

Language Features of Women's Response toward Justin Bieber's Instagram Posts

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Abstrak

Setiap orang memiliki tujuan saat menggunakan Instagram sebagai media sosial mereka, untuk berbagi foto atau video. Tujuan mereka adalah untuk mendapatkan empati dan simpati, mendapatkan promosi, berbagi kegiatan sehari-hari mereka, menunjukkan portofolio mereka, melakukan OOTD dan lain-lain. Instagram bukan hanya media sosial untuk mengunggah foto atau video pendek, tetapi memiliki fasilitas untuk menempatkan pendapat pengguna pada kolom komentar. Dengan kolom komentar ini, pengguna memiliki kebebasan untuk menyampaikan apa yang mereka rasakan ke dalam kolom komentar, yang berkaitan dengan unggahan. Berdasarkan bidang sosiolinguistik, studi ini berfokus pada sepuluh jenis fitur bahasa wanita dari Lakoff yang muncul dan teori Holmes untuk fungsi fitur-fitur tersebut. Dalam hal ini, penelitian ini mengklasifikasikan jenis yang muncul saat wanita menulis komentar. Kemudian, penelitian ini menganalisis apa fungsi dari fitur yang muncul. Penelitian ini menggunakan metode deskriptif kualitatif dalam menganalisis data. Hasil penelitian ini menunjukkan bahwa pengguna wanita menggunakan beberapa fitur bahasa. Beberapa fitur bahasa yang digunakan adalah penekanan, bentuk super-sopan, intonasi tinggi, stres tegas dan kata sifat kosong. Tapi tidak semua fitur yang Lakoff nyatakan muncul dalam data. Fitur yang tidak ditemukan dalam data adalah tata bahasa yang benar, menghindari bahasa kasar, terminologi warna yang tepat, pinggiran atau isian, pagar leksikal dan kata pertanyaan. Fungsi dari komentar-komentar tersebut adalah phatic, ekspresif, referensial, dan direktif.

Kata Kunci: *wanita, ciri bahasa wanita, Instagram*

Abstract

People had a purpose in deciding Instagram as their social media to share photos or videos. Their purpose is to gain empathy and sympathy, get endorsed, share their daily activities, shows their portfolio, doing OOTD and others. Instagram is not a simply social media to upload photo or short video, but it has the facility to place viewer's opinion which is comment box. With this comment box, user has the freedom to deliver what they feel into the comment box, which triggered or affect by the post. Based on sociolinguistics field, this study focuses on ten types of women feature language from Lakoff that appear and Holmes's theory for the function of the feature. In this case, this study classified the type which appears when women posted a comment. Then, this study analyzes what is the function of the feature that appears. This study uses descriptive qualitative method in analyzing the data. The result of this research, women users are using some of the language features. Some language features that used are intensifier, super-polite form, rising intonation, emphatic stress and empty adjective. But not all features that Lakoff stated appear in the data. Features that are not found in the data are hyper-correct grammatical, avoidance strong swearword, precise color term, hedges or filler, lexical hedges and tag question. The function of those comments are various, there are phatic, expressive, referential, and directive.

Keywords: *women, language features, function, instagram*

INTRODUCTION

Recently, the social media is connected to the internet. Internetwork or the internet is one of the world-wide range technologies which can be reached by people around the world, cooperate with some websites. Through the websites, people can do shopping, watch movie online, search some news and communicate with family, friends, and strangers. Social media is one of the

media to interact with people virtually, get a lot of new friends, chat, sends emails, video call, share photos and videos. In social media there are no social classes, just people who want to share the experiences, thought, ideas, and opinions as much as they want.

Among those social media, women prefer to use media sharing site such as Youtube, Pinterest, Instagram as the result of Pew Research Center's internet stated, it is found out that the proportion of women who used

social media sites was 10 percentage higher than men on average (Dugan 2013). Therefore, study chooses Instagram as the media of observation and look for the language features. The first reason is because in this digital era, the users become wider and the second reason is the users are mostly women. Women are mostly sharing her thought, her feeling, her emotion toward people. This study doesn't take all the users pages, but choose Justin Bieber has 76.4 million, which most of the followers are female. The data is randomly taken from users who use English as their language in the comments, 1-10 comments per post are taken, and the photo or video uploaded 30th November 2015 until 6th December 2015.

