

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language style refers to a specific way of speaking or writing in a certain situation. The style of language in its delivery is divided into two, which are spoken and written. Spoken language is created from sound, for example in discussion, speech, storytelling, radio, and etc. While written language refers to expressions that take the form of written texts, such as those found in books, journals, newspapers, novels, and etc. Language style is a way for speakers and writers to convey their thoughts, attention, interest, enthusiasm or other things to those they talk to accordingly in different contexts.

There are social variables that also have an impact on language starting from personal attributes such as age and education, as well as more universal ones such as nationality, race, and sex. Men and women are known to have different language styles, where women are assumed to use more feelings and politeness in conveying language (Holmes, 2001). On the other hand, men are said to have a more direct style. Women in general use more standard form of language rather than men. Men are also often associated with more use of slang than women (Wardaugh, 2021). Men tend to speak using vernacular language which is the most colloquial variety in a person's linguistic repertoire.

Social media is a common platform for people to communicate with others. It allows people to interact from distance all over the world. The

growing popularity of internet dating has altered how people meet possible romantic partners. Tinder has grown to be one of the most widely used mobile dating applications in the world, with an estimated 50 million users in more than 190 countries, 10 million daily active users, and over 30 billion matches to date while being marketed as an enabler for users worldwide to establish relationships that would not have been possible otherwise (Tinder, 2019 as cited in Rosa et al., 2019).

Tinder also provides two sexes that can be chosen by their users which are male and female (Tinder, 2019). In its use, Tinder allows users to ‘swipe right’ if the user likes the user they see and ‘swipe left’ if the user does not like the user they see. Shown for liking or disliking is the Tinder profile. A Tinder profile contains a short information of the user which shows a profile photo, a short bio that can be filled with any information that the user want to share, such as interest, purpose, opinion, jokes, and more which can be seen by visitors whether each has interests that match to one another. To attract the attention of others, Tinder users will likely to use certain style of language that suits their personality more in Tinder profile.

Users’ profiles usually contain information that holds an important role in the match number. According to Tyson et al. (2016), the profiles with bios perform much better in all circumstances since in particular the case for getting female matches without bios, the average number of matches from women for male stock profiles was 16, which jumps four-fold to 69 with a bio, where the average number of matches from men also rises, but much less significantly at 58%. Moreover, when people are confronted with a highly

compatible person, additional information makes people more certain to like or dislike that person resulting a detailed online dating profile may draw suitors who are more likely to be compatible (Norton et al., 2007). Based on Tyson et al (2016), Tinder is an application that create the male users to act as an initiation since female users tent to reluctant to start a conversation.

Based on the phenomena above, Tinder is important to the study because in this platform language style that suits the context will benefit users more and the number of matches that users get could potentially increase. Besides, knowing the difference in language style preference of different sexes also will benefits users since they can reconcile their choice of language style based on their goals. The writer is interested in finding out and analysing the language styles used by Tinder users from Indonesia in writing their Tinder profiles. The writer chooses Martin Joos's theory (1976) of language style to analyse the type of language style in Tinder profiles. After that, the writer also compare the language style perform by male and female on their Tinder profile to see the different tendencies in expressing language style.

1.2 Theoretical Framework

1.2.1 Sociolinguistics

Yule (2010) claims that sociolinguistics is a branch of sociolinguistics research that focuses on language as it relates to social and cultural phenomena in a particular culture. It often examines issues relating to language, society, and social sciences, including psychology, anthropology, and sociology. Yule's suggestion is in accord with Trudgill's as well. He claims that because language is influenced by social environment, the study

of sociolinguistics is connected to cultural phenomena that may have an impact on how individuals speak or interact (Trudgill, 2000).

On the other hand, Holmes (2001) contends that sociolinguists look at how language is used to transmit messages. Social interactions between community members are necessary for language to operate as a means of message transmission. These social interactions may reveal information about the relationships between the parties. Consequently, sociolinguistics is crucial for describing how members of society interact.

