orthographic (or graphological) features because they speak of form and style in aspects of written language. According to Crystal (2006), internet language features as a feature that is used to provide the absence of non-verbal signs in online settings to clarify the meaning of context due to lack of visual contact. Danet (2001) proposes several features of digital writing where they serve to compensate for the medium's nature as attenuated 'speech' and to help convey messages as quickly as possible, since we cannot type as fast as we speak. In this study, the author will use the language features proposed by Danet (2001) as the main theory in analyzing written language in the comments of male and female internet users. The explanation of each feature will be discussed further as follows:

Table 1. Type of Internet Language Features and the Example

No	Types of features	Example
1.	Multiple Punctuation	Ho it amazing!!!
2.	Eccentric spelling	Im very hapyyyy
3.	Capital letters	WOW, I FINALLY GOT A LIKE WHAT!!
4.	Asterisks for emphasis	I can officially say this song "never" gets old
5.	Written-out laughter	Good comment hihihi
6.	Music / noise	It's much easier to like hmm
7.	Description of action	"Love" it <3
8.	Emoji	Nice ☺
9.	Abbreviations	LOL (Laughing out loud)
10.	Rebus writing	CU for (see you)
11	Emoticons	I like it :)
12	All lower case	you are in his entire music video

The first is multiple punctuations. The use of multiple punctuations such as exclamation marks and questions marks are considered as punctuation of expressiveness. in other word, it can be called as emotive punctuation (Crystal, 2006). This kind of feature often emerges at the end of a sentence. For instance; "how are you???", "Hey, that's cool!!!" or it can be the combination of both punctuation "OMG!! Are you serious??!!!"

The second is eccentric spelling. According to Danet and Herring (2007), eccentric spelling or intentional reproduction of spoken language used is an expressivity resource. This feature exists by duplicating the letters to pronounce a playful spelling as if they are spoken. For example; "See you tomorroooowwwww", "I'm so happyyyyyyyy"

The third is capital letters the use of capital letters is to give emphasis to the words which enable to take the reader's attention. According to Danet and Herring (2007), the use of capital letters in online setting is to signify loud speech or shouting. For example: "FIGHTING!", "NEVER GIVE UP". The fourth is asterisks for Emphasis the asterisks symbol is used to emphasize a word or phrase to improve their speech-like quality (Danet, 2001). For example: "I *wish* she is right". The fifth is written-out laughter

this device is clearly to express a sound, especially the sound of laughter. For example: wkwkw, hahaha.

The sixth is music/noise. This feature is used to formulate the sounds effect such as mmm, argh, ah. One of the features that differ from formal written and spoken language is the attempt to depict the taste of speech and use typically spoken discourse markers to do so, like mmmm or ah (Fai sang Ogura, 2001 in Danet and Herring, 2007). The seventh is description of action. This feature is examined in terms of asterisks that enclose a verb; the verb spelled out between angle brackets and the initial letter alone of the verb in angle brackets (Nishimura, 2003 in Danet & Herring, 2007). For example: *smile*, <Smile>.

The eighth is emoticons. According to Crystal (2006), emoticon is a combination of keyboard characters designed to show an emotional face expression; they are typed in sequence on a single line, and placed after the final punctuation mark of a sentence. For example: :) , :(. The ninth is abbreviations the conventional way of reading by pronouncing the name of each letter (Mc Carthy, 2002). For example: LOL stands for "Laughing Out Loud", BRB stands for "Be Right Back", GWS which means "Get Well Soon".

For next, is rebus writing the use of letters or numbers to represent the phonetic sequence that constitutes its realization in spoken language (Anis, 2003 in Danet & Herring, 2007). Crystal (2006) stated that in this feature of online communication, the sound value of the letter or numeral acts as a syllable of a word. For example: CU for "see you", 2nite for "tonight.

Next feature is all lower case. All lower case itself, sometimes is all about the description of sentence that used by some of people to know how close they are or it can be prove there are something lazy to turn on the Caps lock. Because, using all lower case it can be describe how they are not effort to set the word as capitalize on the first word or on the something word. Someone who write the sentence with all lower case, itt indicates that they are lazy and not give respect to others (Mandel & Van Der Leun 1996, in Danet 2001). The last is, emoji. Emoji itself different with emoticons, Boothe and Wickstrom, (2017) stated that emoji make it easier for someone to use as the visual language. It can be known, that for now, who is do not know about the emoji, from parents to young people know how the emoji give different feelings to the texting on the internet.

CHAPTER III

RESEARCH METHODS

The researcher explained the general process in collecting and analyzing the data in this chapter. It consists of research design, data source, research instrument, data collection, and data analysis.

3.1 Research Design

In this study, the researcher investigated the internet language features used by male and female commenters on the Ed Sheeran-Shape of You MV on YouTube. Therefore, the researcher used a qualitative descriptive method in this study. According to Neuman (1991) qualitative research is organizing around the theory, collection, and analysis of qualitative data in the form of non-numeric data. Qualitative data comes from photos, written words, phrases, or symbols that describe or represent people or actions and events in social life (Neuman, 2012). This approach is suitable for this study because the authors identify the language features of the internet with data taken in the form of written words, phrases, and symbols, where the authors use their perceptions and understandings in interpreting the results.

3.2 Data and Data Sources

In accordance with the topic of this research, the data of this research are in the form of symbols, emoticons, and words. The words come from the comments of men and women in Ed-Sheeran's Music Video. The data is taken from Ed-Sheeran's official YouTube channel. On the official channel, Ed-Dheeran's music video has received millions of comments from various subscribers around the world. The account has 38

16

million subscribers in different parts of the world. The author collects words, phrases, and emoticons in the comments as data in this study. The author collects comments from netizens who are in the top comments of the account. The author chose the latest comments from netizens, because the latest data is still available. The frequency data found by the researchers were 520 comments. The author found 20 topics including 520 comments, 135 comments containing internet language features used by men, and 130 comments containing internet language features used by women.

3.3 Research Instrument

The instrument of this research is the writer herself. In this case, the writer collected, sorted, and analyzed the data by herself.

2.4 Data Collection

The writer uses YouTube application as the main source to collect the data and it will be done through four steps.

1. In the first step, the researcher chose the comments of netizens. There are 520 comments, and after collecting and differentiate in to the following requirements: (1) the comments are included from 10 internet language features. It can be emoticon, written-out laughter, etc. (2) the comments written in English, because there are so many comments that include from 10 internet language features but written in another language. The researcher finds 265 comments that qualified to be the data.

2. The second, the researcher divided which comments from male and female. Then it will be directly entered into the features in the internet language

features. When doing it, the researcher is helped by giving the color of each feature that has been given by the researcher.

3. Next, the researcher selected the data by only taking comments that meet the criteria according to Danet's (2001) digital language features.

nderworld U · 4 minggu yang lalu
What the aaaaaahhhhhhhhh!!!!!!!!

👍   👎

: · 1 bulan yang lalu
t do we do for despacito? 😂

👎

Tops BB · 4 minggu yang lalu
I choose I dont care😂

👍 3   👎

From the comment besides, there is eccentric spelling (aaaaaahhhhhhh) and multiple punctuation (!!!!!!!!)

