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Internet Language Features on Male and Female Music Video Commentators in Youtube: A Sociolinguistics Study

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Abstract:

Internet becomes one vital need for human because it is used for communicating with others and getting the information needed. The existence of internet cannot be separated from the role of advancement and technological sophistication. The rising need for internet has an impact on languages Danet (2001) provides an explanation of the language used in the Internet world. He states there are ten Internet Language Features; Multiple punctuation, Eccentric spelling, Capital letters, Asterisks for emphasis, Written-out laughter, Music/noise, Descriptions of actions, Emoticons, Abbreviations, and Rebus writing. This study aims to use Internet Language Features by Danet (2001) on social media users of YouTube both male and female applied in commenting on Bad Guy's Music Video by Billie Eilish. This research uses a qualitative approach and descriptive method. The results of this study indicate that both male and female commentators alike use nine out of ten internet language features. Only one feature is not used, it is the Asterisks which usually used for emphasizing feature.

Keywords: Internet language features, male, female, YouTube

Introduction

We live in the era of globalization, when Internet becomes the main media. Internet is used by people to communicate each other and to obtain information needed from all over the world. The arrival of Internet had an impact on language, so Danet (2001) proposed a field of study called "Internet Linguistics". Internet Linguistics is basically a study of languages in the world of the Internet. Then, Danet (2001) found that the name "Linguistic Internet" is the most ideal name to represent scientific studies of all languages contained in the world of the Internet and electronic media. Indah (2015) also states that mass media can change the way the people communicate with one another using technology because Internet can combine mass features by face-to-face or traditional interactions.

The existence of the internet certainly cannot be separated from the important role of technological sophistication. By the sophistication of today's technology, we can use electronic devices such as cameras, televisions, laptops, computers and mobile phones. Because of technological sophistication, we can communicate through the internet by using social media. There are a lot of people who becomes social media users, including women, men, children, young, adults and elderly people. Social media makes it easy for someone to communicate with each other from all over the world. Social media is not always meant for communication, but social media as the place to socialize which means everything related to social media.

Discussing about language on the Internet, the researchers will focus on how male and female respond or comment on the music video "*Bad Guy*" by Billie Eilish. To examine the language on how males and females give their comments, the researcher uses Internet language features from Danet's states. He states there are ten common features in digital writing or Internet language features, they are: multiple punctuation (eg: *go!!!*), eccentric spelling (eg: *goooo*), capital letters (eg: *GO!*), written-out laughter (eg: *jajaja*), asterisks for emphasis (eg: *I *hate* you*), emoticons (eg: *:D*), music/noise (eg: *argh*), description of actions (eg: **wince*), rebus writing (eg: *4ever*), and abbreviations (eg: *LMAO*). Besides, the researcher will compare these features in the comments column used by male and female in the music video "*Bad Guy*" to find differences in how they use language and how they express their feelings.

In this study, the researcher identified Internet language features found in male and female comments on Music Videos on social media YouTube. The researchers used the language features presented by Danet (2001), because the researchers assumed that the above features are the most frequently used in the comments column in the "*Bad Guy*" Music Video. In addition, this research is hoped to make theoretical and practical contributions. Theoretically, it means that in this study, the researchers contributed in the fields of language and gender, especially multiple punctuation, eccentric spelling, capital letters, written-out laughter, asterisks for emphasis, emoticons, music/noise, description of actions, rebus writing, and abbreviations. Practically, researchers hoped that this research can enhance and increase people's knowledge related to Internet language features. Besides, the researcher also hopes that this research will be benefits for students of English Department and also enlightening the reader.

Review of Literature

There are previous studies that have examined men and women in using language on the Internet. Badriah (2015) conducted research related to the differences between male and female commentators entitled “*Internet Language Features Used by Male and Female Online Shopper on Instagram*”. In her research, she focused on examining the different uses of internet language features by men and women when they wanted to shop online on Instagram. She identified comments made by men and women in the use of internet language features. She found that both men and women alike used internet language features, including those using abbreviations to save time. Furthermore, women more often use various emoticons than men. Besides that, men tend to use eccentric spelling more often than women.