Sociolinguistics studies how language evolves depending on the social context in which it is used and the social group to which it belongs. The social variables also have an impact on language starting from personal attributes such as age and education, as well as more universal ones such as nationality, race, and sex.

1.2.2 Language and Sex

Men and women's attitudes will be influenced by culture. Gender roles have an impact on the formation of society. The communicator's gender influences not just the meaning sent to the interlocutors, but also the structure of each word (Gamble, 2013). Women, for example, employ more qualifiers or tentative phrases in their speech than men. Women, like men, use expressions like "*I guess*," "*I think*," and "*I wonder if*." Previous research found that female cartoon characters utilize verbs that show a lack of certainty (for example, I think) and words that are considered polite. Women are more likely than men to transform statements into questions.

Men, on the other hand, typically answer with a more decisive response. According to Lakoff (1972), as quoted by Gamble, women do not assert their claims as frequently as men do. Furthermore, women use tag questions more than males. Women gain a reputation for hesitancy by seeking vocal confirmation for their perceptions. Similarly, Kramer (1978) discovers that women use disclaimers more than males, prefacing their marks with phrases like *"This probably isn't important, however."* Men's speech tends to be simple and dominant.

1.2.3 Language Style

Style is defined as a term for referring a person's consistent and relatively persistent tendencies or preferences (Brown, 2002, p. 104). Therefore, styles are also those broad aspects of intellectual functioning and personality type and characteristics that are unique to each individual that distinguish one from others. Thus, style is more dependent on the circumstances than on the speakers themselves, such as in ceremonial events demand fairly formal speech, public lectures are considerably less formal, casual conversation is quite informal, and discussion between friends can be quite informal and casual. This demonstrates that style implies more to the same speakers who communicate differently in different settings, and not distinct speakers who speak differently from one another.

Language styles are the various ways that are given by each person in carrying out a narrative in which the distribution is done consciously or unconsciously and is based on the application of linguistic means and systematic patterns as well as extralinguistics by using elements of topic,

function, situation, purpose and the intention of someone in expressing an utterance (Missikova, 2003). Language styles start with a very formal part and become very informal with their use focusing on the circumstances in which the utterance is given. According to Wardhaugh (2021), the level of formality is based on several elements which are divided into: age differences, social, opportunities, certain tasks assigned, emotional involvement, and other related factors. Joos (1976) specifically divides language styles into 5 types which are divided into: frozen style, formal style, consultative style, casual style and intimate style.

1. Frozen Style

Frozen style is a style of language that is given in an elegant and most formal form of communication which is generally used in important and symbolic moments, such as speeches for state ceremonies, churches, and occasions at the royal palace. In this type of language, complex sentence structures and rigid grammaticalizations might be used more frequent, as well as the use of vocabulary selection which is only understood by experts or community who come from certain fields. Frozen style has a symbolic or historical aspect. This form is also extensively applied in sacred texts, declarations of independence, and constitutions.

Here are some of the examples:

- 1) *Therefore I tell you, whatever you ask for in prayer, believe that you have received it, and it will be yours (Mark 11:22)*
- 2) *Indeed, those who have believed and done righteous deeds will have gardens beneath which rivers flow that is a great attainment (al-Buruj 85:11)*

Both of the examples above are taken from holy books as it can be seen there are names of the verse at the end. The first one is verse “*Mark 11:22*” that is taken from bible and the second one is a verse “*al-Buruj 85:11*” that is taken from Al-Quran.

2. Formal Style

Joos (1976) states that formal style is a style that is given in formal situations and there is knowledge about the context and general one-way communication where this style of language occurs and is located (p. 35). In this style of language, there is a standard utterance that is given in a formal style such as a broad vocabulary, avoid repetition, grammatically correct, using standards form, and using a low tempo (p. 37). Formal language style is used in serious situations, for example in classrooms, technical and scientific reports, sermons and other formal speeches. Here are some examples of formal style:

- 3) *I can only hope what we lack by way of adequate capacity to satisfy the Conference's need shall be compensated with our warmth and friendship.*
- 4) *On behalf of all of us, may I take the liberty to thank our host country for the warm hospitality given to us.*

From the examples above, it can be seen that both examples are parts of a formal speech. Both examples also use standard form and broad vocabulary.