Instagram's users had a purpose in deciding Instagram as their social media to share photos or videos. Their purpose is to gain empathy and sympathy, get endorsed, share their daily activities, shows their portfolio, doing OOTD and others. From all that they did, they chose to share to Instagram, and then slowly appear followers, fans or haters, those people delivered their opinion through comment, because Instagram is not simply a social media to upload photo or short video, but it has the facility to place viewer opinion which is comment box. With this comment box, user has the freedom to deliver what they feel into the comment box, which triggered or affected by another post. The comment that is delivered by users can be positive or negative, even sometimes their comment is not related at all to the post.

In short, the phenomenon of the social media users, which are dominated by women, has attracted the researcher to have a study about what language features are used by women in Instagram. Further, the researcher wants to know more what the functions of the language feature use are. Thus the study has entitled *Language Features of Women's Response toward Justin Bieber's Instagram Posts*.

There is previous study which has same theory, used descriptive qualitative as the methods but take different objects. Khoirul Umami Mazidah (2009) studied women features language used by Margaret Thatcher in "Iron Lady" movie. Mazidah's study is using movie as the source of data analyzes Margaret's speeches and found the type of language features on the characters of someone and found nine features that used by Margaret. In Margaret's movie seems that she talk with the people which have high classes to maintain her image.

This study is different from Mazidah because the data is related to the real life examples of women features but without differentiate what class they are talking to. They speak freely about what they want to say, they will not worry about another reader's thought, they have no classes and they put their speech into the written form which taken from women who response the picture or video posts in Justin Bieber's Instagram pages.

THEORETICAL FRAMEWORK

1. Language and Gender

Some researchers in language and gender such as Lakoff (1975), Tannen (1986), Fishman (1997), Cameron (1992, 1996) and Coates (1998) all draw attention to the differences in male and female speech. These differences have been perceived within various theories. When men and women speak, there are some differences between them, maybe their accent, word form or intonation. Holmes (1992) adds that women and men do not speak in exactly the same way as each other in any community. Men tend to speak casually and don't use proper grammar when men speak to others while women tend to show formality and femininity to the society when women speak. Even women and men usually do 'gossip', but men are not interested what women talk about and have their own topics such as soccer, robot or cars. Tannen's (1991:8), cited in Ahmed (2010) also states that work in that women's talk is about establishing a rapport with other speakers and 'telling secrets' or 'gossiping' is one way in which this can be achieved.

2. Language and Context

The differences in the use of language can be seen by anyone who uses language, to whom he spoke and in which they speak. Context is needed as the part of the event in which a speech-act takes place, social status and setting of the speaker and interlocutor. Holmes (1997:12) explain that component of context are topic, setting, function and participant. Class, gender, age and race are also forms of objective context variable. The component of context in this study, first is the participant as who response the posts. Topic as the context is what women are talking about. The setting as where women post the response. Lastly, the function as the context of purpose women uses women features language.

Besides addressee, a powerful influence on the style of the speaker is how formality context setting and relative roles or statuses as stated Holmes (1992:261). Sometimes people shift their style of speech because they adopt the linguistic features of different groups. Often they change their style when talking different context. In Holmes's book (1992), he stated that people will any speaks with ease when they're at the mall or the park, using the language used by the lower social group. But when they are at work, they would change became their formal language style imitating higher social group.

3. Women's Language

Linked to social class, the differences in how men and women gain, or attempt to gain status through opposing speech patterns is noticeable. According to Coates (1996 as cited in Ahmed 2010), women's talk is based on establishing a connection between participants

that leads to a discussion of shared values. They share the information through the conversation. The way they deliver the information is different because every woman has her own style of her speech. They will have some differences when they speak. The way of their speaking is based on where she lives, classes or different background of family, educational, and ages. Basically, women are afraid to say everything directly, include the man with higher position. Women also contain more politeness form, apology, hedges, and tag question.

