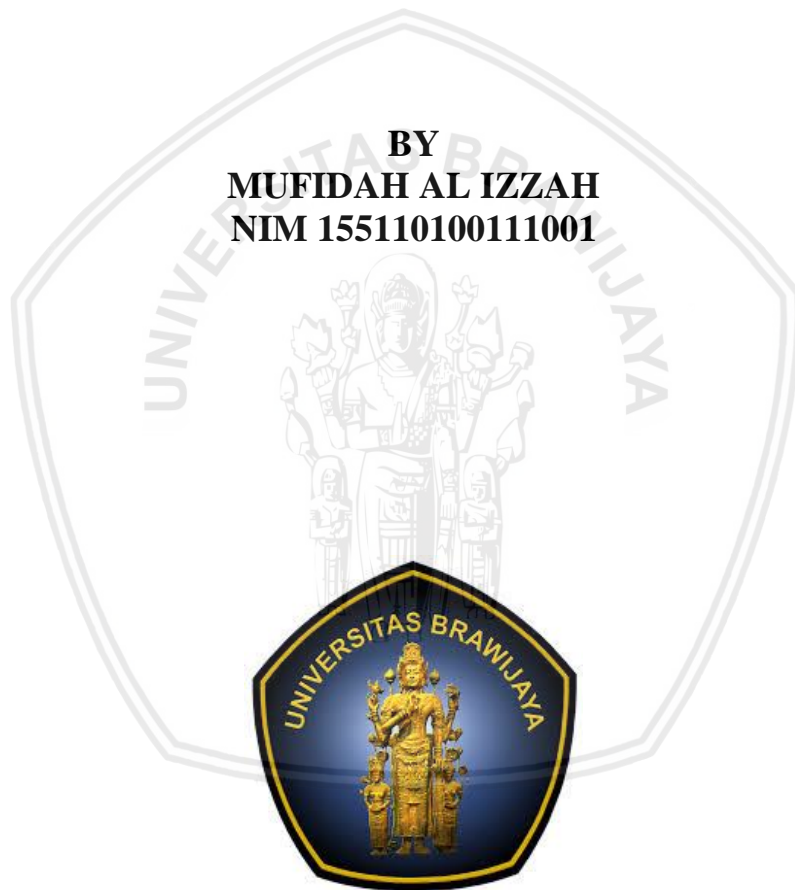


**LANGUAGE AND GENDER: LANGUAGE  
DIFFERENCES IN ONLINE CHAT ROOM CONVERSATION**

**UNDERGRADUATE THESIS**

**BY  
MUFIDAH AL IZZAH  
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**STUDY PROGRAM OF ENGLISH  
DEPARTMENT OF LANGUAGES AND LITERATURE  
FACULTY OF CULTURAL STUDIES  
UNIVERSITAS BRAWIJAYA  
2019**

**LANGUAGE AND GENDER: LANGUAGE DIFFERENCES IN ONLINE  
CHAT ROOM CONVERSATION**

**UNDER GRADUATE THESIS**

**Presented to:  
Universitas Brawijaya  
in partial fulfillment of the requirements  
for the degree of *Sarjana Sastra***

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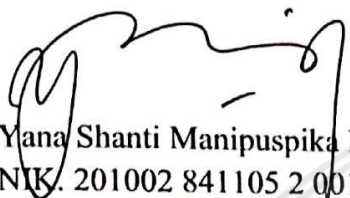
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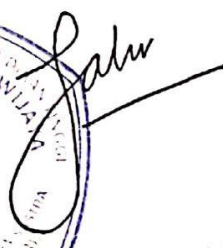
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The Writer

## ABSTRACT

Izzah, Mufidah Al. 2019. **Language and Gender: Language Differences in Online Chat Room Conversation**. Study Program of English, Department of Languages and Literature, Faculty of Cultural Studies, Universitas Brawijaya. Supervisor: Syariful Muttaqin, S.Pd, M.A.

*Keywords: gender, gender-based language analysis, online messenger, online chat room, Line Application*

In the language and gender field, men and women's language styles have been observed to differ in term of assertiveness and politeness. Previous studies' findings in men and women's language difference seems to apply only in a face-to-face communication. However, communication nowadays can be done through online chat room, by the help internet and technology. This new way of communication could lead to the emergence of new language style between men and women. There are two problems to solve in this study: (1) What are the language features used by men and women found in AIESEC Brawijaya Executive Board's online chat room? (2) How is the language characteristic shown in AIESEC Brawijaya Executive Board member's online communication?

This study used descriptive qualitative approach. The data were derived from AIESEC Brawijaya Executive Board's online group chat. In analyzing the data, the writer used gender differentiation theory proposed by Lakoff (2004). The findings shows that both men and women's utterances have differences and similarities. In woman's utterance, language features such as hedges, euphemism, tag question, and empty adjective occurs more. In men's utterance, the use of harsh expletives and witty remarks are found more. However, the language features men and women use in online conversation and face-to-face conversation is mostly the same. Although, even in an online conversation, women's politeness and men's directness still shows in their utterance.

For the following study, the researcher suggest to use Conversational Analysis (CA) or Computer Mediated Communication (CMC) theory to analyze men and women language difference, to be compared with the finding of this study. Thus, the result will enrich the finding concerning in language and gender study.

## ABSTRAK

Izzah, Mufidah Al. 2019. **Bahasa dan Gender: Perbedaan Bahasa pada Latar Daring Ruang Obrolan**. Jurusan Sastra Inggris, Departemen Bahasa dan Literatur, Fakultas Ilmu Budaya, Universitas Brawijaya. Supervisor: Syariful Muttaqin, S.Pd, M.A.

Kata kunci: gender, analisis berbasis gender, pesan daring, ruang obrolan daring, *Line Chat Application*

Pada ranah bahasa dan gender, gaya bahasa pada laki-laki dan perempuan dikatakan berbeda dalam hal ketegasan dan kesopanannya. Penelitian terdahulu tentang bahasa dan gender ini nampaknya hanya diterapkan pada komunikasi antar muka. Sedangkan, komunikasi saat ini dapat dilakukan pada ruang obrolan daring. Cara baru berkomunikasi ini dapat mempengaruhi munculnya gaya bahasa baru. Terdapat dua permasalahan yang dijawab oleh penelitian kali ini, yaitu; (1) Fitur linguistik apa saja yang digunakan pada laki-laki dan perempuan pada ruang obrolan daring milik AIESEC Brawijaya Executive Board? (2) Bagaimanakah karakteristik bahasa yang digunakan anggota AIESEC Brawijaya Executive Board pada percakapan daring?

Penelitian ini menggunakan pendekatan deskriptif kualitatif. Data pada penelitian ini diambil dari grup obrolan daring organisasi AIESEC Brawijaya. Untuk menganalisis data, penulis menggunakan teori perbedaan bahasa pada gender oleh Lakoff (2004). Temuan menunjukkan bahwa ucapan laki-laki dan perempuan memiliki persamaan dan perbedaan. Pada ucapan perempuan, fitur bahasa seperti ekspresi pagar, penghalusan kata, *tag question*, adjektiva kosong dan tata bahasa baku lebih sering muncul. Pada ucapan laki-laki, penggunaan kata kasar, prokem dan ucapan jenaka lebih banyak dijumpai. Meskipun percakapan daring dan tatap muka menggunakan media yang berbeda, karakteristik yang digunakan laki-laki dan perempuan pada percakapan tersebut pada umumnya sama, meskipun beberapa gaya bahasa baru muncul agar tetap bisa mengekspresikan ucapan tersebut selayaknya yang terjadi pada komunikasi antar muka.

Untuk penelitian selanjutnya, peneliti menyarankan untuk menganalisis percakapan berbasis gender menggunakan teori Conversational Analysis (CA) atau Computer Mediated Communication (CMC) sehingga memperkaya hasil studi bahasa dan gender.

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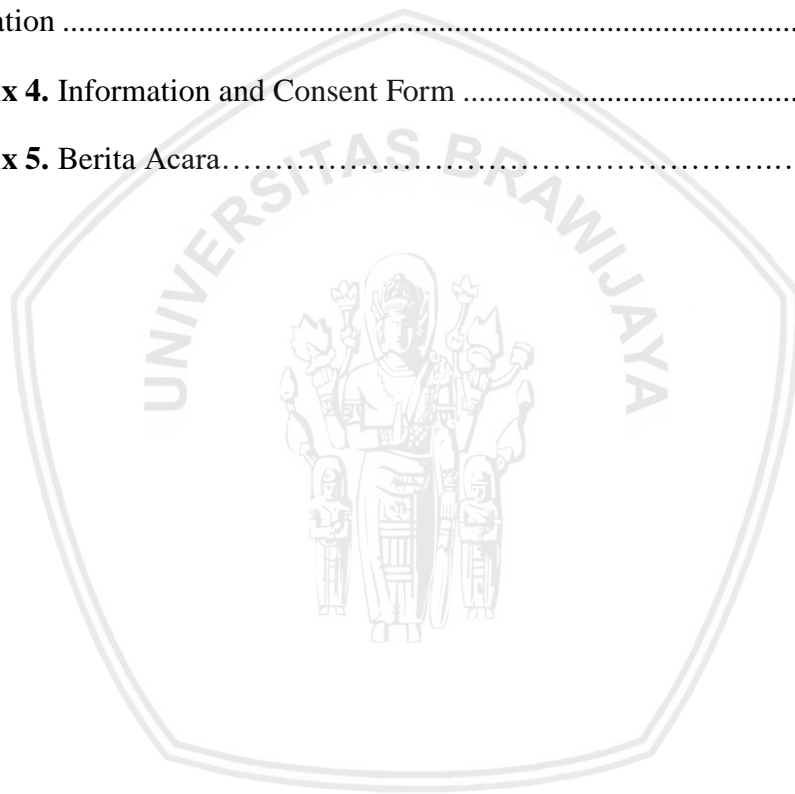
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## CHAPTER I

### INTRODUCTION

This chapter presents 4 (four) fundamental points: (1) Background of the Study, (2) Problem of the Study, (3) Objective of the Study and (4) Definition of key-terms. All points will be described as follows:

#### 1.1 Background of the Study

As a social being, human engage in social interaction to fit themselves in society. This social interaction results in exchanging information, taking an order or responding to something which happened around them. This communication process is crucial to keep the rapport between social being that interacts. To make social interaction sensible, human being use language as a tool to communicate with one another. This relation between language and social phenomena is covered in a linguistic study namely sociolinguistic. As what Gumpers claimed, which later on cited in "*An Introduction to Sociolinguistics*" by Whardhaugh (2006, p. 11), sociolinguistic attempts to find any correlation between social structure and linguistic structure and to observe any changes that occur.