3. Consultative Style

Consultative style is a style that is often referred as semi-formal style in language communication. It is usually used with casual acquaintances or organization with a small group. So, in use, it still

touches the formal form, but not to the point where it becomes very rigid. It is frequently used in the types of businesses encountered in everyday life. One of the characteristics of consultative style there is a label code, such as *I know, I see, Ummm, Ohh, Yeah, Well, Right*, and so on (Joo, 1976, p. 28).

The consultative style could be identified by the need of involvement of the interlocutor in the conversation. According to Joo (1976, p. 23), consultative style has features that defines the style. The first one is the speaker background information that is assumed by the speaker if this information is not given, people will not understand what one says. The second one is the need of continuous participation of the addressee since people may speak the same language but they have a different stock of information. Consultative styles is sometimes being used spontaneously that people tend to repeat some unnecessary words and choose the wrong words (p. 25). Here are some examples of this style:

- 5) *Well, I get what you're saying in the proposal, but it would be fantastic if we could attempt to hear various points of view right?*
- 6) *Uhhmm I am new to town and I want to go to the beach. By any chance can you tell me the directions to the Kuta Beach?*
- 7) *Ohh, yeah, your story is relatable to mine. I personally think it is difficult. Don't you think s*

4. Casual Style

Casual style is a style that is generally used in normal or casual situations and is often encountered in a conversation between co-workers, family members, with friends outside of class situations, and chatting with other people who have known each other before. In using this style, many users use simpler and shorter language, calling names using first names

and even nicknames. This style is also less focused on complex sentence structure or grammaticism. According to Joos (1976) in the beginning of English sentences, the weak words can be omitted (p. 25). Omission or ellipsis and slang in sentences are the most prominent difference between casual style to other style (p. 27). Here are some examples of casual style:

- 8) *OMG! What you got there? A cuppa coffe?*
- 9) *She is just so clingy to her bf*
- 10) *Ewh that's so cringe*

5. Intimate Style

Intimate style is the type of language used by very close community groups, for example between family members, between very close friends and between lovers. Joos (1976) states that this style of language is a style of language with almost no social barriers in it so that there is a label given to each participant in the use of their language, for example by using a nickname: *darling, dear, honey*, or mentioning a nickname. In this style of language, grammar is less concerned, instead intonation is an important element. This is because, in this style of language, there is a use of feelings that are more than just sharing information, so that it shows more intimate phenomena. This style of language is also used for a comfortable form of communication and provides the most informal atmosphere, without distance and time. For example;

- 11) *Good morning my darling*
- 12) *Are you okay, honey?*
- 13) *Good job, sweetheart*

1.2.4 Tinder

How people meet potential dating partners has changed due to the increasing usage of online dating. Online dating applications have fundamentally changed the nature of dating (Blackwell et al., 2015). In 2014, over 50 million people have been active on Tinder with over 1.6 billion profile views and 12 million matches made (Shontell, 2014). According to Tinder demographic data that was published in Statista (2021), the largest demographic group is the 18-25 years old group with around 35% of the total users following by 26-35 year years old with around 25%.

As a location-aware app, Tinder connects users within a particular radius, meaning that “swiping right” can connect potential mates that are nearby. Tinder also provides various features covering free features and also premium features. According to Fiore and Donath (2004) a web based online dating systems have minimum the following features:

1. Each user has a personal profile, which may or may not include one or more photos, free-text responses to prompts, and responses to demographic and other fixed-choice questions.
2. Searching and/or matching tools that let users sift through the thousands of profiles on a typical system to identify possible dates.
3. A method of confidential communication that enables users to get in touch with potential partners within a secure online dating platform without providing their email address, phone number, or other identifying details. Typically, this refers to a private mail system, but

it can also refer to instant messaging, the capacity to exchange "winks," or any other form of flirtation.