From the comment 2 and 3 besides there is the type of emoji (😂)

3.3 Data Analysis

3.3.1   After collecting the data, several steps are taken in analyzing the data.

1. Identifying the features

   The first step of data analysis is the identification of internet language features. The researcher identified the data into the types of internet language features based on Danet (2001) they are multiple punctuation, eccentric spelling, capital letters, asterisks for emphasis, written-out laughter, music/noise, description of actions, emoticons, abbreviation, rebus writing. Then, from all the types the researcher will give the highlighted by using the different colors to make the process of coding become easier.

Table 2. Coloring the types of Internet Language Features

No	Types of Internet Language Features	Colors
1.	Multiple Punctuation	!!!!!!!!
2.	Eccentric Spelling	Aaaaaahhhhhhh
3.	Capital Letters	I LIKED
4.	Asterisks for emphasize	The "ummmm" is heart worming
5.	Written-out laughter	HAHAHA
6.	Music/Noise	Ummmmmm
7.	Description of Action	Like it ❤❤👍.
8.	Emoji	😂😂😂😂
9.	Abbreviations	Idc LOL
10.	Rebus Writing	Shape of u
11	Emoticons	I like it :)
12	All lower case	You are in his entire music video

Whereas, the example of identification of the features showed below:

Comment of Netizen in MV Shape of You

1. I choose Idc LOL 😊

2. Shape of u

3. Yes, I LIKED

4. What the aaaaaahhhhhhhhhh!!!!!!!!

5. Despacito is "THE ABSOLUTE NOTHING"

6. Like it ❤❤👍. If you come here to read comments 😂😂😂😂

7. Who else appreciates how on beat the punching is?! Omg i love it so much

8. Me too :)

9. Nooooooo :(

10. 2 years and i'm still watching this LMAO... 2019? 😂😂😂

11. I like it :)

12. You are in his entire music video

2. Classifying the features

The writer classifying each type of internet language features in two different tables. The first one for male, the second one for female. The writer classifying each type based on theory of common feature of digital writing by Danet (2001). The table of classification show below:

Table 3. The Example Table to Fill the Percentage

No	Internet Language features	Example	Amount	Percentage
1.	Multiple punctuation			
2.	Eccentric spelling			
3.	Capital letters			
4.	Asterisks for emphasize			
5.	Written-out laughter			
6.	Music/Noise			
7.	Description of action			
8.	Emoticons			
9.	Abbreviation			
10.	Rebus writing			
11.	Emoji			
12.	All lower case			
	Total		…	100%

In this case, the writer counted the frequency of all type of internet language features by herself. After that the writer discovered the total of number of features for each type of internet language features, the writer applied each total number of features into percentage to answer the second research question to know the dominant internet language features used by male and female when they commented on MV Ed Sheeran-Shape of You on YouTube. The percentage also help the researcher to know how much that features used by male and female subscribers or netizen when they give comment in channel

YouTube of Ed Sheeran Official. The writer counted the percentage by using the following formula:

Percentage of each type = (X/Y) x 100%

X= number found in each types of features in each comment.

Y= total number of features

3. Describing the data

After identifying and classifying the entire data. The writer analyzed the internet language features and explained the data one by one to figure out the answer of research question.

a. to answer question number one, the writer analyzed the internet language features used by male and female comments on MV Ed Sheeran-Shape of You on YouTube. Then, the writer gave an explanation about the result of each features between male and female comments.

b. to answer question number one, the writer used the percentage of the data to know the dominant of comment and how the internet language features that used by male and female when they gave comments on MV Ed Sheeran-Shape of You on YouTube.

4. Making conclusion

Some comments from netizens on the music video to express how impressed to express how they were with the Ed Sheeran song or to emphasize that the song made them feel touched. There were also some comments that led to the surprise of netizens at the views they got on the music video.

CHAPTER IV

FINDINGS AND DISCUSSION

In this chapter, the analysis of internet language features used by male and female when they giving some comment on YouTube and delivered in four parts. The first analysis, 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 about the dominant internet language features used by male and female comments, the fourth part of the result, which the writer compares the interned language features used by male and female. The classification was made in order to make this discussion could be more specific and systematic.

4.1 Findings

In the first part of findings, the writer will focuses on the types of internet language features by male. In the second part the writer focuses on the type of internet language features by female. In the last part, the writer focuses on compared the type of internet language features used by male and female by netizen which comment on "Music Video Ed Sheeran – Shape You" in YouTube.

4.1.1 Internet Language Features Used by Male Netizen

In the findings, the writer found 135 comments use internet language features used by male. The table below is the conclusion of internet language features used by male in "Music Video Ed Sheeran – Shape You" on YouTube.

22

Table 4.1 Type of Internet Language Features used by Male

Internet language features	Example	Amount	Percentage
Multiple Punctuation	• 5.3 billion views in 4 years??? Impressive!!! This is a masterpiece proved • OMG I've listened this song too many time!!! I'm addicted it	12	8.9%
Eccentric Spelling	• Yess • Lets goooooooo	17	12.6%
Capital Letters	• I am love with THE SHAPE OF THIS SONG, JUST PERFECT • LETS SE HOW MANY PEOPLES FROM DIFFERENT COUNTRIES ARE WATCHING TO THIS MASTERPIECE!! ME NON INDIAN • AWESOME COMMENTS, THANKS	21	15.6%
Asterisks for Emphasis	• The "ummmm" is heart worming	1	0.7%
Written-out Laughter	• The end was FIRE HAHAHA • Hehe see my name	11	8.3%
Music/noise	• Mmmhmmmm then 6B • Ummmmmm	3	2.2%
Description of Action	• He won't see it that long (>^w^<) • I said the same comment lol and you got 3.3k more likes than me (I got 2)	3	2.2%
Emoji	• definitely me!!! I literally watch youtube every single day 😂😂😂 • June 2021, let's see how many people are listening to this masterpiece ☺❤	25	18.5%
Abbreviation	• Lol ikr 😂😂 • Me lol • Omg ikr • Wtf • Stfu • Lmao • You'll	21	15.6%
Rebus Writing	• Mee 2	1	0.7%
Emoticon	• <3 • Me too :D	5	3.6%
All Lower Case	• you are in his entire music video • yes • perfect	15	11.1%
Total		135	100%

Based on the table 4.1 above, it can be concluded that the highest number of internet language features used by male is Emoticon which the feature appears 25 times and represent 21.7%, and the lowest number are Asterisks for emphasis and rebus writing which the features appear 1 time and represent 0.8% each taken from all the

data. The further discussion for each type of those features will be presented in the following below.