Sociolinguistic topic which has become an interesting topic for linguist in the past decades is the study in language and gender. The study governs in the analysis of language style and differences which occurs between men and women.

Maltz and Borker (1982) believed that women and men are coming from two different sociolinguistic subcultures, which affected by informal interaction that they acquire during childhood and adolescence (p. 200). Many researchers agreed

that the differences in language used by men and women were caused by different roles in the society that both genders tend to fill. Uchida (1992) also stated that during childhood time, boys and girls are engaging in same-sex social interaction because both genders are expected to do different activities. These socially constructed identities were forced to be earned, rather than innate. Likewise, society tends to shape the idea of someone identity, especially about gender.

While men were raised to be tough and assertive, women were taught to be polite and submissive (Haas, 1979). Consequently, these differences occur and bring distinctive manner in men and women's language in communication.

The cultural and social aspect has become the most fundamental reason why gender-based language occurs. Historically, men were dominating every vital function in society. Patriarchal culture also takes a big portion in the accounts, which results in the lack of power by women. These differences also significantly lead to gender differences in language use. In women language, they tend to use a more standardized form because they have to respect men due to their lower social status (Holmes, 2001). According to Haas (1979), women often used a euphemistic and paraphrased word, they also tend to talk in a more emotional way than a man. As for the topic mainly chosen in a conversation, Haas (1979) mentioned that women talk more about home and family, meanwhile, men talk about sport, money, and business. Similarly, Lakoff (2004) also mentioned the powerlessness shown by women's language during the conversation. Women tend to use hedges such as *"well"*, *"you know"*, and *"kinda"* in their utterances, they also use tag question to

express uncertainty (Lakoff, 2004, p. 48). Lakoff also argues that the use of such a different way of speaking reflects women's subordinate position in society.

Notably, one of the most prominent works on gender and language was Robin Lakoff's *Language and Woman's Place* that was published in 1975 (Coates, 2016). Many linguists have engaged in studying gender and language especially in the 1960s after the feminist movement emerges. Xia (2013) suggested that gender issues have become connected with the issues of a language over the past 30 years as a result of women's movement. Coates (2016), in her book "*Women, Man and Language: A Sociolinguistic Account of Gender Differences in Language*" also affirm this language phenomena. "—Over the last twenty years, there has been an explosion of research in the field of language and gender. Many books have been published, as well as many articles, both in learned journals and in edited collections—"(Coates, 2016, p. 3). Nevertheless, society still have a certain idea about how men and women should behave.

In the era of vast technological advancement, people nowadays communicate through online social media, using an internet network. Therefore, this network could provide us with unlimited space to communicate with others through a virtual realm, using a smartphone as the medium. By using an online messaging platform, human can exchange and perceive information just like communicating face-to-face. This could become an alternative form of conventional communication, where people supposed to enter a certain meeting point and having a synchronous also direct contact. Nevertheless, different from e-mail, conversation which happened in a chat room is considered as synchronous,

just like face-to-face interaction, because the user should enter the chat room in order to join the conversation and engaging in an ongoing, real-time talk (Peris et al. 2002).

Previously, numerous studies governed in language and gender field has been conducted by various researchers, including the study conducted by Subon (2013) about *Gender Differences in the use of Linguistic Form in the Speech of men and Women in Malaysian Context*. This study analyzes the language differences, preferable topics and also politeness which occur in the speech of men and women. This study found that there were differences in language use between men and women, distinct preferable topics, and also politeness which shown more on women's utterances. Mainly, a study conducted in gender and language field use face-to-face communication as its main data source. Meanwhile, in this current study, the researcher will derive the data from an online chat room conversation.

The language used in a conversation which happens in face-to-face communication could be different from when it is occurred in an online chat room conversation. Online conversation triggers the emergence of new communication code. This communication code could result in the form of grammar rules violation (e.g., the use of full capital letter, multiple punctuation, slang and vernacular form), shortened words (e.g., abbreviations such as LOL and BRB), rebus writing (e.g., *u* for "you", *2nite* for "tonight") and the use of emoticons or stickers (Danet2001, cited in Indah 2015, p. 15). Davis and Brewer (1997) describe that in online communication, we read what is being spoken as if the sender were writing the talk.

To study the differences between men and women's language differences in a chat room, this current study used student organizational group chat namely AIESEC Brawijaya's Executive Board online group chat. The conversation analyzed in this current study is rather informal than formal, because the group chat member consist of peers of nearly the same age. Mainly, the conversation contains casual and small talk, meetings arrangements, organizational timeline, next schedule, and what happened inside the organization. The significance of choosing AIESEC Brawijaya online group chat as the main data source is because the interaction between each member which happened in this group chat is casual and natural, similar to when communicating face-to-face.

This study is worth taking because we need to figure out what kind of language differences shown in man and women utterances in an online chat room conversation. Consequently, we will be more aware that the differences in men and women's language style is a product of cultural construct, formed and shaped from thousands years back. Collecting online chat room conversation as the data being considered in order to gather the most natural evidence of how men and women language difference occurs when they are communicating with one another. Furthermore, this study was considered worth doing as chat-room conversation has become widely used in society nowadays regardless of their age, social status, cultural background, and gender differences.

## **1.2 Problems of the Study**

Based on the background of the study, the problem of the study are formulated as below:

1. What are the language features used by men and women found in AIESEC Brawijaya Executive Board's online chat room?
2. How is the language characteristic shown in AIESEC Brawijaya Executive Board member's online communication?

### 1.3 Objectives of the Study

The objects that going to be studied are online chat room conversation which happens in AIESEC Brawijaya's Executive Board group chat.

This study aims to;

1. To find out the language features used by men and women found in AIESEC Brawijaya Executive Board's online chat room.
2. To determine the language characteristic shown in AIESEC Brawijaya Executive Board's member in online communication?

### 1.4 Definition of Key-terms

For a better understanding, the important key-terms used in this study have been defined, the following terms are:

1. **Gender:** Gender is a socially constructed identity shaped, ordered, produced, and reproduced by our society, whereas sex is a biological distinction. Though, gender is still heavily grounded in sex (Wardhaugh, 2006)

2. **Gender-Based Language Analysis:** Gender-based language analysis govern in the analysis of language form, style in utterances and speech markers which analyzed based on the gender differences point of view.
3. **Online Messenger:** It is a software programm, or application based on smart phones which gives us a platfrom to do online communication, connected to an internet network.
4. **Online Chat Room:** a virtual place for people to meet, or a meeting point, which allows them to communicate and exchange informations (Peris et al. 2002).
5. **Line Chat Application :** is a software program, or application based on smart phones which mostly used by Indonesian to do online communication (We Are Social, 2019). This two online chat messenger application have group chat feature which is widely known and popular among Indonesians to beusedin their daily conversation.



## CHAPTER II

### REVIEW ON RELATED LITERATURE

This chapter explains 4 (four) fundamental points; (1) Gender, (2) Gender-based Language in Sociolinguistic, (3) Online Communication, and (4) Previous Studies. All points will be described as follows:

#### 2.1 Gender

Gender is a socially constructed identity that occurs and considered as a social status. It has become a core identity that quite impossible to be avoided. This happened because human produce a constant distinction among them in order to differentiate their rights, social roles, and responsibilities. As what West and Zimmerman (1987, cited in Lorber 1994, p. 112) stated, gender is similar to culture, it depends on everyone which constantly “doing gender”. The term “doing gender” means the social roles that each gender performed constantly and naturally, based on what society has designed and ordered to them which eventually create a stigma. Similar to what Wodak (1997, Cited in Wardhaugh 2006, p. 315) argued, gender is not an attribute which is possessed by a person, but rather something that a person does.

As there are some who still confused to differentiate between gender and sex, Wardhaugh (2006) describes the term in a simple manner. He claimed that sex is merely a biological distinction, whereas gender as what has been described above, is a social construct. Shapiro (1981) also stated that the term “sex” is only used when talking about the biological differences between male and female,

whereas, gender is used when referring to the social, cultural and psychological constructs which imposed upon those biological differences.. (cited in Holmes and Meyerhoff, 2003, p. 22). However, sex is not merely being omitted, and being completely neglected in the history of gender construction, but rather, it could be taken into account on when these differences started to be embedded in our social life.

According to Lorber (1994), gender construction was assigned based on sex category which can be determined by how the genitals look like at birth. Then they are being treated and represented accordingly to show their gender markers. These distinctions are constantly being represented from their childhood, through their puberty, until they become an adult. For example, kids tend to play with a friend of the same gender, if they are male, they tend to engage in more physical activities such as outdoor games, meanwhile, the female will be enjoying a more domesticated play such as playing dolls and cooking. In terms of the language used, Maltz and Borker argues that girls acquire a way to maintain relationship by showing closeness and equality, also criticize them in an acceptable way, whereas boys learn to maintain their dominance to attract and keep their audiences (cited in Uchida, 1992, p. 554). Similar to Maltz and Borker, Lorber (1994) also stated that during puberty, sexual feelings and desire tend to be shaped by gendered norms and expectations. By reaching of the adulthood time, people from different gender tend to work in a different kind of jobs and expected to do different kinds of responsibilities.

All in all, these gendered distinction force people to behave in a certain way, according to how they expected to be. Aside from social roles and behavior, these differences might trigger on why man and women tend to use language in a quite different manner. According to Wardhaugh (2006, p. 316), the distinction could come in the form of voice quality, which has been believed about how men and woman should sound like when they talk. Furthermore, in sociolinguistic study, the distinction between man and woman language is not merely the differences in the voice and the pitch, but also in the form, content, use, also topic (Haas, 1979).

## **2.2 Gender-based Language in Sociolinguistic**

Sociolinguistics is a branch in Linguistic studies which mainly discussing Language and its correlation with society. According to Whardaugh (2006) Sociolinguistic deals with the relationship between language and society to assess a better understanding of the structure of language and how language was used in communication (p.13). It also analyzed language as a part of social property. Jendra (2012) stated that sociolinguistic covers the study between fuctions and language, the contact between different language also the attitude of people towards the use and users of language (p.9). Furthermore, as a product of social construction, gender could be considered as one of prime study in Sociolinguistic field. Consequently, over the last twenty years, there has been a vast amount of research concerning in the field of language and gender.