4. Ten Types of Women's Language Features

In Holmes (1992) stated that Lakoff (1975) suggested characterize women's speech by linguistic features as the ten features. Those ten features are Lexical hedges or filter, such as "hmm" "uhmm". Tag question, for instance, "you will come, won't you?". Rising intonation on declarative. 'Empty' adjective, like "cute" "sweet". Precise color terms, such as "aquamarine" "beige". Intensifier, for instance "so" "just" "really". 'Hypercorrect' Grammar, Super-polite forms, Avoidance of strong swear word, and Emphatic stress.

5. Language and Function

There are several categories of speech functions, such as what Holmes stated (1992: 286-287). The first function is **expressive** or share what their thought. The second function is express solidarity or empathy against others, called **phatic**. The third function is, when giving an information or **referential**. Another function is **Poetic** which focuses on the aesthetic features of language. The next function is **Metalinguistic** which use to give the description grammar or words that describe language itself. Then the last function, **Directive** or ask someone to do it. Three categories (directive, expressive and referential) is a fundamental function of language for the linguist. Another researcher also added a category relating promises or **commisives**, threats, marriage vows; declaration of war, the each has its distinctive characteristics (Holmes 1992: 288).

METHOD

This study focused on what kind of speech style that was appropriate to use in the workplace for employee to communicate successfully in their workplace, what social context that influenced the speech style such as the way they communicated with someone who had the same status or with someone who had higher status. Therefore, this study pays attention on all people or employees in the workplace in this movie. The data of study was description of all people's communication in the workplace based on the movie and Numerical data were not used.

Moreover, this study was taking the utterances which were used by all people in the workplace on how interacted with other people in the workplace and context

of the conversation such as the setting or the situation that could influence their communication. This study used descriptive analysis based on some theories by Joos and Hymes.

So this study reflected descriptive qualitative to analyze the utterances which was speech style used by characters in the workplace on "500 Days of Summer" movie. By using this method, the writer could analyze and find out the problem that was found in the data. As supported by Dornyei (2007:38) that qualitative research is fundamentally interpretive. It means that the study outcome concerns the product of the researcher's interpretation of the data. This method was needed to answer all the problems well. By using descriptive qualitative method, it got more advantageous to explore deeper about this study. So this method was suitable to be used for this study

FINDING AND DISCUSSION

Finding

Types of Language Features used by Women in Responding Justin Bieber

Emphatic Stress

This feature is use when people want to emphasize their idea, opinion or feeling through a comment. The emphatic stress which found usually used capital letters to make the sentence seems urgent or important. There are four data found in Justin's photos.

Datum (1)

Justin Bieber's first photo which uploaded on 2nd December 2015, tried to show what he saw at that time. The scenery of mountain, the sky that clear, and the snow wrap. Justin stood on the road affected the followers to put a comment. This photo gets 2.969.877 likes and around 500 thousand comments.

[sarahojennus](#)

BITCH GET OFF THE ROAD ARE U TRYING TO DIE...HELL NO YOU HAVENT EVEN MADE ME PREGNANT YET

The first datum is comment from @sarahojennus. She is one of the fanatic fans of Justin Bieber. She saw the photo and she might think that Justin will kill himself. She tries to get attention from Justin or another fans by giving a statement, "... you haven't even made me pregnant yet". She stated because sarah won't let Justin die, she thinks that someday Justin marries her and has a family. Sarah posted a comment in Justin Bieber's photo by using, **emphatic stress**, as one of the language features. She used uppercase on her sentence to make a stressing.

Datum (2)

Justin already made his fans shocked, because suddenly he posted a picture with Selena, his ex. The photo is about Selena and Justin time together. A lot of his fans want them back, but Justin stated in his caption "throwback. calm down".

[Selenaisbae2596](#)

I CANT CALM DOWN

The second datum is a comment from @selenaisbae2596. She used **emphatic stress** to give a stressing for her sentence. She already knows that Justin Bieber and Selena broke up, but suddenly Justin posted a throwback picture which means Justin still saves the picture.