4.1.1.1 Multiple Punctuation

The first feature is multiple punctuation, the use of multiple punctuation such as exclamation marks and questions marks are considered as punctuation of expressiveness. In other word, it can be called as emotive punctuation (Crystal, 2006. P. 62). As we know in table 4.1 above, multiple punctuation feature appears 12 times in male comments and represent 10.4% of the total words taken. Based on the data, the writer found multiple exclamation marks is most commonly used by male when they comment which appears 8 times, multiple question mark appears 3 times and multiple periods appear at once. Usually, the users are often used the multiple punctuation at the end of sentence.
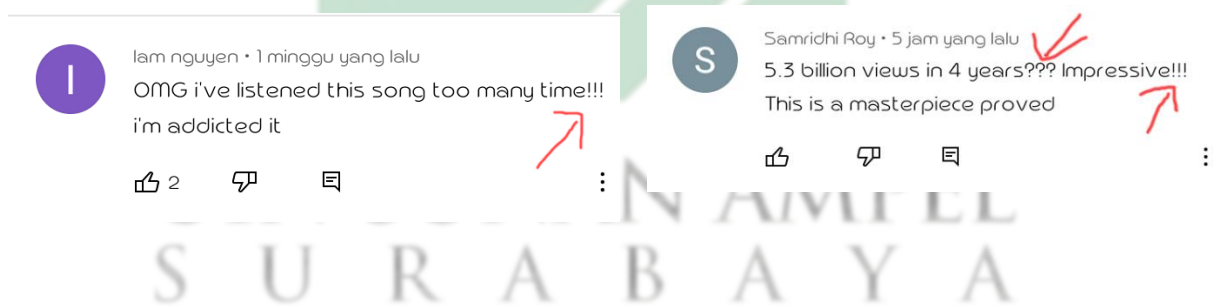
Datum 1

Figure 4.1 Multiple punctuation used by male

As we can see, the user **Iam nguyen** uses multiple exclamation in the last of sentence. The example above shows that the user applied three exclamation marks in the end of sentence, before he writes another sentence to emphasis his opinion. The user **Samridhi**

Roy uses multiple question marks and exclamation in his sentence. It can be expressed his question to the video.

4.1.1.2 Eccentric Spelling

Eccentric spelling as known double spelling or duplicate spelling who used by someone when they write something on social media. According to Nishimura (2003, p.15), eccentric spelling is an attempt to reproduce the actual articulation in this type of message is the main cause of this unconventional spelling. In this study, the writer found 17 comments that include of eccentric spelling which represent 14.8% of the total words taken from the data. Eccentric spelling is still the most frequently found feature in comments used by male. In the use of eccentric spelling, the users extend both of vowel and consonant, which the vowel repetition occurs 10 times, while consonant in male comments repetition occurs 7 times.
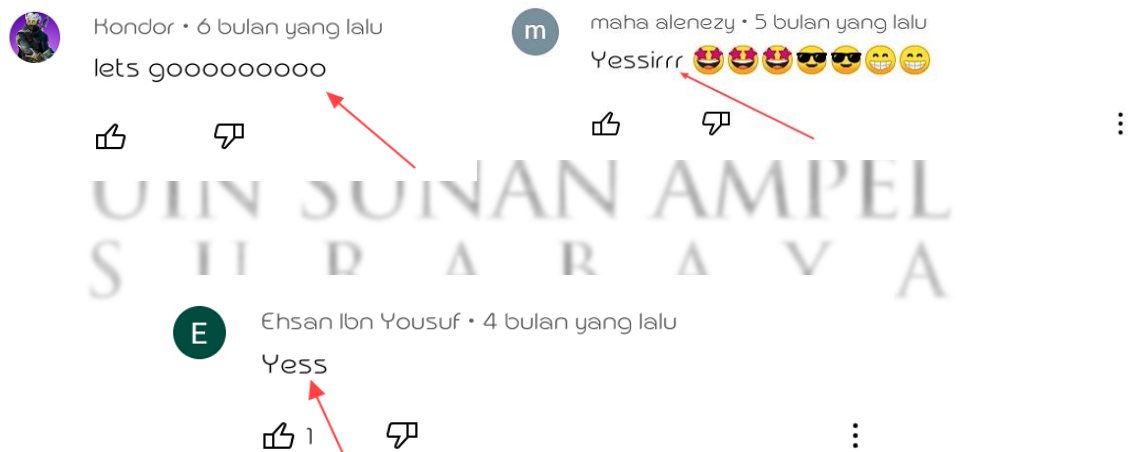
Datum 2

Figure 4.2 Eccentric Spelling used by Male

Based picture 4.2 above, it can be seen that the user write extends vowel *o* 9 times in the word *gooooooooo*. From the others picture it can be seen that the user write extends consonant *s* and *r* 2 times in the word yess and sirr.

4.1.1.3 Capital Letters

Capital letters is to give emphasis to the words which enable to take the reader attention or it can be to give the expression of the words. According to Danet (2001, p. 17), the use of all capital letters for emphasis are strategies to enhance reader and writer ability to experience the words as if they were spoken. According to the table data, the writer found this feature appears 21 times or about 18.04% from the total word taken of the data.

Datum 3

Fuckezar • 1 minggu yang lalu
I am love with THE SHAPE OF THIS SONG, JUST PERFECT.

👍 65   👎   💬 5

Andrew Jones • 2 minggu yang lalu
AWESOME COMMENTS 👌 THANKS ❤️

👍 1   👎

AaravGamingYT • 4 hari yang lalu
LETS SE HOW MANY PEOPLES FROM DIFFERENT COUNTRIES ARE WATCHING TO THIS MASTERPIECE!!
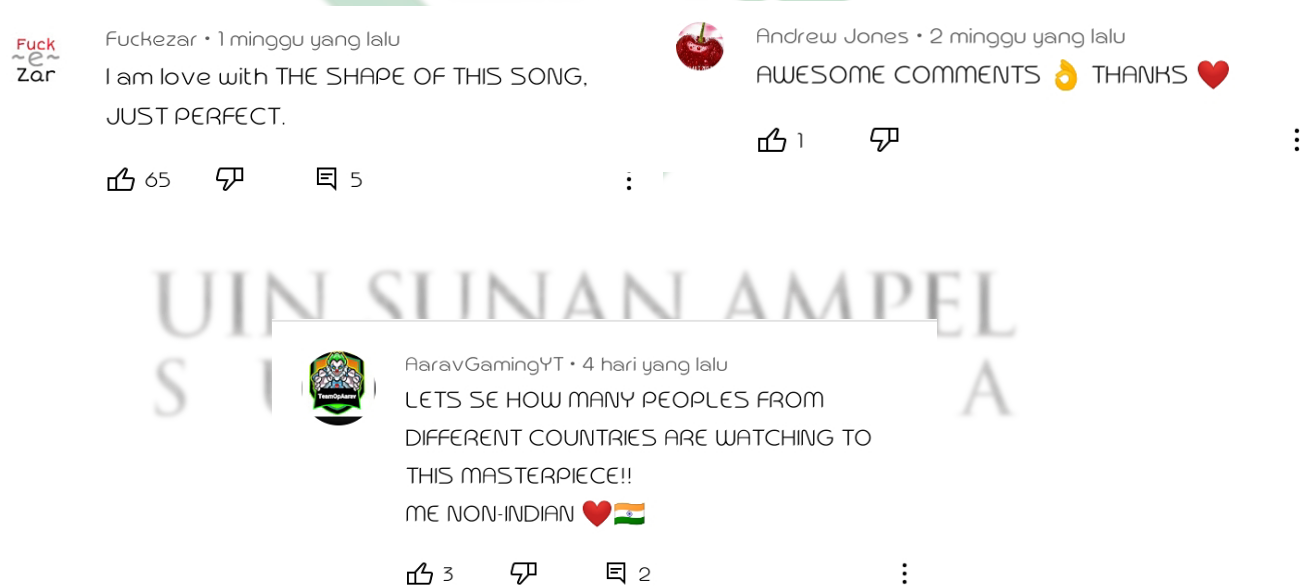ME NON-INDIAN ❤️🇮🇳

👍 3   👎   💬 2

Figure 4.3 Capital letters used by male

Based on the picture 4.3 above, it can be seen that the comments appear is in capital letter all over the sentence. It can be to give expression on word or on sentence they write. With the example of the first comment from **fuckezar**, he said "I am love with THE SHAPE OF THIS SONG, JUST PERFECT" the sentence seems to describe the user's feelings, that he feels excited when listening to the song. It can also attract other users who are also like the song to comment or give likes to the comments he has given.