There are two most fundamental approaches that cover social differences between man and woman's language, namely dominance and difference approach. These approaches are mainly proven how language shows the subordinate position

of women in society, which could prevent them from positions of power, and also authority, especially when they are talking to men. Thus, these two underlying theories are later being used as the theoretical framework for this current study.

Dominance approach concerned about male dominance, either caused by their gender or their status, which results in females unassertive and tentativeness in their subordinate position in a patriarchal practice. As stated by Uchida (1994) that this approach sees sex difference as something which occurs in the context of interaction between larger patriarchy contexts (p.550). Correspondingly, Talbot et al (2003, p.137) comments on dominance approach —language patterns are interpreted as manifestations of a patriarchal social order; asymmetries in the language use of men and women are thereby seen as enactments of male privilege— which supporting the former claim about the approach.

In difference approach, men and women were believed to live in a separated cultural world which later affects the differences in speech style. Both genders are believed to be segregated since their childhood. Boys tend to play in a large group and learn to value status and power in a hierarchal social structure; meanwhile girls learn to value intimacy and focused more on solidarity while playing in a small group of friends or parents (Talbot et al, 2003, p.137). According to Maltz and Borker, female and male communication problem occurs due to cultural difference and not dominance, because dominance approach tend to blame either men for dominating or women for being dominated (cited in Uchida 1992, p.552).

In *Male and Female Spoken Language Differences: Stereotypes and Evidence* (1979), Haas mentioned 4 (four) aspects of different linguistic features

used by men and women in communication; form, content, topic and use. In terms of its form, Haas argues that men uses slang words more often than women, they also tend to use profanity and obscenity confidently. In contrast, women are often seen negatively when they use a strong profanity such as “*shit*” and “*damn*”, besides, they prefer to use the weaker and softer form such as “*oh dear*”, “*goodness*” and “*fudge*”. In doing conversation, men also have more tendency to interrupt women’s sentence, which left them unfinished, to show power and topic dominance. When men utter in such a direct manner, they are being considered as strong and determined, meanwhile, women will be considered as spoiled, thus, women are more likely to use euphemism and paraphrased word.

The topic which mainly preferred in men and women’s conversation is also different. Haas (1979) mentioned sport, money and business to be the most chosen topic in men’s conversation. Meanwhile, women often talk about home and family. In terms of its content, Haas stated that men describe something with direct reference, they also more focused on the object and action, referred more on time, space, quantity and destructive actions. Whereas, women utterance is more emotional and evaluative, they also tend to use more adjectives and care more about what other people might felt. Haas then claimed that men states fact more often than women, although it might be offensive, the language used is also more assertive and commanding. On the other hand, women were believed to utter less factual background, non-assertive also stating more request than command.

Notably, the most prominent linguist on this topic is Robin Tolmach Lakoff who wrote “*Language and Woman’s Place*” in 1975, which later on publishes the

text and commentaries in 2004. She claimed in her work that there are two ways in which women receive linguistic discrimination. First, in the way women are taught to use language, and second, in the way general language use treats them (p.39). Lakoff (2004) proposed some language features which proven women's subordinate position in the society, thus could also be identified as the reason of the differences with male language;

### 2.2.1 Hedges

The first feature which often associated with women's language is the use of hedges. Hedge is a word which often used to lessen the impact of harsh or harmful utterance and to show an act of self-control. The hedges included in woman's speech according to Lakoff such as "*well*", "*y'know*", "*kinda*" and so on (Lakoff 2004, p 79). Lakoff argues that women use those phrases when they are being uncertain about what they going to say, or simply because the speaker could not assert the accuracy of the statement. Furthermore, it has been believed that hedges could show implies that the speaker want to appear less assertive or blunt, for the sake of politeness. In addition, scholars of prior studies of gender and language, associate woman's language with features that hedge or blunt assertions, such as "*maybe*," "*shortof*" and "*I guess*". Also, women also tend to avoid conflict with listeners by using politeness formulas into their utterance, such as "*if you dont mind*," (Winn and Rubin, 2001).

### 2.2.2 Euphemism

Another form of uncertainty that could be pointed out to be woman's marker is the use of euphemism. For the example, Lakoff propose these two words;

- (a) *"Oh dear, you've put the peanut butter in the refrigerator again."*  
 (b) *"Shit, you've put the peanut butter in the refrigerator again."* (p.44)

Euphemism is the use of a milder and pleasant phrase to replace word or phrases that considered impolite and offensive. The use is to omit the feeling that people find uncomfortable among the utterance. However, sentence (a) was widely believed to be more associated with woman's language, in which, euphemism was applied to express disappointment by using a more pleasant and weaker phrase. Although, more woman was able to utter (b), the euphemistic expletives such as *"Oh dear"*, *"goodness"* or *"fudge"* was not widely used by men, because of the less masculine outcome. Meanwhile, women who use stronger expletives such as *"shit"*, *"damn"* or *"fuck"* will be viewed as delinquent. In fact, most women were expected to have traits such as being obedient and responsible during childhood, on the contrary, showing temper or being high-spirited was tolerated in boys. This had caused the acceptance on using 'stronger' and 'weaker' expletives in boys or girls or in man and women throughout their adulthood by the society.

Similarly, Jespersen (1922/1949) observe that men prever the use of direct and often rude denotations among themselves, meanwhile women are uncomfortable with such a word so they opt for a more innocent and euphemistic words and pharaphrases. On the other hand, Farb argues that women nowadays use taboo and coarser words more freely just like men, but it appears that young men are not permitted to use euphemistic expressions (cited in Haas 1979, p.616-617). Correspondingly, Lakoff emphasis— The language of the favored group, the group that holds the power, along with its non-linguistic behavior, is generally adopted by the other group, not vice versa (2004, p.44).

### 2.2.3 Tag Question

The third language feature proposed by Lakoff is the frequent use of tag question in woman's utterance. The usage is governed by social context, and mainly provoked by the speaker and addressee's position in the society, degree of respect towards one another, also the impression they want to build on the other. This form of sentence was argued to make woman appear less assertive with their statement, but more confident at the same time.

(a) *"Is John here?"*

(b) *"John is here, isn't he?"* (Lakoff 2004, p.48)

The first sentence conveys a direct yes and no question and could probably have "no" as the answer, but the latter conveys that the speaker had enough knowledge that John is there, hence, the speaker asks for confirmation rather than answer. Tag question is often used by women when they want to direct their knowledge and opinion towards someone but are still uncertain about whether the information that she had was true or not. Similar to Lakoff, Winn and Rubin (2001) also stated that women prefer the use of questions forms rather than bald request. Woman's language also being associated with markers such as double-sided arguments (e.g., *"it was probably Shakespeare's sister, but then again, some people believe it was Marlowe"*), expression of uncertainty (e.g., *"I don't know, but..."*) to appear less assertive with their knowledge (p.393). When answering to questions, women often turn their sentence into a question when they feel unsure about the answer she gave.

(a) *"When will dinner be ready?"*

(b) *"Oh. . .around six o'clock. . .?"* (Lakoff 2004, p. 50)

However, women choose to utter such an answer probably due to the general facts that says woman's speech are more polite than men. Lakoff then continue that this feature could indicate politeness, in which the speaker wants to leave the decision open, not imposing on the addressee's mind, views, claims, and anyone else. Again, this polite form was highly affected by the impulse of the moment in social context, degree of respects, superiority, and their intention toward one another.

#### 2.2.4 Empty Adjectives

Another language feature is empty adjectives. Lakoff (2004) mentions a few adjectives which often occur in woman utterance. Those adjectives are *"adorable," "charming," "sweet," "lovely"* and *"divine"*. Empty adjective is an adjective which have another meaning other than the literal ones, and gives a vague positive emotion. For example, when complimenting a nice dress, women tend to use the word *"lovely"* or *"adorable"* rather than a simple and neutral word *"beautiful"*, although those words contain similar meaning, but *"lovely"* and *"adorable"* gives more stress on the positive emotion. Lakoff claims that the use of empty adjectives is only an amusement for the speakers themselves, on account of the frivolous or unimportant ideas that the word gives. The meaning was indicating the speaker's approval or admiration. Other than those empty adjectives, it is also common for woman to use a rather neutral adjectives counterpart such as *"great," "terrific," "cool"* and *"neat"*, but in a man utterance, the use of empty adjectives was not highly common, or maybe even strange.

Similar to Lakoff, Kramer (1974) suggested that such approval words (e.g., *pretty, darling, charming, sweet, lovely, cute* and *precious*) are more commonly used by women. Correspondingly, Wood (1966) claims that men usually more direct in stating what he actually saw, but women are more interpretative and tend to be more subjective to their descriptions. This could result in the frequent use of different empty adjectives in woman's utterances (cited in Haas, 1994, p. 621).

### 2.2.5 Hyper-corrected Grammar

In terms of its grammar, it is highly believed that woman often use a hyper-corrected grammar and pronunciation. Lakoff noticed that the use of phonological and lexical forms, also the syntactic-pragmatic features occurs more frequently in woman's utterance, makes it richer if compared to men. Besides, Jespersen stated that generally, women's utterance appear to be more conservative than men; men have more tendency to coin new terms, produce puns and uttering slang words, they also more free to employ profanity and obscenity (1922/1949, cited in Haas 1979, p.616). Similarly, Holmes (2001) claims that in various social groups, woman have the tendency to use the standard form in their utterance, meanwhile men use the vernacular form. This distinction in utterance usually appears contextually from a different social class which they hold. Women are believed to be more status-conscious than men, which then results in the frequent use of standard speech forms. Lakoff (2004) stated that since their childhood, boys tend to 'drop' their 'g' than girls; boys say "*singin*," "*goin*," and so forth. Meanwhile, girls were more likely to be scolded when they said "*ain't*" than when boys said it (p. 80).

Lakoff (2004) argues that women are generally viewed as being the preservers of literacy and cultures. Similarly, Holmes explain the reason behind the use of standard speech form by woman was due to their desire to claim social statuses, since they do not have paid employment and cannot signal their social statuses through their occupations. Another explanation from Holmes was that women are expected to have a better behavior than men, thus, society expects women to use a more standardized form because they became the first role models for children's speech. Holmes add that aside from subordinate position of women in society which affect their formal speech behavior, the vernacular form used by men also considered as an expression of machismo. The vernacular form was preferred by men because it carries macho connotations of masculinity and toughness. Again, her claim could not be separated from social background and values, culture and hierarchy (2001, p. 154-160).

