CHAPTER I

INTRODUCTION

1.1 Background of the Research

The use of social media as the part of human modern life is inseparable.According to Nguyen (2017), Indonesia is number four as the social media users.One of the most popular social media in Indonesiais Instagram.

According to Rouse (2017),Instagram is a free online photo sharing and social network platform that was acquired by Facebook in 2012. This application allows the users to upload, edit and share photos with other members. Instagram drives people to share photos and videos using written language in captions.The captions produce new variations of language use.

This language is used by Instagram users. There are the ways to recognize the variations of language use through Instagram's captions. One of them is by identifying language and gender. Previous researchers coin several hypothesesabout the relationship between gender and language use. First, Tannen (1992) compared of speech between men and women to cross-cultural communication. She claimed that men seek to establish hierarchy and status through talk, whereas women look to create solidarity and connection (as cited in Wardhaugh and Fuller, 2014, p. 326). Wardhaugh (1998) said that men's speech usually provides the norm against which women's speech is judges (p. 310). The other characteristics of women's language

are described by Kipers (1987) in Wardhaugh (1998), they are gossip-laden, corrupt, illogical, idle, euphemistic, or deficient is highly suspect than men's speech (p. 310).

Since 1970's, linguists offered the idea that sexual orientation affects a person's language use.According to Barbara (2017), sexual orientation is a term that describes a person's sexual, emotional, or romantic attraction, as well as the gender(s) of the people they are attracted to.The types of sexual orientation or tendency are widely known as heterosexual and bisexual. Heterosexual is a person who is sexually attracted to people of the opposite sex (Oxford, 2010, p. 704). Bisexual is a person who is sexually attracted to both men and women (Oxford, 2010, p. 136). Beside heterosexual and bisexual terms, there is another term which is called homosexual.

Ellis and Symonds (1896) as cited in Sell (2014), definedhomosexual as sexual instinct turned by inborn constitutional abnormality towards persons of the same sex. Actually, there is a distinctionbetweenthe use of homosexual and gay terms. Gay is more appropriate to describe a man who has same-sex tendency than a homosexual in language study. Bailey, et al (1997) said that there are feminine gays and masculine lesbians which have some variations. Usually, gays tend to be more feminine because they usually preferred men who described themselves as masculine. It is a different case when the men rated themselves as relatively feminine (Bailey, etal, 1997).

Kulick (2000) said that there is no such thing as gay or lesbian language (p. 247). Some self-identified gays and lesbians may sometimes use language in certain ways in certain contexts, but it is not the same thing as saying that there is a gay or lesbian language (Kulick, 2000, p. 247). However, Kulick (2000) had written critical

review about gay and lesbian language. Some characteristics of gay language he reviewed are "lavender lexicon" and "camp".

Leap (1995) as cited in Kulick (2000, p. 247) said the first characteristic of gay language is "lavender lexicon" which is a term to describe homosexual languages which contained codes and special meanings. According to Legman (1941), as cited in Kulick (2000, p. 248), the example of the lavender lexicon is "drag", "basket", and "straight". Usually, it is stated with words like "church-mouse" which means "a homosexual who frequents churches and cathedrals in order to *grope* or *cruise* the young man there". Penelope and Wolve (1941) said that using female names, pronouns, and address forms to greet and refer to males also included in the lavender lexicon (as cited in Kulick, 2000, p. 253).

Another gay language criterion is "camp". The camp is derived from French *se camper*, means "show off", "engage in the exaggerated behavior". It is used in English to mean "actions and gestures of exaggerated emphasis" and "pleasantly ostentatious or affected" (Kulick, 2000, p. 254). It means camp has strong relation with the feminine gesture, mimic, behaviors, conversational styles and emotions by men. Using words, phrasings, topics, and morphological/syntactic constructions (such as noun plus "-ette" or noun plus "queen" constructions) may be well common characterized as gay and lesbian speech. However, it is not a standard because not all of gay and lesbian use it for communication. People who do not engage in the same-sex language practice may be a master of the code unconsciously.

Nowadays, it is started to be common to find people who acclaim themselves as gays such as these three American entertainers: William Jardell, Cory Wade, and

Lance Bass. William and Cory are professional models from modeling competition in America's Next Top Model (ANTM) cycle 20 and 21. Differ to William and Cory, Lance is apop singer and TV host.The three entertainers regularly post their activities through Instagram and share with the networks.