4.1.1.4 Asterisks for emphasis

An asterisk for emphasis is used to emphasize a word or phrase to enhance the quality of the utterance (Danet, 2001). In this study, the authors found only one comment that appeared on this feature or about 0.8% of all data taken. This feature belongs to a very hard to find section of the comments that have been collected, both male and female. It could be that YouTube users are not too detailed to comment and definitely give more comments according to what they see in the music video.
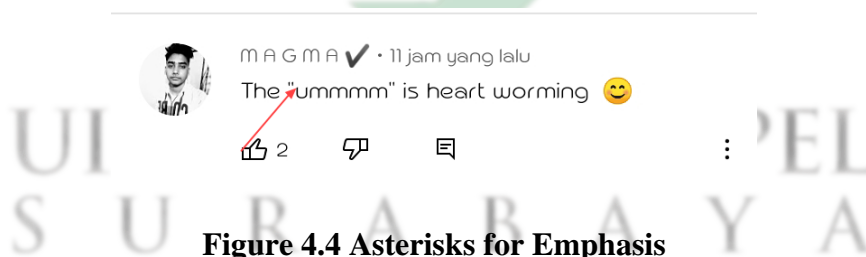
Datum 4

Figure 4.4 Asterisks for Emphasis

Based on the picture above, it can be seen that users **MAGMA** want to emphasize the word "ummmm" which he has marked above. He wanted to point out that there was a lyric in the song that warmed his heart. That's why a comment like this appears from the user.

4.1.1.5 Written-out Laughter

Written-out laughter is to express sound, especially laughter. The category of written laughter can be expanded to include other vocalizations and non-linguistic sounds/voices such as music (Nishimura, 2003, p. 17). Based on the results that the authors collected, written-out laughter appeared 11 times or about 9.5% of the total words taken from the data. There are some variations from users when they leave comments with this feature.

Datum 5

Figure 4.5 Written-out Laughter

Based on the example above the users **Plazma XII** and **Piyush** uses the written-out laughter feature with different sound. **Plazma XII** with *HAHAHAHA* and **Piyush** with *hehe* to show that they are laughing. Although laughing in a different way. The first user looks like a person who laughing out loud, while the second user is more into laughing awkwardly.

4.1.1.6 Music/ Noise

Music/ noise is features that formulate the sound effect such as mmm, argh, ah or etc. according to Crystal (2006, p. 12) music/noise is the language of chat groups which is defined as a formulaic sound effect (e.g. aieee, mmm, argh). Based on the data that writer collected, music/noise appears 3 times or about 2.6%. from the data that writer has been collected. The 3 comments are almost the same in writing.
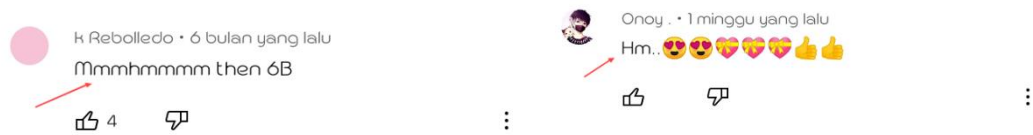
Datum 6

` **Figure 4.6 Music/noise used by male**

In the internet situations, there are several visual distinctiveness can be found, such as the transcription of emotional noises (e.g. hehehe, owowowo), filled pauses (e.g. um, er, erm), and comic-book style interjections (e.g. ugh, eungh, yikes, yipes (Crystal, 2006, p. 170). From the picture above, it can be seen that they use this feature with different word expressions. If the first user **k Rebolledo** he seems to be muttering when wrote "Mmmhmmmm" then proceed with the next word. But when we move to the second user **Onoy**, he wrote the word are like talking about his admiration for the song, because after the word "hm" followed by emoticons that support comments that he enjoys the song.

4.1.1.7 Description of Action

Descriptions of action are analyzed in terms of asterisks that include verbs; verbs are spelled between angle brackets and only the first letter of the verb in angle brackets (Nishimura, 2003 in Danet & Herring, 2007). Based on the data that the authors collected, the description of the actions used by men appeared 3 times or around 2.6%. The description of the action includes features that are a bit difficult to find in all the data that has been collected.
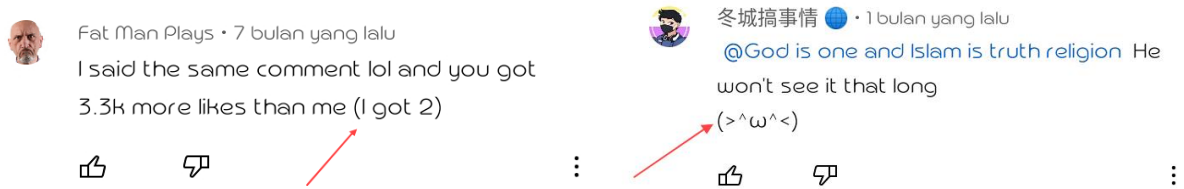
Datum 7

Figure 4.7 Description of action used by male

In the picture above, the commenters create an imaginary action using brackets. From the word (I got 2) and (>^w^<) that typed between bracket. Based on the findings above, the writer assumes that brackets also can be used to describe actions to five further information. The description of action provides information about non-verbal aspects of communication (Danet,2001).

4.1.1.8 Emoji

The highest features used by male commenters is emoji. It appeared 25 times or about 21.7%. Emoji that found by the writer in male Comments are various, either in the types of facial expression or random symbols. They were usually used various symbols to give the facial expression such as 😄 which refers that it was happy with for something, 😍 which refers loving feeling to their expression, 😭 which refers that they were crying, 😱 which refers that they were shocked, 😞 which refers to sadness, and 😘 which refers to kissing.

Beside the facial expression, they also used the random symbols. Based on Fais &Ogura (2001 in Danet & Herring, 2007) state that symbol is a part of visual language

with emotional ambiance to the view or conditions. The symbols used by male such as

❤❤ which refers to love, 👍 which refer that the like the comments.
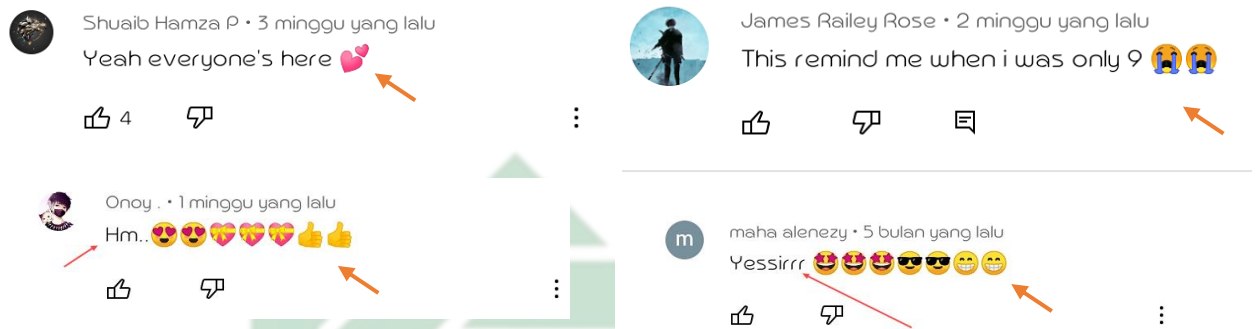
Datum 8

Figure 4.8 Emoticon used by male

From the picture above, we can see some example from emoji that used by male

commenters. Moreover, based on Crystal (2006), there are two types of emoticons, first

is positive attitude and second is negative attitude. Positive attitude like smile while

negative attitude like sad.