According to Lakoff, in communication, "woman's language" has characteristics such as; they tend to crosscut the grammar, occurring in the lexicon, in syntax, in phonology and prosodics; they build up to a "style" in which women express themselves hesitantly, tentatively, weakly, trivializingly, "politely". Asking why women speaks in this style, Lakoff answers in terms of a psychological analysis of the nature of women's secondary status, that is, her sense of inferiority: women feel unsure of themselves (and hence are thus treated by others) because they have been taught to express themselves in "women's language," which abounds in markers of uncertainty. This insecurity, it could be further argued,

accounts as well for their propensity to use more standard forms in speaking. (cited in Brown 1980, p. 112).

### 2.2.6 Intensifiers

According to Lakoff (2004) intensifier like “*so*” or “*very*” occurred more in woman’s utterance than men’s. Though, men are also free to use the intensifiers. In the utterance, intensifiers is used to emphasis a strong feeling, like when someone try to make their emotion clear about how strong it is.

Similarly, Jespersen state that women are fond of hyperbole, and use more adverbs of intensity such as “*awful*”, “*pretty*”, “*terribly*”, “*quite*” and “*so*” (cited in Haas 1979, p. 620).

### 2.2.7 Special lexicon

Men and women also believed to have preferred lexicon used in their conversation. Lakoff suggest that women have various lexicons referring to colors and also shopping term, meanwhile men prefer sport and car. in describing or naming colors, women tend to have far more precise reference than men; words like *beige*, *ecru*, *aquamarine*, *lavender*, and *mauve* are being a part of women’s dictionary, which in this case, was absent from a man’s mind. In response to this, Lakoff’s research describes that men finds the precise description of color was trivial and irrelevant to the real world. A man who is fluent in naming colors was concluded as imitating women sarcastically, a homosexual, or has a job as interior decorator (p.49).

Correspondingly, Kramer (1974) mentions distinct topic preferred by man and women, which could also indicate man and women preferred lexicon to be

applied in their daily conversation. Men talks more about politics, legal matters, taxes, age, household expenses, electronic bugging, church collections, kissing, baseball, human relation, health and women's speech, meanwhile women prefer discussing about social life, books, food and drink, pornography, life's troubles, caring for husband, social work, age and lifestyle. Similarly, Mulcahy (1973) claims that major topics for girls were tastes, interest, and personality, meanwhile boys mainly talks about tastes, interest, studies, attitudes and opinion (Cited in Haas, 1979, p.619-620).

#### **2.2.8 Sense of Humor**

Lakoff (2004) stated that women in American society do not usually tell jokes, and they tend to ruin the punch line of the jokes, mixed up the order of things and so on, or to put it simply, "women have no sense of humor" (p. 81). Similarly, in terms of humor, Coser (1960) claims that men made more witty remarks than women but women tend to laugh harder, due to male authority and female receptivity. Correspondingly Haas (1978) found that in mixed-sex dyads, girls laugh harder than boys (cited in Haas 1979, p.617)

### **2.3 Online Communication**

In everyday live, doing conversation become one of the most fundamental form of human's social interaction, using language as the code to deliver what they want to convey in the communication. As the advanced era of technology which triggers the development of tech-based gadget such as computer and smart phones, human interaction also changed form. Conversation nowadays could be taken in a

form of online interaction, which allowing both speakers and addressee to enter a virtual realm without actually met.

Online communication generally divided into two forms, which is synchronous and asynchronous (Wetherell et al. 2001). Asynchronous take place in a 'postponed time' and it does not require both parties, the speaker and addressee, to be present at the same time. We can found asynchronous communication in an Email message, where the sender and the recipient of the Email was entering a virtual realm, not interacting face-to-face, but also not immediately responding to each other. On the other hand, synchronous communication is a 'real-time' conversation, where the speaker and addressee entering a chat room in order to engaging in the ongoing conversation (Crystal, 2001, p. 11).

Simultaneously, conversation in an online chat room can be studied as a part of synchronous communication. Peris et al. (2002, p.43-44) describe online chat room as follows:

Online chat rooms are a meeting point that allows people to communicate with other people otherwise inaccessible. This environment represents a sort of alternative pub among the different socially oriented scenarios that boos interpersonal contact—a virtual realm displaying the distinctive attributes of a new communication code. As a consequence, chat users have developed their own language, a language where speed prevails over correct spelling contributing thus to a greater interactivity.

As what Peris mentioned above, in an online chat room conversation, the virtual realm could cause the emergence of new communication code. This communication code could results in the form of grammar rules violation (e.g., the use of full capital letter, multiple punctuation, slang and vernacular form), shortened words (e.g., abbreviations such as LOL and BRB), rebus writing (e.g., *u*

for “you”, 2nite for “tonight”) and the use of emoticons or stickers (Danet 2001, cited in Indah 2015). Davis and Brewer (1997) describe that in online communication, we read what is being spoken, as if the sender were writing talking.

Online chat room as a virtual realm is in a form of mobile application, which should be downloaded into a smart device in order to be operated. Several online chat rooms which are famous among young internet user nowadays are WhatsApp, Line Chat, and Facebook Messenger. Although social media platform such as Instagram and Twitter also develop a group chat room service for their user, the popularity still could not be compared with the three.

In this current study, the chat room medium that will be analyzed are conversation which happens in WhatsApp Messenger and Line Chat Application. These two mobile application was chosen because both are the most popular and preferred online messenger in Indonesia. According to *We Are Social Global Digital 2019 Reports*, in terms of mobile Apps ranking in using online messenger, WhatsApp Messenger is the most popular group chat messenger, meanwhile Line Chat is on the fifth place. Correspondingly, those findings are being set as the limitations for current study, as the data will be taken from those two preferred online messenger by Indonesian citizen.

## 2.4 Previous Studies

For the past decades, researchers have been conducting various studies in gender and language. This current studies also use the preliminary source on similar issues regarding gender and language in order to support the development of the study. Mainly, there are three previous studies which later on become the supporting ground of this current study; the study done by Subon (2013), Chouchane (2016) and Meredith (2017). Subon and Chouchane studies examined the attitudes towards men and women language difference in a conversation as the present study will conduct, and Meredith study will help contributing the line out of taking data in a chat room conversation, which will be current study's object.

The first previous study which underlining this current study is a journal article: *"Gender Differences in the Use of Linguistic Forms in the Speech of Men and Women in the Malaysian Context"* which was written by Frankie Subon in 2013. This research concerned in the study of language differences between man and women in Malaysian setting. Subon examine five women and five men from different race and career, whom he selected randomly. The participant are all Siburan District, Kuching resident. The male participant are made up from two different race, four of them was Ibans and one Bidayuh, with three of the male participant work in a Digital Factory, and the other two works as a labourer. The male participant actively conversed in Iban language as the majority of them came from Iban. Meanwhile, the female participants also consist of different races; two of them are Iban, one Bidayuh, one Kenyah and one Lun Bawang. Two of the female participants are house wife, one works as a teacher and the rest are working

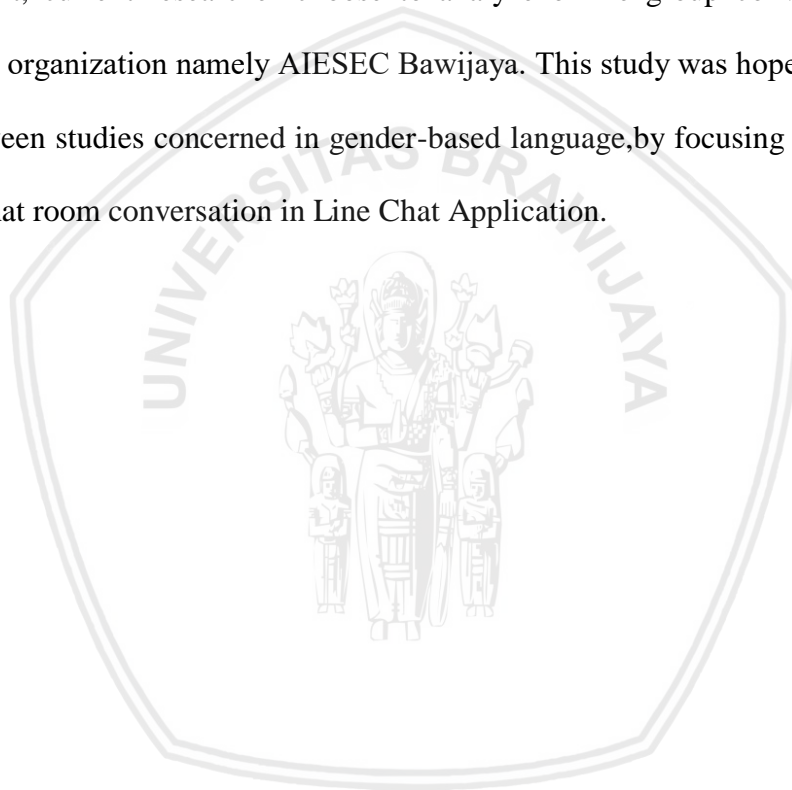
on a small scale business. Subon collected the data by recording the conversation between the participants, doing semi-structured interview, also direct observation. The recording consists of conversation between all male and all female participants. In the research, Subon use Lakoff's theory in order to analyze the data obtained such: (1) Terms of address, (2) Humor, (3) Directness and indirectness in speech, (4) Intensifiers, (5) Questions, (6) Verbosity, (7) Adjectives, and (8) Fillers, hedges and affirmatives. The finding to Subon's study confirmed the differences between men and women language as what the previous researchers claimed: (1) women respondents used the term of address more often than men, and men do not use any terms of address in their conversation, (2) women used humor to express excitement and establish a closer relationship, meanwhile men does not use humor in the conversation due to their preferred topic at the moment, (3) both gender are preferably being direct through out the conversation, (4) both gender does not use intensifiers in their conversation, (5) women asks questions in order to keep the conversation alive, meanwhile men prefer stating opinion than questioning, (6) in men conversation, certain participant dominate the conversation meanwhile female participant had almost the same number of turn taking in their conversation, (7) women use adjectives more frequently than men, (8) both gender use very few fillers, hedges and affirmatives in their conversations. Subon also claims that the findings to this study cannot be applicable to other men and women from different place, cultural background, and different social context.