The writer has chosen American gay entertainers as the objects of the study because of their declaration and articles for being gay. William Jardell has a boyfriend, his name is James Wallington. William published a photo in his Instagram on May 9th, 2106 in order to celebratetheir second anniversary of the relationship. A website in America, "Gay Star Travel" also published the article about their hobbies in traveling around the world together. In contrast, Cory seems to be single and also published his gay tendency in ANTM cycle 20. In some captions, Cory explains about the freedom of having same-sex love. Meanwhile, Lance has married Michael Turchin in 2014 (Kirby & Levy, 2014) who is a host for "90s House on VH1".

The writer argues that three American gay entertainers use the languagethat shares the similarities of women's language in their Instagram's captions. Lakoff (1975) said that there are several features of women's language: lexical hedges or fillers, tag question, rising intonation on declaratives, 'empty' adjectives, precise color terms, intensifiers, 'hypercorrect' grammar, superpolite forms, avoidance of strong swear words, and emphatic stress (p.53).

These following examples are the captions of three American gay entertainers in Instagram:

(1) [*Isn't he cute?*] Boyfriend tag (love) [*LINK*] in my bio #boyfriendtag.

(William Jardell in @williamjardell Instagram).

(2) This photo is dedicated to my crazy/[*lovely*] uke-champion friend @theericjaffe who got me that poop emojiii because tonight at @frankybradleys I am performing in his silly Christmas comedy show and I can't waitttt.(Cory Wade in @coryw4de Instagram).

(3) [*I think*] I'll heal [*very nicely*] with these two as my nurses. I'm home safe and sound. Thank you all [*so*] much for the well wishes. You guys are [*the sweetest*]. Love you all. (love) (Lance Bass in @lancebass Instagram).

Based on the expression has been usedabove, it is interesting to study the language of three American gay entertainers in Instagram's captions which contain the features of women's language such as:tag question*(Isn't he cute?)*, emphatic stress (*LINK*), 'empty' adjectives *(cute, lovely, nicely, the sweetest)*, intensifier*(very, so)*, and lexical hedges *(I think)*.Lakoff (1975, p. 51) claims that women's speech differs from men's in that women are more polite. Women usually speak politely, shunning the coarseness of men's language: no slang, no swear words, no off-color remarks (Lakoff, 1975, p. 52).

This topic is chosen because many similar pieces of research that have been found out did not talk about this topic yet, typically the previous research only described gay language in gay community in Asia as found in America and Vietnam usingfield research method or language and gender study between men and women (or boy and girl) on social networks. In this research,the writer is intended to determine the level of similarities between gay language and women language in Instagram's captions. This research is based on woman's language features by Robin Lakoff (1975) and function of language features by Holmes (2013).

1.2 Identification of the Problem

In detail, this study is intended to answer two research questions:

1. What are women's language features used bythree American gay entertainers as found in Instagram's captions?

2. What are the functions of women's language features used bythree American gay entertainers as found in Instagram's captions?

1.3 Objective of the Research

In line with research questions above, the objective of the research are:

1. To identify the women's language features used bythree American gay entertainers as found in Instagram's captions.

2. To describethe functions of women's language features used by three American gay entertainers as found in Instagram's captions.

1.4 Scope of the Research

This research is limited to women's language features by Lakoff (1975) and the function of women's language features by Holmes (2013) as used by three American gay entertainers in their Instagram's captions. Three American gay entertainers are William Jardell, Cory Wade, and Lance Bass in their Instagram: @williamjardell, @coryw4de, and @lancebass.

1.5 Methods of the Research

   Methods of the research are used to conduct the research which discusses three systematic research procedures:data collection, data analysis and the result of analysis. The procedures are as the following:

1.5.1 Data Collection

   Source of the data is where the data have been taken. In general, there are two types of data source, they are primary and secondary data source. This study applies secondary data source which isthe use of the data that was collected by someone else (Crossman, 2017). There are several secondary data sources, such as government censuses, business journals, internet, etc. This study chooses Instagram as secondary data source, which is one of the largest social media users nowadays.

   According to McLeod (2014), sampling is the process of selecting a representative group from the population under the study. Sampling is usually used to streamline the data and simplify the analysis. The population of the research is thecaptions of American gay entertainers in Instagram, they are William Jardell, Cory Wade, and Lance Bass. Some of the captions are chosen for sampling.The writer has been chosen them because their language use in Instagram represents the aim of the study, to show the use of language among American gay entertainers. They have hundred even thousand posts in Instagram.