4.1.1.9 Abbreviation

Abbreviation appears in several types. First types are in the form of acronym.

Acronym is the way or process to compose a new word by uniting the initial character

of a phrase (Hong Mei, 2010). Second type is abbreviation in slang form. Based on the

data, the writer found that the most dominant is acronym form with total number 21

times, while the second type with slang form the writer do not found it. The

abbreviations that are used by male comments on YouTube appear 21 times and

represent 18.4% of the total words taken from data. Based on the data, the researcher

found the abbreviations which belong to acronyms that are usually used by internet

users, such us *LOL* which appear 11 times. LOL is directly borrowed from the English

acronym which is used as signal of happiness and conviviality (Danet & Herring, 2007).
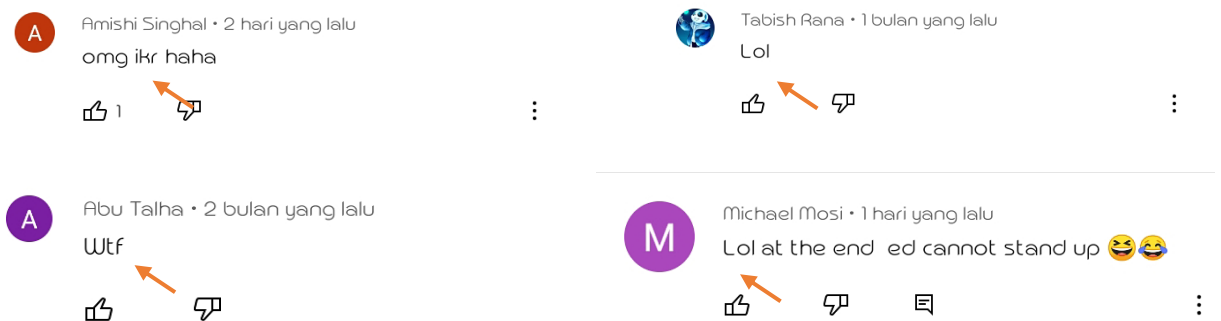
Datum 9

Figure 4.9 Abbreviation used by male

From the picture above, we can know some example about abbreviation used by male. The words *oh my god* is shortened into *omg*, *I know right* is shortened into *ikr, what the fuck* is shortened into *wtf*, *laugh out loud* is shortened into *LOL* which they typed a comments by omit some vowels or consonant in the selected word to save their time. Thus, the use of abbreviation is to saving time and typing effort, and to make the message more expressive (Anis, 2003, in Danet & Herring, 2007).

4.1.1.10   Rebus Writing

Based on the data in the table above, the frequency that found in male comments appear 1 time or 0.8%. According to Crystal (2006) rebus writing can be recognized with the sign of sound value of word, numeral acts as a syllable, and a combination of rebus or letter initial. In the other hand, all of the alliance of symbol, numeral, or other device of digital writing can be used to substitute word with have similar sound.

Datum 10

Figure 4.10 Rebus writing used by male

The example above display that the use of numeral can represent a word. The number 2 in that sentence used to substitute the word "too". Hence that sentence have meaning that "me too".

4.1.1.11 Emoticon

Emoticon is used by some of the male comments. It appears some times. They are used <3 emoticon that have meaning to love. Or used :D to make the meanings about laugh. It also used how they react to the comments, to express their feelings about that. However, this features not only to express their feelings, it also to give the gestures to express their comments.

Datum 11

Figure 4.11 Emoticon used by male

From the picture above, we can se that John and Danny used <3 and :D to express their feelings and expression. According to Crystal (2001) stated when someone used emoticons, it is the unique electronical language to express their feelings.

4.1.1.12   All Lower Case

There are some findings that, when someone did not use the capital letter as first word is the person with lazy personalities. But, it's not always like that. Sometimes, that kind of language is common between people who always to talk in their comfort sentence.
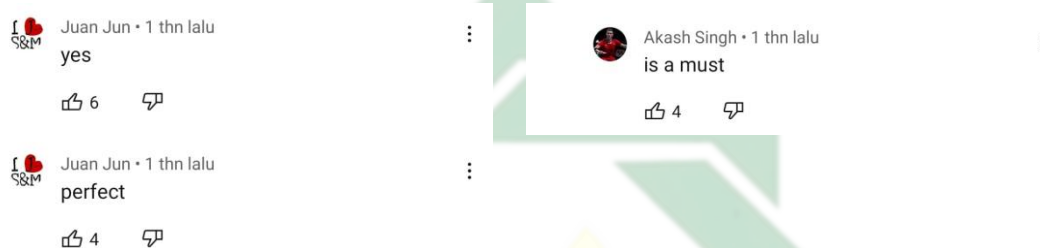
Datum 12

Figure 4.12 All Lower Case used by male

From that example we can know that sometimes, there are people that write use all lower case. And, on the example above, there is no name of person or the name of city that is usually write by capital letters on the first word.

1.2.2   Internet Language Features Used by Female

In the findings, the writer found 130 comments use internet language features used by female. The table below is the conclusion of internet language features used by female comments in "Music Video Ed Sheeran – Shape You" on YouTube.

Based on the table 4.2, it can be concluded that the highest number of internet language features used by female is emoticon which the feature appears 32 times and represent 26.7%, and the lowest number are asterisks for emphasis which the feature appear 1 time and represent 0.8% taken from all the data. The further discussion for each type of those feature will be presented in the following below.