Another study was conducted by Abderrazak Mohammed Saeed Chouchane in 2016 with title "*Gender Language Differences, Do Men and Women really Speak*

*Differently?*” In the study, Chouchane analyze three men and three women who works as an English Teacher in the same University, with equal social status in 25 minutes of casual mixed-sex conversation. In order to analyze the data, Chouchane (2016) use Dominance and Deficit theory as proposed by Lakoff. Language features which was taken as the main point to be analyzed in the study was (1) Vocabulary differences, (2) Grammatical differences, (3) Intonation, and (4) Turn taking. The data was derived from various topic in the conversation which actively joined by all six participant. The conversation was video-taped and analyzed which later on resulting in such findings: (1)lexical features show compatible evidence to deficit and dominance theory’s claims, hedges, intensifiers and adjectives occurs more in woman’s utterances. (2) women are more self-conscious of the language they are using, thus they attempt to correct their grammar whereas nen does not. (3) Rising intonation on declaratives and question tags does not clearly biased to certain gender, either men or women. (4) Women are being interrupted by men more often. Chouchane (2016) then conclude these findings by stating that his research was based upon social dimension and change variations such as age, ethnicity, regional and social dialects. The issue will undergo a continuous debate because human, society and culture is dynamic and does not seem to be stagnant.

Those researchers are preferred to be current researcher’s previous study because of the relation with the current issue. As for lining out the positioning of current studies and previous studies, there are some aspects that need to be added or used as guidance from former studies to this present study. Notably, these language differences which occurs in men and women’s utterances are observed

mainly in face-to-face interaction, not in an online conversation setting. Subon (2013) and Chouchane (2016) research as the previous study also used face-to-face conversation as their main data. Thereby, current researcher's intention to study language and gender differences in a chat room conversation is considered worth doing, as nowadays, conversation occurs through digital medium too. As for the participant, current researcher choose to analyze online group conversation of student's organization namely AIESEC Bawijaya. This study was hoped to fill the gap between studies concerned in gender-based language, by focusing more on an online chat room conversation in Line Chat Application.



## **CHAPTER III**

### **RESEARCH METHOD**

This chapter deals with the method that the researcher applies to conduct this research. It comprises (1) Research Design, (2) Data Source, (3) Data Collection, and (4) Data Analysis. All points will be explained as follows:

#### **3.1 Research Design**

The aim of this study is to gain more understanding about the language differences between men and women which occurs in an online chat room conversation. Looking upon that, the researchers choose the descriptive qualitative study in accordance to Litosseliti (2010) who stated that in qualitative study, we focused on the conversational exchange through the transcript, determine what is going on between the interlocutors during the conversation, and later analyze the conversation with regard to its main characteristic or qualities. Furthermore, it is more relevant to use qualitative approach to conduct current research since the data is collected from an online chat room which contains a casual, natural everyday conversation between peers.

This study used document or content analysis because it observed and analyzed conversation derived from participant's casual online interaction. According to Ary et al. (2002, p.29) content analysis focused on analyzing recorded materials in order to study human behavior. Correspondingly, the researchers will analyzed the utterances produced in the conversation which already in a written form.

### 3.2 Data Source

In this study, the source of the data is the conversation held in AIESEC Brawijaya Executive Board's online group chat in Line Chat Application. the group consist of 5 males and 7 females. The data for this research is in a screen-captured form, taken from 23<sup>rd</sup> May 2019 until 29<sup>th</sup> May 2019. The data collected during those period of time was considered enough as the group member was actively communicating in the group chat so the amount of data needed to be analyzed is fulfilled. The data is the utterances made by AIESEC Brawijaya Executive Board's member which was sent to the group chat room. The reason why the researcher choose AIESEC Brawijaya's Executive Board chat room in Line Chat Application is because in this group chat, the conversation held by the members is casual and natural, similar to when they communicate face-to-face.

The conversation was screen captured and then re-written. Each conversation bubbles were counted as one utterance. All non-utterances data such as stickers, emoticons, sent files, photos or videos will not be analyzed. The focus on the analysis is only in the utterances made by each member of the chat group.

### 3.3 Data Collection

In order to collect the data, the researcher took the role as the main instrument. Therefore, what the researcher does is collecting, re-writing, and analyzing the data and then answer the research problem by herself. In addition, the researcher uses document analysis as the method to collect the data. The data was collected with following the step follow:

1. Informing AIESEC Brawijaya Executive Board member about the research by sending an Information and Consent Form to the group chat room.
2. Asking for consent and permission from each member who joins the chat room by asking for their sign in the Information and Consent Form.
3. Screen-capturing the group conversation from 23<sup>rd</sup> May 2019 until 29<sup>th</sup> May 2019.
4. Reading the online conversation.
5. Re-writing the online conversation shown in the screen-captured group chat room.
6. Changing the group member's display names into a code name.
7. Re-checking the conversation by looking at the screen captured conversation.
8. Categorizing the male and female utterances to be analyzed.

### 3.4 Data Analysis

After the data are being collected and organized, the researcher move to the final activity in the qualitative research, which are analyzing and interpreting the data. The procedures done by researcher are as below:

1. Categorizing male and female utterances into tables, using Lakoff (2004) classification on men and women language features such as hedges, euphemism, tag questions, empty adjective, grammar, special lexicon, intensifiers, and humor. The table shown as follow:

**Table 3. 1 Male language features based on Lakoff (2004)**

Participant	Datum	Utterances	Hedges	Empty Adjectives		Tag Questions	Euphemism	Grammar		Intensifiers	Special Lexicon	Humor
				Yes	No			Structure	Style			
Male 1												

**Table 3. 1 Female language features based on Lakoff (2004)**

Participant	Datum	Utterances	Hedges	Empty Adjectives		Tag Questions	Euphemism	Grammar		Intensifiers	Special Lexicon	Humor
				Yes	No			Structure	Style			
Female 1												

2. Reducing the data by sorting the non-utterances data such as the use of sticker, emoticon, file and photo or video.
3. Giving check (✓) to the tables in the language features shown in both male and female utterances in the tables.
4. Interpreting both male and female utterances by looking at Lakoff's (2004) theory.
5. Taking notes on the differences and similarities on man and women's language features.

6. Taking notes on new language features shown in online conversation which is different from Lakoff's (2004) theory.
7. Comparing men and women language features used in online chat room with face-to-face conversation based on previous study's findings.
8. Drawing conclusion based on the findings and the result of the analysis.





## CHAPTER IV

### FINDING AND DISCUSSION

In this chapter, the analysis of the data is explained in the line which is formulated from research questions. It is consist of two sections namely findings and discussions.

#### 4.1 Finding

In this section, the researcher explains the analysis of how men and women's speech is different from one another. The data was collected from AIESEC's Executive Board group chat for a week, from Thursday 23 May 2019 until Wednesday 29 May 2019. The researcher found 433 utterances, in which 169 belong to men's utterances and 264 are women's utterances. However, there were only 316 utterances that can be analyzed as the remaining data did not contain any language features as proposed by Lakoff (2004). Thus, the data were analized descriptively by using Lakoff's (2004) theory about language features.

##### 4.1.1 Language Features used by Men and Women found in AIESEC Brawijaya Online Chat Room

In the following analysis, participant's name will be changed to code name. This group chat contains 12 members, 5 of them are males and 7 are females. As for the code name, male participant's name will be changed with capital "M" as the first initial, followed with number to indicate each of the participant (M1, M2 etc.), meanwhile for the females, the code is capital "F" followed with numbers (F1, F2 etc.) and as for the names talked in the chat room, but not a member of the group

chat, the researcher will use the code “U” which stands for unknown, and followed by numbers (U1,U2, U3, etc.)

#### 4.1.1.1 Analysis on Men’s Language Features

There are 5 language features used by the male participant in this study. Those 5 features are hedges, euphemism, tag question, intensifier and humor. Each of the analysis will be described as follow;

##### 4.1.1.1.1 Hedges

As what Lakoff’s (2004) theorize, the use of hedges is to lessen the impact of a harsh and harmful utterance which stereotyped more in woman’s utterance. However, the finding of this study also shown the use of hedges in male’s utterances. There are five data which show the use of hedge in male’s utterances as follows;

##### Datum 17

M1: **Kinda** need to borrow it till tuesday **if you guys dont min**

In datum 17, M1 uttered the hedges “*kinda*” and “*if you guys don’t mind*” in order to keep his utterances as polite as possible because he was asking for a favor to his group’s members. Instead of uttering a bald sentence like “*i will borrow your phone untill Thursday,*” M1 using hedge twice, in the beginning and at the end of the sentence.

##### Datum 55

M1: +since its near eid mubarak **I think** its not relevant for us to have meeting, instead use your time with your family

In datum 55, the phrase “*I think*” is used in order to make his statement clear that what he said is purely his opinion, what he suggested to the group members. This phrase is used because M1 want to appear less assertive when he state his opinion.

#### **Datum 116**

M3: 9 an **sepertinya**

In datum 116, the phrase “*9an sepertinya*” could also be translated into “*around 9, I guess*”. This statement contains uncertainty and non-assertiveness. Adding suffix *-an* after an adverb of time already gives a hint of uncertainty. Here, M3 was not certain when the event will be over, before 9, at 9 or after 9 o’clock, so he uses the phrase “*9an*”. The word “*sepertinya*” is also a hedge which stresses the uncertainty in M3’s utterance. It also implies that M3’s answer was merely what he thinks, it can be true or not.

#### **Datum 164**

M5: jam 9 aku masuk **paling** jam 10 an kelar

Another hedge used in male’s utterances was shown in datum 164. Here, M5 used the word “*paling*” which translated into “*probably*”. Similar to the previous example, the use of hedge in datum 164 here was to imply uncertainty in M5’s utterance. Here, M5 used the word “*paling*” because he was not certain when he will go outside the room, though, he still want the group member to be there at 10. Again, the use of suffix *-an* here indicate that he was not sure about the accuracy of his statement.

#### 4.1.1.1.2 Euphemism

According to Lakoff (2004), euphemism is the use of a weaker and more pleasant phrase to avoid being offensive, which is more of a woman's language rather than man's. However, as what Lakoff (2004) claim, men are usually blurt out whatever they are thinking (p. 80). Here, the finding shows 11 utterances which proven men's tendency to be more assertive and direct than women. Here are some of the data;

##### **Datum 14**

M1: /replying to F1 "kbnyaka nelfon pacar sih"/**bacot**ttt

In datum 14, M1 assertively replied to F1's statement with such annoyance. According to KBBI, "*bacot*" is a coarse word of "*mulut*" or "*mouth*" in English. Indonesian use the word to respond to someone whom talked too much, or uttering something which is not to their liking.