   This study applies purposive sampling technique which is as a non-probability sample that is selected based on characteristics of a population and the objective of the study (Crossman, 2017). Purposive sampling is also known as judgmental, selective, or subjective sampling.The writer has been selected only the post on the

beginning of 2016 which is one of the most active years in their Instagram. The number of their Instagram posts and time period in posting one photo or video to another one is different. Although it is different, the data is enough which William Jardell posted 31 captions from January until February 2016, Cory Wade posted 31 captions from January until April 2016, and Lance Bass posted 33 captions from 1st January until 14th January 2016. It means the sample is about one until five percent of the population.

Data is collected by observing the language which is used by American gay entertainers in Instagram's captions. This study only observes the existing of women's language features in Instagram's captions from three American gay entertainers who have more 100.000 followers. Selected captions from those American gay entertainers in Instagram are used for this study with certain period starting from January until April 2016.

There are several steps in data collection. Firstly, the selected captions of three American gay entertainers in Instagram were captured.Secondly,the note-taking technique is applied to collect the data by taking note of all the written language that contains the women's language features in Instagram's captions. Finally, the data will be classified by using Lakoff's (1975) women language features and Holmes's (2013) theory about the function of the use of language features.
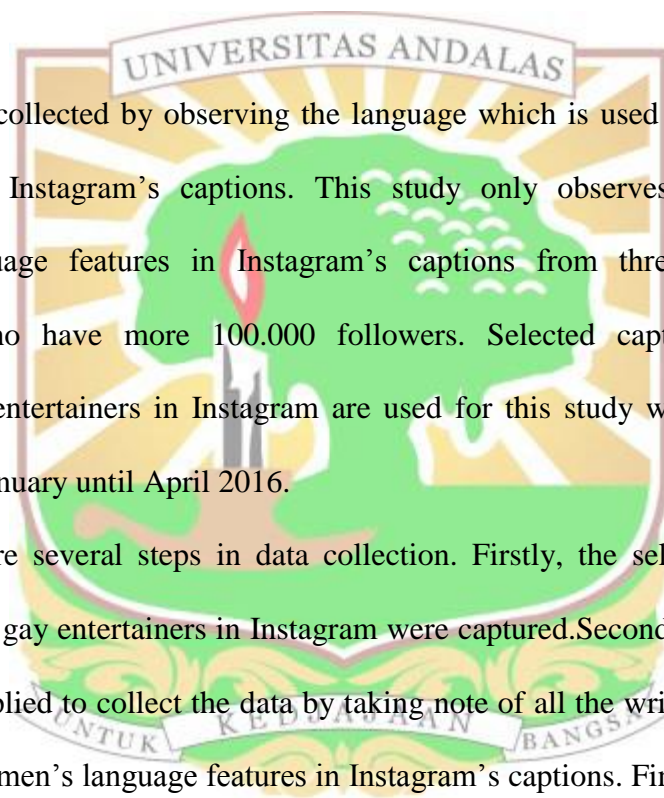
1.5.2 Data Analysis

The theory of women's language features by Lakoff (1975) and language features functions by Holmes (2013) are used for conducting data analysis. Finally, the study is completed by describing the study to derive a clear result.

1.5.3 The Result of Analysis

The result of analysis is presented descriptively. It shows and explains Instagram's captions of gays and women's language features and its functions. Meanwhile, the compilation of data is presented by a table (p. 46). There are two tables are presented in this research. Table 1 is the percentage of the features of women's language and table 2 is the percentage of functions of women's language features.

Firstly, table 1 attaches the features of women's language, frequency, datum, and percentageof research data. The percentage is based on the frequency of women's language features and total of the data analysis then times 100%. For example, there are lexical hedges occurred 3 times (frequency) of 95 data analysis. Percentage of the data can be counted as: 3/95 x 100% = 3,15%. The total of percentage shows the percentage of the use of women's language among gay entertainers in Instagram.

Secondly, table 2 attaches functions of women's language features, frequency, and the percentage of the data research. The percentage is based on the frequency and total of the data containing features of women's language then times 100%. For example, there are lexical hedges occurred 2 times (frequency)of 27 data. Percentage of the data can be counted as: 2/27 x 100% = 7,4%. Thetotal of percentage shows the

percentage of the use of functions of women's language features among gay entertainers in Instagram