4. An optional additional type of self-description, such as the outcomes of a personality test or user-uploaded audio and video recordings.

Tinder free accounts only allow users to chat when both sides swipe right and there are no other special features in basic accounts (Tinder, 2019). According to Tinder (2019), account that has subscription starting from Plus, Gold, until Platinum has other feature that increase Tinder users' experience such as unlimited likes, unlimited rewind, passport to any location, hide advertisement, even message before matching is also available in Tinder Platinum subscription.

1.2.5 Context

According to Leech (1983), the context of a sentence is the foundational knowledge that speakers and audience members believe to be asserted, which adds to the listener's translation of what the speaker indicates in a particular speech. According to this definition, context might be a situation or scenario that serves as the basis for a statement. To avoid misunderstanding, the listener must grasp the context of the statement in order to comprehend what the speaker is saying. Context is also essential for comprehending what someone has said or written. Holmes (2013) stated that language differs according to its uses and users, depending on where it is used and by whom, as well as who is using it. The choice of language, dialect, or style is influenced by the recipients and the situation (p. 239).

In this research, the data of Tinder profile are taken from users both male and female that age 18-25 years old. Tinder profile itself acts as a banner to depict a glimpse of user interest or information. With that profile, it is expected that the match will fit more accordingly to both sides.

1.3 Review of Previous Studies

Previous research is useful to find out what kinds of research have been done previously that are similar to the focus and problems in current research. The first research is the research of Purba et al. (2021) which examines the language styles used by millennial generations in written language in social media. This research focuses on Instagram and captions as the facilities provided by the social media. The researcher uses the theory proposed by Martin Joos. Researchers use qualitative as a research method and documentation as an instrument of research. The researcher took 30 data taken from captions from Instagram starting from January - July 2021. The results of the research showed that casual style was the most used style by millennials who took up to 17 data (56.7%). The other is the formal style with 3 data (10%), consultative style with 2 data (6.7%), frozen style with 1 data (3.3%) and intimate style with 13 data (23.3%). Current research has similarities and differences with previous research. Similarities are shown from the use of language styles and the theory used, namely the theory from Martin Joos. However, differences were found from the data source where previous research used Instagram captions as a data source. Current research uses a Tinder profile as a data source, making the data source a novelty in research.

The second research is a study conducted by Hutaeruk (2019) which examines the most dominant type of language style found in class interactions of FKIP UHN Pematangsiantar students. The researcher uses the theory of language styles proposed by Joos which is divided into 5 types: frozen style or oratorical style, formal style or deliberative style, consultative style, casual style, intimate style. The method used in this research is qualitative with inductive data analysis. This study collects data using records (documentation) as an instrument of research. The result of the research shows that consultative style is the most dominant style given in class interaction which takes up to 47.36%. Other language styles used are frozen style or oratorical style which takes 0%, intimate style which takes 10.52%, casual style which takes 42.10%, and formal style or deliberative style which takes 0%. It is known that this language style is used the most by teachers when they are giving instructions to students and giving rewards if they can answer questions correctly. Current research has similarities and differences with previous research. Similarities are shown from the use of language styles and the theory used, which is the theory from Martin Joos. However, differences were found from the data source where previous research used classroom interaction which is a spoken language, while this study uses a Tinder profile as the data source, making the type of language written, thus making the data source as novelty in this study.

The third research is study conducted by Rahayu & Parmawati (2020) which examines a teen-lit novel "The perfect Husband" by focusing on the language style and illocutionary act given in the novel. This study uses qualitative as a method of research. The results of this study found that there

are 5 language styles found in the study, most of which are casual styles because the data source is a teen lit, so the use of casual style makes sense as the most common style. On the other hand, in the use of speech acts, it was found that there were directive and expressive speech acts which were mostly found in the study. Current research has similarities and differences with previous research. Similarities are shown from the use of language styles and the theory used, namely the theory from Martin Joos. However, differences were found from the data source where previous research used novel, while this study used a Tinder profile, thus making the data source a novelty given in the current study.