Datum (3)

The next photo's setting of this photo is in Japan. Justin Bieber posted a photo on 4 December 2015. The setting shows that there are plenty of night lights surrounding. In the photo, Justin Bieber sit legs raised up. He used blue jacket, white shoes and pants, and wore a hat.

[ashleighdsylva](#)

YOU'RE SO **FREAKINGHOT** AND I LOVE YOU

In this datum, a comment from @ashleighdsylva stated what she thought about Justin and her feeling toward Justin. This is also considering as the express feeling with the emotional. This comment might seem to be hyperbole, because of the caps lock. Then, it is not as the hyperbole, but this is how women stated the feeling toward the thing she interested on or someone she loves. Rising intonation in this case not how the volume of the sound, but this caps lock shows it.

Rising Intonation

The second features use by women in Justin's Instagram is rising intonation. This function is not only use for spoken, but also in written. In written text usually use bold, capital letter in the some word or use exclamation at the end of the sentence.

Datum (7)

Justin Bieber uploaded a picture of himself with his friend. Although only black and white

photo's filter, this photo is several hundred thousand likes of women. His tattoos clearly visible from the right side and dazzling smile. Because seen from the picture, Justin feel very happy. He also gave caption, "Laughter is contagious".

[_cavanaugh](#)

awwwwww your so cute

Cavanaugh leaves a comment which is very common when someone admires someone else. The voice that was written to make this unique word is what she did. She chose the word awwwww as an indicator of rising intonation were proposed by Lakoff.

Datum (8)

Justin Bieber photos uploaded on 2 December 2015. The setting of this photo is shows the quiet, warm and cozy with a bonfire in front of Justin, and he wore a beanie on his head and he is holding a guitar at night.

[xoxo_meel](#)

U areso beautiful DAMN!

From this photo, there is one type of intensifier, as Lakoff stated in Holmes (1992) about *rising intonation*. The use of rising intonation is to give stressing her sentence. This comment is the example. She wants to give the stress impact and give the booster for the adjective. She admires Justin, and the use damn, as the indicator of rising intonation. The beauty of Justin makes her state this comment.

Datum (6)

Justin Bieber's first photo which uploaded on 2nd December 2015, tried to show what he did at that time. The setting is when Justin stood on the hockey or bandy field. This photo affected the followers to put a comment. This photo gets 1 million likes and around 700 thousand comments.

[ladnerdorothea](#)

You wear those pants so well!!!

Here @ladnerdorothea might consider as the fans of Justin Bieber. Justin who frequently upload his OOTD always seems cool and great. Dorothea stated a compliment one for Justin. Therefore, she used one of the type language features. She used **rising intonation** because she put punctuation (!!!) in her statement. She tries to give stressing on her comment to make the others agree with her.

Empty Adjective

Empty adjective is usually used by women when they are admire something. the empty adjective is vague sometime, but women still use it. There are several women found use empty adjective in Justin's Instagram.

Datum (9)

Justin already made his fans shocked, because suddenly he posted a picture with Selena, his ex. The photo is about Selena and Justin time together. A lot of his fans want them back, but Justin stated in his caption "Just throwback. calm down".

[oliviagitters](#)

What the fuck Justin , but , u are cute.

oliviagitters, one of the million followers of Justin Bieber use one of the language features. oliviagitters may not agree with what was done Justin, so she gives criticism to Justin, but the criticism was also added to the empty adjective. She chooses "cute" as an adjective, rather than using a neutral word such cool.

Datum (10)

This time Justin did not upload photo of what he did, what his outfit, or the scenery. However, he chose to photograph small dog wearing a cap horned deer. This dog photo which uploaded is reaching 1 million of likes. The photo uploaded on December 2, 2015. The photo's filler he is using in has the harmony with the dog. It makes people impress.

[blueninja1237](#)

Sweet and cute

A comment from @blueninja1237 become one of the data is only found in one phrase. This one has used two adjectives, which become empty adjective. The adjectives are sweet and cute. The sweet in this case is not something that has the taste, but something attracting. By giving two adjectives in this comment, the user shows how she attracted and impress by the dog. The user thinks that dog looks nice and calm without protest when there is a hat on it.