Table 4.2 Type of Internet Language Features used by Female

Internet language features	Example	Amount	Percentage
Multiple punctuation	• BILLION?!?!?!?!?!?!? • Yes!!!! • How did you know!?	16	12.3%
Eccentric spelling	• Meeeeee • Yeeeeeeeessssss • Heeeeeeyyyy • Sameeeee	11	8.5%
Capital letters	• SAME • SAMEE IM VIBE IN TO THIS MUSIC • OK • LMFAOOO it did • BILLION?!?!?!?!??!	17	13.1%
Asterisks for Emphasis	• This song and "Clover Cage – Ride or Die" are the only two things	1	0.8%
Written-out laughter	• Hahaha • Ekekekek • hehehe	7	5.4%
Music/noise	• Hm • Hmmmm • Mmmm • hhhhhhh	7	5.4%
Description of action	• SAME (don't know your gender) • Jordan (Middle east) • Hungary (Magyarorzag) • Im so in 🖤 🖤 <lovey lovey>	4	3.1%
Emoji	• OK 😆 • Hmm ☺☺ 🖤 • Lol 😂😂😂😄 • Yeah 👍	32	24.6%
Abbreviation	• Ikr • Lol • Stfu • Idk • I've • Lmao • Lmfao	23	17.7%
Rebus Writing	• Good 4u • 1 day after u	2	1.4%
Emoticon	• Same <3 • Also for me :)	3	2.3
All Lower Case	• truly • imma be your first subscriber • also for me :)	7	5.4
Total		130	100%

4.1.2.1 Multiple Punctuation

The frequency of internet language features used by female is quite a lot. Based on the data in table 4.2 the frequency multiple punctuation that found is 16 times or about 12.3%. According to Nishimura (2003), multiple punctuation is a punctuation marks that come at the end of the sentence, such as periods, exclamation points, and question marks are multiply employed by the user of the internet. From the data that researcher found, female commenters used three various types of multiple punctuation, that are multiple exclamation marks, dot marks and question marks. The multiple exclamation mark appears 9 times, dot marks appear 2 times, and question mark appears 5 times.

Datum 13
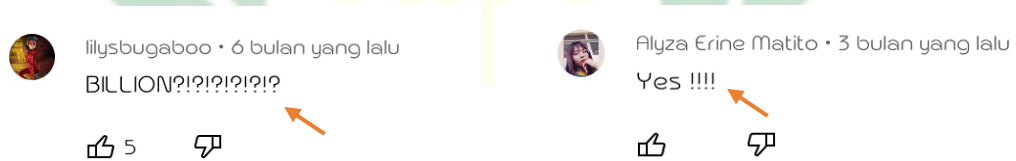
Figure 4.13 Multiple punctuation used by female

From the picture above, we can see that the commenters use exclamation mark and question mark in multiple ways. The use of these punctuation marks can be used as an expression of the commenters feelings about those who watch the music video. The first picture, she seemed to have no idea and asked if the music video really touched billions of viewers, and the second user like answered using multiple exclamations to show that yes, that's true with enthusiasm. As stated Danet (2001) say that exclamation mark is used to expressing surprise.

4.1.2.2 Eccentric Spelling

Fais and Ogura (2001, in Danet & Herring, 2007) stated that nonstandard spelling is elongating a sound by repeating a letter several times. Based on the data that users found, this feature appears 11 times or about 8.5%. The data shows that female commenters more extended vowel than consonant. The extensions of vowels are highest that consonant because the vowel makes very little obstruction, while plosive consonant makes a total obstruction (Roach, 2009). Therefore, the repetition of vowel is easier to be pronounced than consonant in the oral language. In the use of eccentric spelling, the commenters extend both vowel and consonant, which the vowel repetition appears 8 times and the consonant repetition appears 3 times.

Datum 14

Figure 4.14 Eccentric spelling used by female

From the picture above, we can see the example of eccentric spelling used by male. User **Katherine** used the vowel repetition *Meeeeeee* while user **Lesya Romanyshyn** the vowel repetition *Heeeeeeeey*. Both of the user, used the eccentric spelling to give the expression to the word they used.

4.1.2.3 Capital Letters

Based on the table 4.2 the frequency that found in female comments is 17 times or about 13.1%. Some of people used capital letters because it helps to inform the

message to be easier to understand for the readers and also to give emphasis the words or sentence that are important. From the data that researcher collect, some of capital letters used in one word or in full sentence.

Datum 15

Figure 4.15 Capital letter used by female

From the picture above, we can see that the user **Eva Winebrinner** used the capital letter in word *OK* it seems like she is so excited to say the word. For the user **Izabella Aragon** she used capital letter for all the sentence, it seems like when she wrote the comments, she is full of excited expression and to give the bold sentence to the other user or commenters, so all of the words used the capital letter.

4.1.2.4 Asterisks for emphasis

Based on the table 4.2 the frequency of asterisks for emphasis that found in female comments is 1 time or about 0.8%. This feature is the lowest feature that researcher found on female comment. This might happen because this feature is one feature that is rarely used by some commenters on the internet. Asterisks for Emphasis is the asterisks symbol used to emphasize a word or phrase to improve their speech-like quality (Danet, 2001).
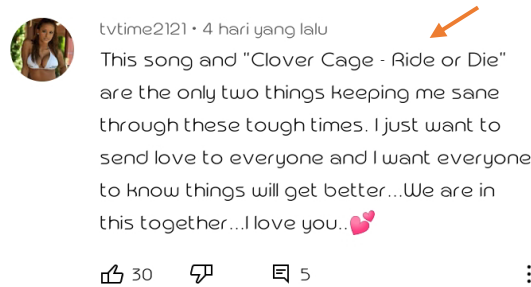
Datum 16

Figure 4.14 Asterisks for emphasis used by female

From the picture above the user **tvtime2121** used the asterisk for emphasis to give the concern of her sentences. She wrote *This song and "Clover Cage – Ride or Die" are the only two things keeping sane through these tough times……. I love you"* from the sentence above the word *"Clover Cage – Ride or Die"* is something that users want to emphasize to others. That there is a song called that which she listens to when facing these difficult situations.

4.1.2.5 Written-out laughter

Based on the result which writer collected, written-out laughter appears 7 times or about 5.4% of the total words that taken from the data. There are some variations that are used by commenters.
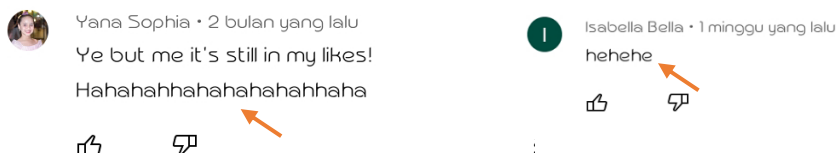
Datum 17

Figure 4.15 written-out laughter used by female

From the picture above, we can see that they use the different kind of written-out laughter. User **Yana Sophia** used word hahahhahahhhhaha to represent that she is laughing so hard while user **Isabella Bella** used word hehehe, it can be meant that the awkward laugh to represent the awkward expression of the commenters.

4.1.2.6 Music/noise

Similar with male comments, female comments there are also used music/noise when they give the comments. Based on the data in table 4.2 the frequency that found in female comments is 7 times or about 5.4%.

Datum 18
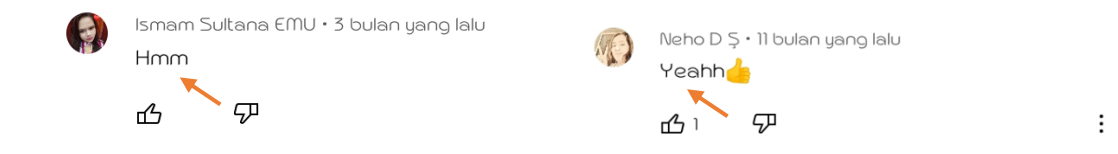
Figure 4.16 music/noise used by female

In the first picture, the user **Ismam Sultana EMU** used *Hmm* to give the expression to the comment before her. And then, the second example of music/noise user **Neho D$** show *Yeahh* that indicates that she gives the agreement for the comment before her.