The fourth research is study from Khoimah (2019) which focuses on language style of the movie “Queen”. This study uses an analysis of the classification of language styles proposed by Martin Joos (1962). The method used in this research is descriptive qualitative method with analysis using narrative. From the results of the study, it was found that there are 4 styles of language used in the film: formal, consultative, relaxed, and intimate. From the use of consultative language style, the Queen uses it in the form of dialogue with family, co-workers, and strangers. The use of casual style is used with friends and people with close relationships with him. Intimate style is used by the Queen when communicating with her royal family. The last is the formal language style used for one-way communication. Current research has similarities and differences with previous research. Similarities are shown from the use of language styles and the theory used, namely the theory from Martin Joos. However, differences were found from the data source where previous

research used movie, while this study used a Tinder profile, thus making the data source a novelty given in the current study.

The fifth research is a study conducted by Pohan & Pohan (2021). This study has purpose to determine the variety of linguistic style used by the government in post Covid-19 on Instagram in Indonesia. This research utilizes a qualitative descriptive method with two goals in mind. First, to study the situation of the categories of language style discovered on social media, and second, to study the implementation of language style variations on social media in publishing the corona virus (covid-19). The data gathered from covid-19 captions of government on Instagram. Data was collected by identifying language styles, note taking, and collecting references to the data. Researchers employ Martin Joos's theory to examine various language styles such as formal style, consultative style, and casual style. The result of the analysis showed that 8 data were used by the government in formal style, 7 data were used by the government in consultative style, and 5 data were used by the government in casual style. Current research has similarities and differences with previous research. Similarities are shown from the use of language styles and the theory used, namely the theory from Martin Joos. However, differences were found from the data source where previous research used Instagram captions as a data source. Current research uses a Tinder profile as a data source, making the data source a novelty in research.

The next research is conducted by Rantung et al. (2022). This study examines language style used in the film "The Great Gatsby". Martin Joos's theory of five language style (1967) is employed to assess language style in

this movie. The descriptive qualitative method was employed to perform this study. Data was gathered by watching movies and reading scripts. Miles and Huberman (1994:10) three phases to analyse data is used: data reduction, data presentation, and deriving conclusions. The findings revealed that one hundred sixty three (163) data points were incorporated in five different types of linguistic patterns. There were 0 data in the frozen style, 30 data in the formal style, and 108 data in the casual style, 15 data in consultative style and 10 data in intimate style. Current research has similarities and differences with previous research. Similarities are shown from the use of language styles and the theory used, namely the theory from Martin Joos. However, differences were found from the data source where previous research used Instagram captions as a data source. Current research uses a Tinder profile as a data source, making the data source a novelty in research.

1.4 Research Question

Based on the phenomena and problems that have been discussed regarding the style of language behind the research, the researcher decided to formulate three research questions that will be answered in the chapters of findings and discussion which are described as follows:

1. What are types of language styles use by users in Tinder Profile based on Martin Joos's theory?
2. What are the tendencies of language style of male and female users in Tinder Profile?

1.5 Objectives of the Study

Based on the problem that has been formulated regarding the language style behind the research, the researcher decided to create two goals that are expected to be achieved in the findings and discussion chapters that are in line with the previous problem formulation which are described as follows:

1. To discover the types of language styles found in men and women Tinder Profile based on Martin Joos's theory
2. To identify the tendencies of male and female language style in Tinder Profile.

1.6 Scope

To limit the research, the writer will concentrate the research only to analyse the language style among many language variations in Indonesians users' Tinder profile. This research analyses the data using Martin Joos's theory of language styles that categorized language styles into 5 types which are frozen style, formal style, consultative style, casual style and intimate style. Thus, the results of research and discussion outside this scope are not considered in the study and the results and discussion are not included and are declared valid and reliable for inclusion in the study.