Intensifier

Actually, intensifier and emphatic stress have the same function, to boost the sentence. However, intensifier is common with "so, just, really, extremely and very". The data below are found using intensifier on their sentence.

Datum (16)

This next photo is uploaded on December 4, 2015. A photograph taken when Justin Bieber arrived in Japan, he posed with some of the airplane crew that he was using. He wear ripped jeans, black jacket, black shirt and a hat.

[carolinebratcher](#)

super cute

Still about the intensifier and empty adjective. This comment leaves the question, the reason. Actually there is nothing in the picture that may contain the sweetness, the lovely thing, but the user still use *cute* as the adjective. This comment may consider as the admiring Justin, not the photo.

Datum (14)

Justin Bieber uploaded a picture of himself with his friend. Although only the filter's black and white photos, this photo is several hundred thousand likes of women. His tattoos clearly visible from the right side and dazzling smile. Because seen from the picture, Justin feel very happy. He also gave caption, "Laughter is contagious".

[devo.rand](#)

This is really cute babe

@devo.rand admires Justin as well as other fans. She uses babe as the addressee to Justin Bieber, which means that she and Justin like someone close. However, in the sentence, she uses intensifier, "really" as one of the ten types of Lakoff.

Polite form

Women always maintain her image. She wants people to respect her. Therefore, she put the polite form in her comment. She doesn't want to seems force what they want, but they want to make it looks a request not and order.

Datum (17)

Justin Bieber's first photo which uploaded on 2nd December 2015, tried to show what he saw at that time. The scenery of mountain, the sky that clear, and the snow wrap. Justin stood on the road affected the followers to put a comment. This photo gets 2.969.877 likes and around 500 thousand comments.

[justinandtyanna](#)

please date me

Having been a fan of the famous singer in Hollywood, Tyanna asked Justin Bieber to be her

boyfriend. She tried to express her feelings toward Justin. She used "please" as the indicator of politeness, even though she's not using indirect forms. Here is the example of language features, super polite form, that proposed by Lakoff.

The Function of Language Features used by women in Instagram.

Directive

The first function found in this study is directive. Directive is use for making request or giving orders. There are several comments which included in directive function. People may give orders by using politeness, for example from datum (17).

Setting: snowy mountain.
 Comment: [@justinandtyanna](#) please date me

A comment from [@justinandtyanna](#) is using polite form. She asked Justin to date her, but rather than make her statement doesn't look forcing Justin, she gave "please" on her comment.

Setting: snowy mountain.
 Comment: [@sarahoijennus](#): BITCH GET OFF THE ROAD ARE U TRYING TO DIE...HELL NO YOU HAVENT EVENMADE ME PREGNANT YET

In the opposite, there is a datum which did not use politeness strategy. In the datum (1) Sarah uses the emphatic stress on boosting what her feeling to Justin. She expresses it in a way that is a little unnatural for women. She called Justin with the bitch, while in Lakoff's statement women will avoid strong swear word. Sarah was right to remind Justin in the middle of the street, but it was a different style of speech.

Expressive

The next function is expressive or expressing idea, thought or opinion. This expression is divided into two. The first one is negative expression,

Setting: Justin and his ex girlfriend's photo.
 Comment: [@Selenaisbae2596I](#) CANT CALM DOWN

as the datum (9) Selenaisbae stated, "I can't calm down". This is because she showed her annoyance to Justin who uploads photos with the ex. She has seen that the photo made him panic and could not stay still.

Perhaps she also hopes to Justin and Selena back together.

Setting: city light
 Comment: [@mrs_curlyfy](#) I extremely want to meet ya

In datum (15) a comment from [@mrs_curlyfy](#) is expressing what she wants to say. She chooses extremely to represent the desire to meet Justin, which means she wants to meet Justin more than she could express.

Phatic

The next function found in this data is Phatic. Phatic is related to everyday communication related to the complement, gossip and greeting. In this study found 17 comments which categorize as Phatic.

Setting: city light in Japan
 Comment: [ladnerdorothea](#). You wear those pants so well!!