4.1.2.7 Description of action

According to the data that researcher found, description of action appears 4 times or about 3.1%. This feature is examined in terms of asterisks that enclose a verb; the verb spelled out between angle brackets and the initial letter alone of the verb in angle brackets (Nishimura, 2003 in Danet & Herring, 2007).

Datum 19
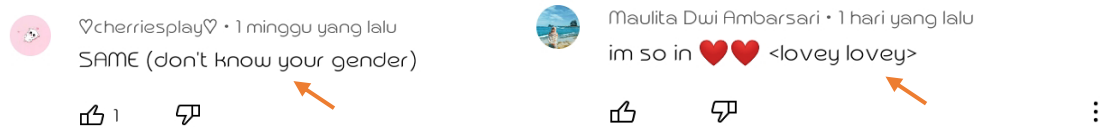
Figure 4.17 description of action used by female

For the example above we can see that the first user and the second user, used the different action. For the first user **cherriesplay** wrote *SAME (don't know your gender)* the words in the brackets are like giving an action that the user doesn't know the commenter before her is male or female. But the second user **Maulita Dwi Ambarsari** wrote *im so in* ❤️ ❤️ *<lovey lovey>* the word in bracket is lke giving her expression when hear the music video of Ed-Sheeran.

4.1.2.8 Emoji

Emoji is the highest features used by female in the comments. Based on the data in table 4.2 the frequency that found in female comments is 32 times, or about 24.5%. According to Crystal (2001, in Danet & Herring, 2007) stated that when someone used emoji it can be found the unique features of electronic languages that used to emotional expressive. Emoji that used by female users are not only facial expression of happy and sad but also shows the other symbols that represent of their feelings.

Datum 20

Figure 4.18 emoji used by female

From the datum above, we can see that they use the different emoji to give the expression of visual language when they are giving comment. The user **Enita chanel** she used facial expression and love sign 😣❤️ , the second user **Isha yadaf** she only used the facial expression of laugh 😄, the third user **Kanhaiya Jee** she used the facial expression of smile and the love sign ☺️❤️ ❤️ .

4.1.2.9 Abbreviation

Abbreviation is the second highest features used by female in giving comment. Based on the table 4.2 the frequency that found in female comments is 23 times or about 17.7%. There are the three different kinds of abbreviation. The first is by mentioning the first letter (McCarthy, 2002). Second is, in the form of acronym process (Nishimura, 2003). And the third is, in the form of slang form. According to the data of internet language features used by female, there are only two types of abbreviation that are acronym form and slang form.

Datum 21

Figure 4.19 Abbreviation used by female

From the datum above, we can see that they used the acronym in abbreviation. The user **Melissa Briggs** wrote *Literally everyone lol* the word *lol* is an abbreviation of *laugh out*

loud. The second user **Grace** wrote *LMFAO it did* the word *LMFAO* is an abbreviation of *laughing my fuck ass off.*

4.1.2.10 Rebus Writing

According to Nishimura (2003), the existence of rebus writing usually followed by symbol of letter that have similar sound of the word. Based on the table 4.2 the frequency of rebus writing used by female appears 2 times or about 1.4%. The types of rebus writing are in the symbol, number, or letter.

Datum 22
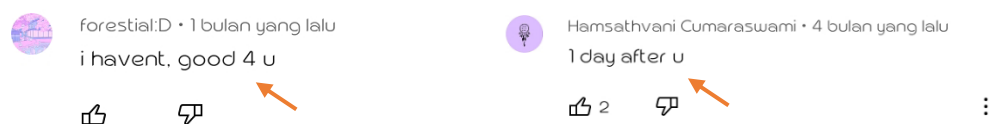
Figure 4.20 Rebus writing used by female

From the picture above, we can see they use almost same types of rebus writing. The first user **forestial D** wrote *I haven't, good 4 u* in the sentence, there are letters and numbers that represent rebus writing. Number *4* to replace the word for, the letter *u* to replace the word you. The second user **Hamsathvani Cumaraswami** wrote *1 day after u* in the sentence, there are letters and numbers that represent rebus writing. Number *1* to replace the word one, the letter *u* to replace the word you. The form of rebus writing is does not exist in the dictionary because it is a form of non-standard language.

4.1.2.11 Emoticon

Emoticon is used by some of the male comments. It appears some times. They are used <3 emoticon that have meaning to love. Or used :D to make the meanings

about laugh. It also used how they react to the comments, to express their feelings about that. However, this features not only to express their feelings, it also to give the gestures to express their comments.

Datum 23

Figure 4.20 example of emoticon used by female

From the example above, we can now that **Mya Mimi** used :) to express their expression and **Ani Kochalidze** used <3 to express their feelings. According to Crystal (2001) stated when someone used emoticons, it is the unique electronical language to express their feelings.

4.1.2.12 All Lower Case

The lower case appears 7 times that used by female, the percentage itself around 5.4%. All lower case itself, sometimes is all about the description of sentence that used by some of people to know how close they are or it can be prove there are something lazy to turn on the Caps lock. Because, using all lower case it can be describe how they are not effort to set the word as capitalize on the first word or on the something word. Someone who write the sentence with all lower case, it indicates that they are lazy and not give respect to others (Mandel & Van Der Leun 1996, in Danet 2001).
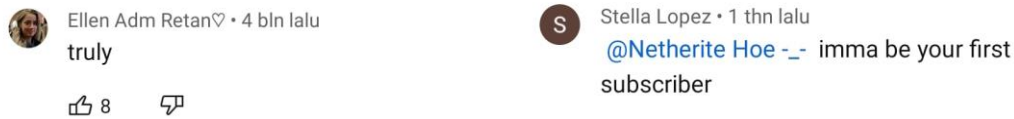
Datum 24

Figure 4.22 all lower case used by female

From the datum above, that should be the word of subject that must used the capital

letter as the first letter like Me and I am. But, **Mya Mimi** and **Stella Lopez** write them

using all lower case.

4.1.3 The Comparison of Internet Language Features used by Male and Female in writing comments of MV Ed Sheeran-Shape of You

In this part, the writer compared the dominant internet language features used by

male and female in writing comments of MV Ed Sheeran-Shape of You. In this case the

writer found some unique things. The table below will show you the frequency of data

that writer found on the total comments of male and female:

Table 4.3 compared the dominant features used by male and female

Internet language features used by male	Percentage	Internet language features used by female	Percentage
Emoji	18.5%	Emoji	24.6%
Abbreviation	15.6%	Abbreviation	17.7%
Capital letters	15.6%	Capital letters	13.1%
Eccentric spelling	12.6%	Multiple Punctuation	12.3%
All Lower Case	11.6%	Eccentric Spelling	8.5%
Multiple Punctuation	8.9%	All Lower Case	5.4%
Written-out Laughter	8.3%	Music/noise	5.4%

Emoticon	3.6	Written-out Laughter	5.4%
Description of action	2.2%	Description of action	3.1%
Music/noise	2.2%	Emoticon	2.3%
Asterisks for emphasis	0.7%	Rebus writing	1.4%
Rebus writing	0.7%	Asterisks for emphasis	0.8%
Total	**100%**		**100%**

From the table above the writer found several similarities between male and female comments. First, they have similar dominant features used on giving comments. The highest features used by male and female is Emoji. Male and female tend to use emoticons in their comments to show the feeling towards their comments. However, the comments from female scored higher than male. Based on the table, female get 24.6% while male get 18.5% from all the data that writer collects.