##### **Datum 86**

M3: Kntl

##### **Datum 137**

M4: **Anjing** lu

In datum 86 and 137, the data shows the use of strong expletives. The word "*kntl*" refer to male's genitals, and it is usually used by Indonesian to curse. Same with "*anjing*" which translated as "*dog*" in English, it is also categorized as a strong expletive. According to Lakoff, men are freer to use a strong expletive in their utterance than women. However, it does not mean that women do not use expletives, women preferred to use a weak and euphemistic counterpart.

However, in male utterance, the researcher found one occurrence of a euphemistic expletive used in an utterance;

**Datum 122**

M4: —**anjay bet** dah gajadi magang di kanting ftp wkwkwkkw

“*anjay*” used in datum 122 here is the weaker form of “*anjing*” which is used to express disappointment. Though, this euphemistic expletive is mainly used by the female participant of this study.

#### 4.1.1.1.3 Tag Question

There were three utterances which used tag question found in male utterances. As what Lakoff claim, tag question is another kind of language features which indicates the uncertainty embedded in woman’s utterance. However, here the finding shows evidence than men uses tag question more than women.

**Datum 79**

M3: Satu lagi masi ama U2 **bukannya?**

**Datum 81**

M3: **bukannya** itu salah tulisan aiesec nya?

In datum 79, “*satu lagi masi sama U2 bukannya?*” in English means “*the other one is still with U2, isn’t it?*” The phrase “*bukannya*” which indicates tag question implies uncertainty expressed by M3. He is not sure whether what he said was true or not. However, through his statement, we could also infer a confident opinion that what he said is probably right.

**Datum 111**

M3: line sabi **ga si**

In datum 111, M3 utters “line sabi ga si” which means “(we) can use line, can’t we?” which indicates his strong preference on using Line, but does not want to sound too demanding and assertive, so instead, he let the decision opened.

#### 4.1.1.1.4 Intensifier

The findings of this study found 5 utterances which use intensifier like “so” or “*banget*”, to which 4 of them were uttered by M1, and one of them was uttered by M2 .

##### Datum 26

M1: w juga bakal kangen kalean **bgt** [crying emoticon] [crying emoticon] [crying emoticon]

##### Datum 73

M2: /replying to “jam 9 aku masuk paling jam 10 an kelar”/ PAGI AMAT DAH!!  
Kampret wkwk

According to Lakoff (2004) the use of intensifier is to express how strong the feeling is, because without the use of intensifiers, the statement will lack of emotion (p.80). In datum 26, the word “*bgt*” stands for “*banget*” or “*so much*” in English. The use of intensifiers here implies that M1 want to strongly express his emotion so the group members could feel how much M1 would miss them. In datum 73, M2 uttered the word “*amat*” which means “*too*” in English. The word “*amat*” here used to implies M2’s strong opinion about how early the discussed event was.

#### 4.1.1.1.5 Sense of Humor

Lakoff (2004) claimed that women have no sense in humor (p.81). Correspondingly, Coser (1960) stated that men made more witty remarks than women. In this research, there are 3 humor found in the utterances produced by the male’s participant, as follow;

**Datum 57**

M1: [sending photo] Ur expression ketika tau gaada meeting

In datum 57, the photo that M1's sent and his utterances after was indicating a joke. The photo contained a weird and funny expression made by one of the member of the group chat, and then, M1 inserting the context by uttering "*your expression when you know there's no meeting*".

**Datum 102**

M3: M1 by day U8 by night [mentioning M1]

**Datum 103**

M3: (D)i(an) angg(r)a(i)ni  
D an r i  
M1  
Case closed kasih ig M1 aja [mentioning F4]

In datum 102, M2 was made fun of M1 by uttering that M1 could transform to a different person by night. Continuing the jokes, in datum 103, M3 makes an anagram by using U8's name to be turned into M1's name as a joke. Here, M3 was using humor to ease the tense build in the group chat because of some inconvenience happened with their organization. Although the anagram in datum 103 seems failed, but there is where the humor is.

**4.1.1.2 Analysis on Women's Language Features**

The finding of this study shows 5 language features used by the female participant. Those 5 features are hedges, euphemism, tag question, empty adjective and intensifier. Each of the analysis will be described as follow;

**4.1.1.2.1 Hedges**

The use of hedge in a sentence, according to Lakoff (2004) is to make the sentence sounds polite and less assertive. In this research, there are 7 hedge used by woman in their utterance, the example is as follow;

**Datum 215**

F1: **Kayanya** itu org jdi2an deh, **mksudnya bisa aja** kenal di tinder terus ngaku2 anak aiesec?—

In datum 215, “*kayanya*” functions as a hedge which means “*I think*” in English. It was used to make F1’s opinion less assertive, but also implies that F1 does not know the truth yet. Another hedge used in datum 215 was “*maksudnya bisa aja*” or “*I mean, it can be*” in English. F1’s uttering a pure speculation and opinion to respond to the previous statement, but she also wants to avoid any conflict in case there was someone who knows the truth or disagreeing with her. This use of hedge corresponds to Winn and Rubin (2001) statement that the use of hedge such as “*I guess*” is to avoid conflict with the listeners (p.393).

**Datum 255**

F2: /replying to M1 “*btw eb yang ikut alumni gath di jkt siapa aja?*”/ me nihh **kyknya**

In datum 255, the phrase “*kayanya*” is used to imply to F2’s uncertainty whether she was sure and would attend the event discussed, or not. The uncertainty here shows that if what she didn’t fulfill her promise, then she would not be blamed because she was not sure about it too. This corresponds to Lakoff statement that a hedge is used when the speaker could not assert the accuracy of the statement they made.

**Datum 429**

F7: **I think so** sih F1, tapi a bit annoying sampe email2

In datum 429, the phrase “*I think so*” is used to indicate F7’s agreement towards F1’s statement.

#### 4.1.1.2.2 Euphemism

This research finds 8 utterances made by women which contain a euphemistic phrase.

##### Datum 362

F6: Aku **ngga janji** kalau ja 1 kak  
Soalnya itu jaga jaga pembagian dosen

The use of “*aku ngga janji*” or “*I cant promise you*” means that F6 does not want to harshly reject to the previous offer, instead of directly stating “*I can’t*”, she insert ambiguity and euphemistic phrase “*aku ngga janji*” into her statement although she was fully aware that she could not attend if the event was held at 1 PM.

The data also shows that women use expletives more than men, but they use the euphemistic ones while men use the harsh ones. There are 8 euphemistic expletives found in this research, for example;

##### Datum 230

F2: omggggg

##### Datum 237

F2: /replying to F7 “*M4 nanti kita makan gyu kaku ya di jakarta*”/ IKUT **ANJIRRRR**

##### Datum 272

F3: convinience fee **jir** wkwkwk

##### Datum 430

F7: What the hell

In datum 230, "omg" is an abbreviation for "oh my god" which categorized as a euphemistic expletive because it is weaker than "shit" or "damn". The same goes with "what the hell" uttered by F7 in datum 430. In datum 237, the word "anjir" is a euphemistic counterpart of a stronger expletive "anjing" or "dog" which can be found in male's utterances in datum 137. Moreover, in datum 272, F3 adds laughing sound "wkwwk" to indicate that the expletive she used was nothing serious or harmful.

There are also harsh and direct statements found in woman's utterances. The data shows 4 utterances with no euphemistic phrase so the interpretation is more harsh and direct. The example is as follows;

**Datum 197**

F1: /replying to M1 "M3 mark in your calendar U5 21 juni wisuda"/ **cuk cepet**

In datum 197, F1 express her exasperation by using strong expletive "cuk" or the shortened form of "jancuk".

**Datum 239**

F2: /replying to M4 "di malang saluyu"/ **cottt**

In datum 239, the word "cot" or the shortened form of "bacot" was used to respond to M4's statement. According to KBBI, "bacot" is a harsh word to imply to "mouth" and it is used mainly to comment to someone who talked too much.

#### 4.1.1.2.3 Tag Question

Different from Lakoff's theory, here, the use of tag question in women's utterance is less than men's. In this research, only one tag question found used by women;

**Datum 425**

F7: Aku gamungkin bales email juga soalnya aneh **ga si**

The phrase "*ga si*" here translated into English as "*isn't it?*". Here, F7 confidently said that "*if I am replying to the e-mail, it will be weird*" but she asks for the group member's validation by inserting tag question "*isn't it?*", so her statement sounds less assertive, but confident at the same time. As what Lakoff (2004) said, the use of tag question in a statement make it less assertive than a direct statement but more confident than a yes or no answer (p.48).

**4.1.1.2.4 Empty Adjectives**

Empty adjective is adjective which had another meaning other than the literal ones. Here, there are 9 empty adjective used in female's utterances, the examples are as follows;

**Datum 188**

F1: Luv

In datum 188, the "*luv*" there used to express F1's approval and emphasizing her thanking expression. Instead of using a neutral word like "*nice*", she use "*luv*" which indicate a more positive emotion.

**Datum 249**

F2: /replying to M1 "*auto tobat lo semua balik balik*"/ bener bgt **gile**

In datum 249, “*bener banget gile*” translated to “*so crazy true*” which indicates that the use of empty adjective here overlapped with intensifier “*banget*”. It means, the adjective “*gile*” is actually useless but she use it give more emphasis or exaggerate her statement.

**Datum 337**

F5: si **kocak**

In datum 337, the word “*kocak*” is used instead of the neutral counterpart “*lucu*”. This empty adjective refer to the group member’s strange or funny act or statement.

**Datum 383**

F6: [sending photo] [mentioning F3] nyampe nyampe bilang udah achieve **cakep** anak abon wkwkwk

The word “*cakep*” is mainly used to compliment something or someone’s beauty, but here in datum 383, “*cakep*” meaning is not quite clear whether it is equivalent with “*beautiful*” or “*charming*”. Instead, it is used to give sarcastic remark towards the group member, and not complimenting her appearance.

#### 4.1.1.2.5 Intensifier

In this research, there are 11 utterances produced by women which used intensifier. For example;

**Datum 258**

F2: macet **bgtt** M3:(

**Datum 277**

F3: haduu kasian **bgt** dah

“*Baget*” or “*very*” or “*so much*” here is an intensifier which was used to strengthen the utterances. For example in datum 258, F2 said that “*the traffic is so jammed*”, or in datum 277, “*I pity him/her so much*”. The use of intensifier in woman utterances were more frequent than in men’s, which according to Lakoff (2004), intensifier is more frequent in women’s than men’s language (p.79). Intensifier here indicates that women wants to make clear about how strong their feeling is.