Another compliment expressed by dorotheawas very interesting. She not only gives intensifier before the word "well" but also to provide a rising intonation to give a punctuation mark at the end of her sentence.

Setting: city light
 Comment: [@ashleighdsylva](#) YOU'RE SO FREAKING HOT AND I LOVE YOU

A comment from [@ashleighdsylva](#) is expressing of what she thought about Justin. This comment shows the admire of [@ashleighdsylva](#) toward Justin. She gives complement by giving an adjective "hot".

Setting: Jusin's and his friends..black and white photo filter.
 Comment: [@devo.rand](#). This is really cute babe

Women certainly commend his idol, like [@devo.rand](#) who praised Justin Bieber cutely. Really is intensifier used by her which meant that Justin was very funny. This comment becomes one of the phatic because she expresses her thought toward Justin.

Discussion

Language features is used by women in this datum to express their opinion toward the idol. This features also give women easier way to expressing what they want to say. For example, empty adjective which one of the features, when women posted "you're so cute" in the comment box, this mean that she is admiring something and she giving compliment like what Holmes stated.

From all the comments were taken on Justin Bieber photos, there are some features that appear. Features in Instagram are emphatic stress, polite form, rising intonation, empty adjective and intensifier. The features of the fourth, rising intonation is predominantly used by women to respond to the postings from Justin. Then, in Behati's Instagram posts, also appeared four features, such as empty adjective, rising intonation, emphatic stress and also intensifier. In Behati's Instagram, rising intonation become the most frequent features appear.

Although in the both Instagram pages the rising intonation more appeared, but there are differences that arise between these two artists. When a woman gives a bad comment to Behati, they tend to hedge, as well as apologizing in advance or do not say rude. Another case when the woman commented to Justin. They dare to use harsh words, unlike what was said by Lakoff.

The functions of women response are also variable. First, they change the empty adjective into address. Then, some of them express their opinion, idea and feeling. Next is directive or asking for to do something. The last is, exaggerate the adjective. From those function, women are tend to share her feeling toward the idols. Therefore, the function of their comment is phatic or giving complement toward Justin or Behati which stated by Holmes.

However some of the features appear in this data, sometimes they make the purpose of the comment become unclear, for example they tell the reader that they were not meeting their idol, but the comment is not related to the content. This is where the relation between comment and photo or picture that is posted by the idol. Many users post comment without thinking of the relation to the posting. Many of them also commenting photo or video and give good or bad respond, but still in the same content.

Meanwhile, other features which not found are; First feature is hypercorrect grammar. The second is avoidance of strong swear word. Tag question also didn't appear on Instagram. The next feature is precise the color term, which also not found in Instagram. The last feature that does not appear in the data is lexical hedges or filler.

CONCLUSION

From the analysis in this study show there are some features that appear in Justin Bieber's Instagram pages. Those features are intensifier, super polite form, emphatic stress, rising intonation and empty adjective. The feature that mostly used is rising intonation which use by giving an punctual sign or make the sentence uppercase.

While analyzing the data, there are found the function of features, such as expressive, directive, give a information, hedging and boosting. They were not afraid of using the strong swear word to make an expressive sentences; even they also give the feature to hedging their sentence.

In another hand, there are features which not show up on Instagram. The first feature is hypercorrect grammar. The next feature is avoidance of strong swear word. Then, tag question also did not appear in Instagram. Precise the color term also not appears. The next feature that does not appear in the data is lexical hedges or filler. The features that not show up in Instagram are because of the informal setting.

So from this study can be concluded that features that appear are four types, empty adjective, emphatic stress, rising intonation and intensifiers. They post response to expressing what they feel. The other types do not show up because of the setting of the data is informal.

SUGGESTIONS

The researcher hopes that the analysis of this study could be the reference to improving the reader's knowledge and examples of language features used by woman. It is also hoped to make readers get the idea of the differences between features which used in the past and nowadays based on the setting of the place.

For the next researcher can also use field research, for example the daily conversation between groups of women. By used field research, it will not be easy to interpret the utterance, but it will get satisfaction results. The result also can be found with the interview, which will get the reason why women use the features.

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