The second dominant features used by male and female is abbreviation in most of the data that writer collect, there is so much abbreviation used by them. But the difference in percentage is still very striking between male and female. This difference also confirm that women are active people when talking on social media. Based on table 4.3 above, we can see that female get 17.7% and male get 15.6%.

The differences about internet language features used by male and female is in the lowest features that the writer found. If in the male comments, the writer gets a few data at findings on two features, namely; asterisks for emphasis is around 0,8% and rebus writing around 0.7%. In this case, because, men will very rarely use features like this. They tend to used multiple punctuation to emphasis some words or sentences. That is also the reason why these two features get few results. Besides that, the lowest features

used by female is asterisks for emphasis, this feature is also only found one times or about 0.8% of all the data that has been collected. This might be happened because they prefer to use multiple punctuation or capital letters to emphasize the sentences or words they write.

4.2 Discussion

The relationship between the internet and language has long been of particular interest in sociolinguistic studies. Language has a human character. The Internet has unique language characteristics. (Crystal, 2001) states the internet language feature as a feature used to provide the absence of non-verbal cues in an online setting to clarify the meaning of context due to a lack of visual contact.

The internet language features presented by Danet (2001) theory states that there are ten features such as Multiple punctuation, eccentric spelling, capital letters, asterisks for emphasis, written-out laughter, music/noise, description of action, emoticons, abbreviation, and rebus writing. In this research the researcher also compares use internet language by male and female. Based on internet language use by male and female the researcher was found all features in this study.

The researcher focuses on internet language features comment on Music video Ed-Shareen "Shape of You". First the researcher used command containing male and female. And then, the researcher compares between internet language features used by male and female when they are comments on music video in YouTube.

In this study, the researcher has answered the first and second questions related to (i) what internet language features are used by male and female in writing comments on

Ed Sheeran-Shape of You music video. That, male and female used all internate language features, such as, multiple punctuation, eccentric spelling, capital letters, asterisks for emphasis, written-out laughter, music/noise, description of action, emoticons, abbreviation, and rebus writing, all lower case, emoji. But they have different result for the use of internet language features, and (ii) the comparison internet language features used by male and female in writing comments on Ed Sheeran-Shape of You music video. they have similar dominant features used on giving comments. The highest features used by male and female is Emoji. Male and female tend to use emoji in their comments to show the feeling towards their comments. However, the comments from female scored higher than male. Based on the table, female get 24.6% while male get 18.5% from all the data that writer collects. The researcher find that male and female is commonly used emoji to express their feelings. Based on Fais &Ogura (2001 in Danet & Herring, 2007) state that symbol is a part of visual language with emotional ambiance to the view or conditions. The symbols used by male such as ❤❤ which refers to love, 👍 which refer that the like the comments.

It can be takes a look on the result that emoji have a good result from all the features. This could also because they prefer to express themselves through emojis that have direct visuals rather than words to comment on the music video. Fabes & Martin (1991) explained that women are needed to express more emoticons more than man.

The second dominant features used by male and female is abbreviation in most of the data that writer collect, there is so much abbreviation used by them. But the difference in percentage is still very striking between male and female. This difference

also confirm that women are active people when talking on social media. Based on table 4.3 above, we can see that female get 17.7% and male get 15.6%.

The differences about internet language features used by male and female is in the lowest features that the writer found. If in the male comments, the writer gets a few data at findings on two features, namely; asterisks for emphasis is around 0,8% and rebus writing around 0.7%. The lowest features used by female is asterisks for emphasis, this feature is also only found one times or about 0.8% of all the data that has been collected.

The findings of this study seem to contradict the findings of Rokhmah (2018). Her study investigates the internet language features and diction of Anne Marie and Charlie Puth's tweets with a focus on analyzing gender influence. The result of this research is that both Anne Marie and Charlie Puth have different dominant features in their tweets. Anne Marie is more expressive than Charlie Puth. The most common features found in Anne Marie's tweets are emoticons, while from Charlie Puth, punctuation is a feature that dominates her tweets. In the second tweet, there is no feature of emphasis and description of the action.

Both of the male and female comments have differences ways to used internet language features. Female is more expressive than male. It can be seen from the table 4.1 by male and 4.2 by female. The total frequency found of internet language features used by female is 120, meanwhile in male comments is 115. There are some features that are in the lowest, in male asterisks of emphasis and rebus writing. Meanwhile in female, the lowest feature is only for rebus writing. The dominant internet language

features by male and female is emoticon, but in different data appears. Male 25 times, and female 32 times.

The current study has, for some extent, has contributed to the use of internet language features by male and female. From ten features that proposed by Danet (2010), researchers can find complete data from male and female. one thing that might happen, because this music video has been watched by more than 5 billion from various countries in the world. This makes the music video have various language data in the comments section. Not only in English, but also in the languages of other countries. It also makes some features that are a bit hard to find be findable.

From the discussion above, several topics may be necessary for further research, especially related to male and female internet language features, such as comparing data from other platform or other music video and more than one music video. However, several suggestions can be extracted or analyzed using the same object but with different discussion, such as comparative study on language and gender.

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CHAPTER V

CONCLUSION AND SUGGESTIONS

This chapter presented about the conclusion of the entire research and findings in this study. There are two part of this chapter. The first part present conclusion based on the whole research. The second part, the writer present suggestions to give a recommendation to the further research that examined with similar topic.

5.1 Conclusion

Based on findings and discussion of internet language features used by male and female in the previous chapter. Both of the male and female comments have similarities and differences ways to used internet language features. The researcher found all the features that proposed by Danet (2001). The internet language features that used by male are multiple punctuation (12), eccentric spelling (17), capital letters (21), asterisks for emphasis (1), written-out laughter (11), music/noise (3), description of action (3), emoji (25), abbreviation (21), rebus writing (1), emoticon (5), all lower case (15). The total frequency found of internet language features used by male comments is 135. Meanwhile the internet language features used by female are multiple punctuation (16), eccentric spelling (11), capital letter (17), asterisks for emphasis (1), written-out laughter (7), music/noise (7), description of action (4), emoji (32), abbreviation (23), rebus writing (2), emoticon (3), all lower case (7). The total frequency found of internet language features used by female is 130. The highest features used by male and female is emoji, but in male appear 25 times or about 21.7% in female appear 32 times or about 26.7%. There are some features that are in the lowest, in male asterisks of emphasis and

51

rebus writing that appear once or about 0.8%. Meanwhile in female, the lowest feature is only for rebus writing that appear once or about 0.8%.

The writer analyzed the dominant internet language features used by male and female in writing comments of "Music Video Ed Sheeran – Shape You" on YouTube. Besides that, the writer also comparing the features used by male and female towards their comments to know if both of gender use different style in online communication. For all the result that has been conducted, it only applied to this research. Because, the data that already collected by researcher is cannot represent how the internet language features used by netizen or internet user. It can be different result if it used different data. But, in this research, the researcher found all ten features in male and female comments.

5.2 Suggestions

The prime of this research is internet language features used by male and female comments. They are from across the world to give comments on music video by Ed-Sheeran (Shape of You). Furthermore, the writer proposes some suggestion. For further research, it can be conducted to examine internet language features used by different people, different ages and from different social media.

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