#### 4.1.1.2.6 Sense of Humor

According to Lakoff (2004), women do not have sense in humor, and tend to ruin a good punchline. Correspondingly, Haas mentioned that although women do not tell jokes, they tend to laugh more often than men. In this research, the researcher found 37 utterance which contains a laughing sound like “*wkwk*” or “*hahaha*”, meanwhile in male utterances there were only 9 found. The data are as shown below;

##### Datum 232

F2: take careee mangapuyoo eh apa sih pokonya puyo2 dehh **wkwk** [love emoticon]

##### Datum 271

F3: convinience fee jir **wkwkwk**

##### Datum 295

F4: kak F7 makan gyukaku ama aku dulu ajhaaaaaa di sby **hahahah**

##### Datum 380

F6: Sampe ketemu agustus huhu **wkwk**

The utterances above prove that women tend to laugh more often even when they were not laughing to respond a joke. The laugh indicates kindness which makes

the utterances sound more polite than without the laughing sound they send. It could also indicate the non-seriousness that the sender wants to portray. For example in datum 380, “*huhu*” is a crying sound which indicates sadness in F6’s utterance, but then she adds “*wkwk*” which means that her sadness was not that serious, and that she felt just okay. Also, a laughing sound here could be inserted in order to lessen the tension of a statement.

To sum up men and women’s language differences by Lakoff (2004), here is the table presented to help the understanding of the features used in their utterances:

**Table 4.1 Men and Women Language Differences**

Language Features	Male	Female
Hedges	Uttered 5 times. Hedges “ <i>kayanya</i> ”, “ <i>I think</i> ”, “ <i>kinda</i> ” used to express uncertainty and politeness	Uttered 7 times. Used “ <i>kayanya</i> ”, used to express uncertainty.
Euphemism	Utter euphemism once. Use harsh expletives such as “ <i>anjing</i> ” and male genitals.	Utter euphemism 8 times. Uses weaker expletives such as “ <i>jir</i> ”, “ <i>omg</i> ” and “ <i>what the hell</i> ” more than men.
Tag Question	Uttered 3 times. Use tag question “ <i>ga si</i> ” and “ <i>bukannya</i> ” to imply uncertainty and non-assertiveness.	Uttered once. Use “ <i>ga si</i> ” to express non-assertiveness
Empty Adjective	No occurrence found	Uttered 9 times. Use empty adjectives “ <i>cakep</i> ” to respond to someone’s statement
Intensifier	Uttered 7 times. Used the word “ <i>so</i> ” or “ <i>banget</i> ” to give emphasis on the sentence.	Uttered 11 times. Used the word “ <i>so</i> ” or “ <i>banget</i> ” to give emphasis on the sentence.
Humor	Throw jokes 3 times, laugh and respond less	Throw joke once, laugh and response more often than men.

#### **4.1.2 Language and Gender Differences between Chat room and Face-to-Face Communication**

Conversation which happens in a virtual realm, or in an online chat room, could result in a different language style compared to the more traditional way of communicating. For example, conversations which happen in an online messenger usually are shorter than a face-to-face conversation. When met our friend, acquaintance, parents or other people to have conversation, the word we uttered is longer than what we uttered through an online message. Similar to Crystal's (2001) statement, chat group messages is typically short, the average is only 3,5 lines per message (p. 144). This happened because before the emergence of new technology and internet, we used a short message service (SMS) in through our phone. However, as technological advancement can be enjoyed by people from almost all social background and statuses, the use of SMS is slowly deserted. Online communication has been replacing SMS, but texting style used in both medium is still the same.

The style used in an online communication, according to Crystal (2001) there are characteristics which being used by online chat room user, which could be categorized as a new language style. They are the use of eccentric spelling such as "iyaaaa", full capital such as "PAGI AMAT DAH" expression particles such as "yaaay" which is uttered at the beginning of the sentence, and rebus writing such as "c u" for "see you".

#### 4.1.2.1 Eccentric Spelling

In this research, the researcher found 40 eccentric spelling found in male utterances. The examples are as follows;

##### **Datum 25**

M1: **mangattt** timbunan lemak q

##### **Datum 99**

M3: Kirim ke sini atau ke chat gue **ajee**

The use of eccentric spelling here indicates that the sender, M1 and M2 in datum 25 and 99, wants to convey a kinder meaning in their utterances and also projects a friendlier reply. In woman's utterance however, there are 84 utterances with eccentric spelling on it. The examples are as follows;

##### **Datum 171**

F1: Gengs jgn lupa jumat habis buka jam 7 malem eb hearing gg the **lasttttttt**

##### **Datum 260**

F3: */replying to F2 "ku sudah mendingann"/* sakit apaan **luuuu**

Here, as eccentric spelling which indicates kinder and friendlier utterances was found more frequently used by woman indicates that even though in an online chat room, woman are kinder and politer than men. In an online chat room, we can not see each other's expression which makes typing characteristics that employ kindness and politeness used in order to let the reader know about our emotion. In a face-to-face conversation, Lakoff's (2004) theorize that women talks in italics, which means to react properly with stressed emotions so the addressee knows exactly what the addresser means (p. 80). However, the eccentric spelling found in

online chat room could be the substitute for ‘italics’ talk and expressions which can not be projected through online chat room.

#### 4.1.2.2 Full Capital Letters

Another way to stress an emotion in a chat room is by using a full capital in a sentence. In this research, there are 7 full capitalized sentences found in men’s utterances. The examples are as follows;

**Datum 73**

M2: */replying to “jam 9 aku masuk paling jam 10 an kelar”*/PAGI AMAT DAH!! Kampret wkwk

**Datum 85**

M3: YAH M5 UDAH CABUT

The use of eccentric spelling here is to express exasperation, excitement, and also indicates that the sender wants to emphasize a strong feeling. However, there are 11 fully capitalized letters found in women’s utterances;

**Datum 237**

F2: */replying to F7 “M4 nanti kita makan gyu kaku ya di jakarta”*/ IKUT ANJIRRRR

**Datum 274**

F3: HAPPY BIRTHDAY BUDDYYYYY!!!! [mentioning M3]

In women’s utterances, the use of full capital letters was found more frequently used than in men’s. Correspondingly, according to Lakoff (2004), women are more free to express their feelings than men, that is why women are more expressive. The use of full capital letters in an online chat room is a way to express ‘shouting’ which can be done through face-to-face conversation.

#### 4.1.2.3 Expression Particles

Another chat room language style found in this research is the use of expression particles, which are used to show ‘expressions’ in an utterance. In men’s utterances, there are 9 expressions particles found by the researcher, for example;

**Datum 1**

M1: **uhuy**

**Datum 134**

M4: **yeu** di jkt aja lu gyu kaku

These expressions particles are used to employ a more expressive utterance. In datum 1, “*uhuy*” is used to express acceptance, which is similar to “*okay*” but expressed more positively. Meanwhile, in datum 134, the expression “*yeu*” was used to indicate a disappointment or mockery. As in face-to-face conversation we can see the face and expressions of the addresser, these expression particles are very useful to fill out the functions of face expressions to avoid miss communication. In women’s utterances, there are 20 utterances found using this expression particle, for example;

**Datum 323**

F5: **waaaa** semoga lancar M5

**Datum 387**

F6: Masih jauh **hua** wkwk

In datum 323, expression particle “*waaaa*” is used to express awe. Meanwhile, “*hua*” in datum 387 used to express sadness by imitating a crying sound. Why expression particles also found more frequently used in woman’s

utterance also corresponds to Lakoff theory which said that women are more expressive than men.

#### 4.1.2.4 Rebus Writing

Another chat room characteristic which is different from face-to-face communications is the use of rebus writing. There are 8 rebus writing found in men's utterances, for example;

##### **Datum 41**

M1: lah kan **u** udah nntn

##### **Datum 104**

M3: c u tmrw

The use of rebus writing here indicates that in a chat room, a long word will cost more time to type, so the efficiency by using rebus writing is applied. The “*u*” used in datum 41 means “*you*”, and “*c u tmrw*” means “*see you tomorrow*”. Meanwhile, in women's utterances, there are 6 utterances which used rebus writing which is less than men's. The data examples are as follows;

##### **Datum 226**

F1: thabkyou **ol**

##### **Datum 330**

**F5:** itu doang progress report **w** M3

The rebus “*ol*” used in datum 226 means “*all*”, and “*w*” in datum 330 means “*gue*”. In women's utterance, the use of rebus writing is less than men probably because corresponding to Lakoff's theory, men are more careless in the use of proper or standard grammar.

Here in this chat room, women answered or responded to a text more frequently than men, which indicate that they did not want to look rude by not responding. In face-to-face conversation, Lakoff observed longer sentences usually occurs in woman's utterances than in men's. However, this study which concerns in online chat room conversation found that sentences usually uttered shorter than when we do talking. There are 169 utterances belong to men and 264 women's utterances, which proven that women in this chat room is more loquacious than men, but men are more verbose than women.

As for the language characteristic found in chat room conversation, or internet linguistic, which is not a part of Lakoff's theory, here is the tables presented to get a better understanding;

**Table 4.2. Language Features used by Men and Women in Chat room**

Online Language Features	Male	Female
Eccentric Spelling	Occurs 40 times. Used to express kinder utterances.	Occurs 84 times. Used to express kinder utterances.
Full Capital	Occurs 7 times. Used to express exasperation.	Occurs 11 times, used to express excitement and exasperation.
Expression Particles	Occurs 9 times. Used to employ a more expressive message.	Occurs 20 times. Used to employ a more expressive message.
Rebus Writing	Occurs 8 times. Used to shorten the message.	Occurs 6 times, used to shorten the message.

## 4.2 Discussion

Based on the finding, the resercher found that men's language are more assertive and direct, they also give respond less frequent than women. Here, men use hedges when they are not fully sure of what information they want to give, or when they want to ask a favor to appear more polite. Same goes with women,

although both gender does not use hedges much in their utterance, women use it a little bit frequent than men. The hedges they use implies that they are not quite sure about the correctness of their answer, or to show that what they state is their own opinion without forcing others to agree. In the previous research, Subon (2013) found that although men and women use a very few fillers and hedges, the occurrence were more than in women's. in Chouchane (2016), fillers such as "*mm*", "*eeh*" and "*yeah*" in men's utterance also occurred more, which indicate that men express uncertainty more than women. In chat room conversation, the use of expression particle such as "*eh*", "*wah*" or "*yaah*" in woman's utterance found more than in men's. The function of this expression particle is similar to fillers, but expression particle have more emphasis on the expressions made by the chat room member's because they can not display and show their facial expression.

