INTERNET LANGUAGE FEATURES USED BY MEN AND WOMEN COMMENTERS IN PUTRI ARIANI ON THE AMERICA'S GOT TALENT YOUTUBE CHANNEL

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ABSTRACT

Widyasari, R. A. (2024). *Internet Language Features Used by Men and Women Commenters in Putri Ariani on the America's Got Talent YouTube Channel*. English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Murni Fidiyanti, M.A. (II) Suhandoko, M.Pd.

This research aims to determine the language features used by men and women commenters on Putri Ariani's performance video on the America's Got Talent YouTube Channel. The video has received various comments from various people, countries, and ages. Therefore, in this study, the researcher answered the research problem, including (1) What are the most dominant types of Internet language features used by men commenters in Putri Ariani on the America's Got Talent YouTube channel, (2) What are the most dominant types of Internet language features used by women commenters in Putri Ariani on the America's Got Talent YouTube channel, (3) How do the similarities and differences of Internet language features used by Men and Women commenters reflect their gender in Putri Ariani on the America's Got Talent YouTube channel.

This research uses a descriptive qualitative approach to answer these problems. This method is applied in this research to identify data, categorize it, and use perception in interpreting it. The researcher analyzed based on Danet's theory (2001) which consists of eleven features, including abbreviation, all lower case, asterisk for emphasis, capital letters, description of action, eccentric spelling, emoticons, multiple punctuation, music/noise, rebus writing, and written out laugher. The data collected are comments in the form of written words, phrases, symbols and emoticons.

The research results show that emoticons are the most dominant feature used by men and women commenters but with different numbers. Women commenters more often express all their feelings through emoticons. The reason the emoticon feature is more often used to convey feelings such as admiration, joy, surprise, etc. both in the form of facial expressions and symbols. In addition, all comments contain positive comments, so the use of the emoticon feature also complements and strengthens the message conveyed. Meanwhile, similarities were found in that both of them do not use the written out laughter features. The lowest feature is the description of action. They tend to use capital letters to emphasize words or sentences. Likewise, eccentric spelling because they tend to use multiple periods to provide intonation in their comments, and asterisks for emphasis because they tend to use emoticons to represent their actions. In addition, women commenters use more Internet language features than men commenters. It was found that women used 122 features, while men used 104 features. This shows that women commenters are more expressive, while men commenters tend to write in standard form in giving comments.

Keywords: Internet language features, men, women, comment, YouTube

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ABSTRAK

Widyasari, R. A. (2024). *Fitur Bahasa Internet yang di gunakan oleh Komentator Laki-laki dan Perempuan pada Putri Ariani di Channel YouTube America's Got Talent*. Program Studi Sastra Inggris, Fakultas Adab dan Humaniora, UIN Sunan Ampel Surabaya. Pembimbing: (I) Murni Fidiyanti, M.A. (II) Suhandoko, M.Pd.

Penelitian ini bertujuan untuk mengetahui fitur bahasa yang digunakan oleh men and women commenters terhadap video penampilan Putri Ariani di America's Got Talent Youtube Channel. Pada video tersebut telah menerima berbagai komentar dari berbagai orang, negara, dan usia. Karena itu dalam studi ini peneliti menjawab rumusan masalah yaitu (1) Jenis fitur bahasa Internet apa yang paling dominan digunakan oleh komentator laki-laki pada Putri Ariani di channel YouTube America's got talent (2) Jenis fitur bahasa Internet apa yang paling dominan digunakan oleh komentator perempuan pada Putri Ariani di channel YouTube America's got talent (3) Bagaimana persamaan dan perbedaan fitur bahasa Internet yang digunakan oleh komentator laki-laki dan perempuan yang mencerminkan gendernya pada Putri Ariani di channel YouTube America's Got Talent.

Penelitian ini menggunakan pendekatan kualitatif deskriptif untuk menjawab permasalahan tersebut. Metode ini diterapkan dalam penelitian ini untuk mengidentifikasi data, mengkategorikannya, dan menggunakan persepsi dalam menafsirkannya. Peneliti menganalisis berdasarkan teori Danet (2001) yang terdiri dari sebelas fitur, yakni singkatan, huruf kecil semua, tanda bintang untuk penekanan, huruf kapital, deskripsi tindakan, ejaan eksentrik, emotikon, tanda baca ganda, musik/suara, tulisan rebus, dan tulisan tawa. Data yang dikumpulkan merupakan komentar berupa kata-kata tertulis, frasa, simbol, dan emotikon.

Hasil penelitian menunjukkan bahwa emotikon menjadi fitur yang paling dominan digunakan oleh komentator laki-laki dan perempuan, namun dengan perbedaan angka. Komentator perempuan lebih sering mengekspresikan semua perasaan melalui emotikon. Alasan fitur emotikon lebih sering digunakan untuk menyampaikan perasaan seperti kagum, gembira, terkejut, etc baik dalam bentuk ekspresi wajah dan simbol. Selain itu, semua komentar berisi komentar positif, sehingga penggunaan fitur emotikon juga sebagai pelengkap sekaligus memperkuat pesan yang disampaikan. Sedangkan untuk persamaan keduanya sama-sama tidak menggunakan fitur tulisan tawa. Untuk fitur terendah adalah deskripsi tindakan. Mereka cenderung menggunakan huruf kapital untuk menekankan kata atau kalimat. Begitu juga dengan ejaan eksentrik karena mereka menggunakan beberapa titik untuk memberikan intonasi dalam komentarnya, dan tanda bintang untuk penekanan karena mereka cenderung menggunakan emotikon untuk mewakili tindakannya. Selan itu, komentator perempuan lebih banyak menggunakan fitur bahasa Internet dibandingkan komentator laki-laki. Ditemukan perempuan menggunakan 122 fitur, sedangkan laki-laki menggunakan 104 fitur. Hal ini menunjukkan bahwa komentator perempuan lebih ekspresif, sedangkan komentator laki-laki cenderung menulis dalam bentuk standar dalam memberikan komentar.

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Kata Kunci: Fitur bahasa Internet, laki-laki, perempuan, komentar, YouTube

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