In their utterance, women also uses euphemistic expletives to express excitement or shock. While men uses the word "*anjing*", women use the weaker version which is "*anjir*" or "*jir*" more often. The profanities that they use are also not as strong as men's but it appears more often. Similarly, previous study conducted by Subon (2013) found that women are politer than men, by using a polite term of address. On the contrary, the finding in Chouchane (2016) shows that there are no significant finding which proven that women are more polite than men. There, both men and women used similar polite language because they were acquaintance in a University and work as an English teacher. In this research, expletives found more in woman's utterances, but rather than using the strong and harsh ones, they used the euphemistic counterpart. On the contrary, men are proven

to use a bolder and stronger one, such as “*anjing*” or even uttering the name of male genitals. This indicates that the women participants were not used to uttering a bold and harsh comment in the group chat, and tend to be politer than men.

The tag question used by men was more than women’s. Here, men used it to discuss organizational matter which implies to their uncertainty on their answer, while women use it to ask for validation. Similarly, the finding by Chouchane (2016) also shows that men use tag question more than women. In terms of empty adjective, it was found more in woman’s utterances. The finding shows that woman use the word “*cakep*” in order give approval to someone’s answer, while used it to compliment someone’s beauty. The contrary in meaning behind the use of adjective “*cakep*” prove than women often stress their praise or approval by using adjective which give more positive meaning rather than the neutral ones. In the previous study by Subon (2013), women also appear to use more adjectives more than men. Similarly, in Chouchane’s (2016) findings, empty adjective like “*fabulous*” “*fantastic*”, and “*awful*” was uttered more by women.

In terms of grammar, women uttered more standard grammar than men. However, contrary to popular believe that men uttered slightly more slang, in this research slang words also found more in women’s utterances, although the gap was not too much. However, in the study conducted by Chouchane (2016), women often attempt to correct their grammar mistake which indicate that they are self conscious of the language that they use. Because this research studying chat room conversation between friends of the nearly same age, the hyper-corrected grammar which was believed to be a part of women’s language styles was not proven. In this

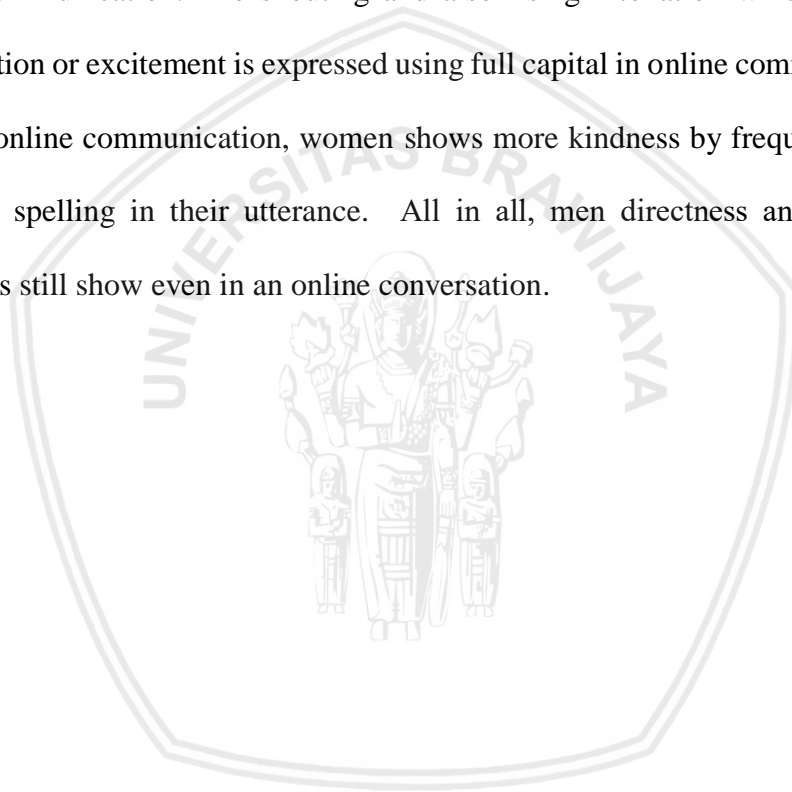
group chat, all conversation was done casually and informally because there is no degree of respect shown differently towards the members.

In this research, the use of intensifier was occurred more in women's utterances. They use the word like "*banget*" to give more stress to the emotion that they want to express. The previous study conducted by Chouchane also proves the claim that women use intensifiers more than men. In terms of the humor, men in this study were proven to throw more jokes than women. They use it to lessen the tense built in their chat room. However, women laugh more than men, even though they are not responding to a joke. This indicates that women want to appear kinder by answering with laughing sound which implies that they are not that serious. The laughs they use in their utterance also indicate that they want to omit the harsh and direct impact the utterance make.

Online chat room linguistic is also one good aspect to be studied, in this research, women's utterance are proven to use more eccentric spelling, meanwhile both men and women uses rebus writing such as "*c u*" for "*see you*" or full capital letters to express exasperations. Men and women language are proven to be different in terms of assertiveness. In conclusion, although online chat room conversation use quite different format than face-to-face conversation, but the differences between male and female language still shown in their utterance.

However, although men and women's language is not completely different from one another, this study and previous study have similar findings which lead to the stereotype of women being kinder and politer than men. In face-to-face communication held by previous researcher, the politeness marker in women's

utterance are the use of addressing term, asking question to keep the conversation alive, and also turn taking. While in this current research, other than the use of hedge and euphemistic phrase, women use eccentric spelling and expression particle to project a kinder meaning behind their utterances. Similar to the use of softer and prolonged intonation in face-to-face communication, eccentric spelling is used in online communication. The shouting and also rising intonation which indicates exasperation or excitement is expressed using full capital in online communication. Even in online communication, women shows more kindness by frequently using eccentric spelling in their utterance. All in all, men directness and women's politeness still show even in an online conversation.





## CHAPTER V

### CONCLUSION AND SUGGESTION

This chapter covers two things, they are conclusion and suggestion. The conclusion is based on research finding on Chapter IV and the suggestion leads the further researchers on the same field to do a better research in the upcoming study.

#### 5.1 Conclusion

In this research, the researcher found 5 language features that mostly occur in woman's utterances. The first one is hedges such as "*kayanya*" which indicates their non-assertiveness. Second one is the use of euphemistic phrase which makes woman's utterances more polite and kind than those of men. In the finding, woman also uttered bold and direct utterances which sound rude too, but the occurrence was less frequent compared to men's. The third language feature which occurs in woman's utterance more than men is the use of empty adjective. The word such as "*cakep*" which have similar meaning to "*cantik*" or "*beautiful*" is usually used to compliment someone's good appearance. However, in woman's utterances in this chat room, the word "*cakep*" is used to express approval instead. In terms of the grammar used by women, there are more utterances produced by women which used a standard grammar. On the contrary, slang word which believed to me one of language characteristic used mostly by men, in the finding of this research, is found to be used more by women. As for the intensifier, women in this chat room use the word "*banget*" more frequent than men. Women in this group throw jokes only once, which is less than men.

Men's utterance has proven to contain more harsh and direct form rather than women, they use euphemistic terms less than women. Different from Lakoff's theory, men use more tag question to indicate uncertainty. In this research, men found to be wittier than women, because they throw jokes more frequently.

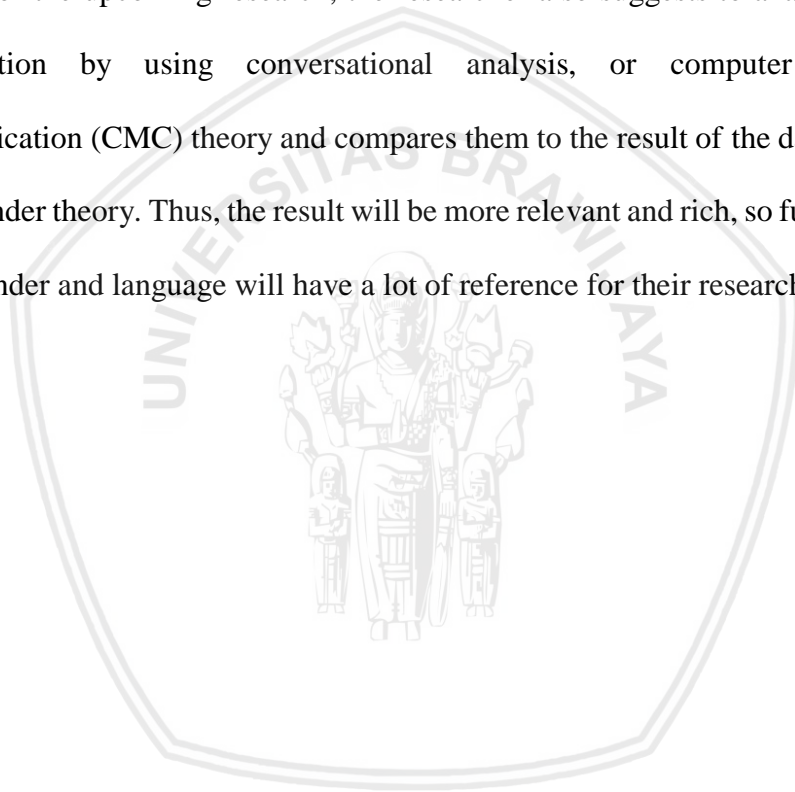
In terms of the internet linguistic they used in the chat room. Women use eccentric spelling, full capital and expression particles more than men in order to give emphasis on how they actually felt at that moment to avoid misunderstandings. While in men's utterance, the use of rebus writing such as "c u" for "see you" was occurred more. This corresponds to Lakoff claim that men tend to be more careless about the correctness of their grammar, meanwhile women are more aware.

Even in an online chat room, language features which are used by women often employ a meaning about their uncertainty and also non-assertiveness. It has also proven than women uses their words in a politer and kinder manner than men. The expressions which can not be shown in a chat room is substituted using an expressions particle or prolonged pronunciation such as in eccentric spelling. Thus, conversation which happens in an online chat room still adapts the way of communicating which happens face-to-face.

## 5.2 Suggestion

As this current research had faced time and data limitation because of limited data source and also time to do the research, further researcher is suggested to analyze more group in a longer time so the result will represent more on men and women language differences.

For the upcoming research, the researcher also suggests to analyze online conversation by using conversational analysis, or computer mediated communication (CMC) theory and compares them to the result of the data analysis using gender theory. Thus, the result will be more relevant and rich, so further study about gender and language will have a lot of reference for their research.



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