According to the term, sociolinguistics contains two elements, the first is *sozio* and the second is linguistics. *Sozio* means social that is related to society, community groups, layers of society, and social functions. Linguistics is the study of language elements such as phonemes, morphemes, words and sentences. Holmes (2013) states sociolinguistics is a study that studies language and society to convey meaning by identifying social functions. Language in society is examined by revealing how ethnicity, race, culture, and ethnicity influence a language. The purpose of the existence of sociolinguistics is to be an understanding of the structure of a language and how it works in communication amid social context. (Wardhaugh, 2006). Besides sociolinguistics, there is also used the term sociology of language. Many consider the two terms the same, but others consider them different. Some say the use of the term sociolinguistics because research entered from the field of linguistics, while the sociology of language is used if the research was entered from the field of sociology. In other word, sociolinguistics is an effort to find relations between social structure and linguistic structure and to discover any changes that happen.

Danet (2001) has an opinion about the features of internet languages so that internet users can understand an article according to the expectations of the author. The following are some of the features and examples as proposed by Danet (2001).

Table 2.1 Common Digital Writing by Danet (2001)

1	Multiple punctuation	Do you love me???
2	Eccentric spelling	Let it goooo
3	Capital letters	WATCH OUT!
4	Asterisks for emphasis	Will you *marry* me?
5	Written-out laughter	Jajajajaja
6	Music/noise	sssttt / hissed
7	Descriptions of actions	*burp* <burp>
8	Emoticons	:* (kiss) :v (pacman) :?((crying)
9	Abbreviations	ASAP, GG
10	Rebus Writing	4ever, Just 4 U, up 2 u.

The researchers used internet language feature theory in this study, which is derived from Danet (2001). Based on the table above, there are ten general features in internet writing, they are: Multiple punctuation, Eccentric spelling, Capital letters, Asterisks for emphasis, Written-out laughter, Music / noise, Descriptions of actions, Emoticons, Abbreviations, and Rebus writing.

Method

Research Design

In this study, the researchers used descriptive qualitative approach and methods. The researchers found and identified internet language features used by male and female commentators on the music video "Bad Guy" by Billie Eilish. Next, the researchers collect primarily textual data and examine it using interpretive analysis needed to answer the research questions. The qualitative research was very dependent on human understanding and perception. Furthermore, information expressed in the form of words (opinions, descriptions, accounts, and feelings) become the basis of qualitative research. Then, the descriptive method is in accordance with this research because it aimed to find and identify the use of internet language features in depth with data taken in the

form of written words and phrases which the researchers used his understanding and perception of in interpreting the results.

Source of Data

To collect the data, the researcher will use Youtube. YouTube is one of the popular social media where people share videos, movies, songs, musics and more. Besides, in selecting the data source, the researcher chose the music video "Bad Guy" made by Billie Eilish on her Youtube account. The researcher wants to know the response of internet users to the music video. The researcher needs to take several samples in dealing with a very large number of comments. According to Muji (2015), in most studies in education, a recommended sample size should embody at least thirty cases of subjects. Therefore, the author will take 75 male comments and 75 female comments from the music video. That is, 150 is the total data taken by the researcher. This number has exceeded the minimum required in an unknown population.

Data Collection

In the process of collecting data, researchers use the following steps:

1. Watching to the Bad Guy music video and read the comment column by males and females.
2. Selecting and picking up every word contain internet language features from the music video clip comment column.
3. Classifying the selecting data based on types, styles and the meaning of internet language features.

Data Analysis

The data are analyzed by using internet language faeures theory. It can be used to identify the types of internet language features in Bad Guy music video clip and to identify the word formation process of contained in the comment column. The steps of analyzing data are:

1. Identifying the data which collected from males and females comments in Bad Guy music video.
2. Applying the theories related to the problem and anything needed based on the purpose of the study. In this case, the researcher uses

internet language features theory to identify the comments by the males and females characters in the music video clip.

3. Intepreting the internet language features to find its function.
4. Finding the function in every internet language features based on the theory.
5. Explaining in every internet language features based on its functions.
6. Making conclusion based on the data analyzed.

Results and Discussions

Based on data obtained by the researcher, there are 117 Internet Language Features found in 75 comments made by Male. However, from 75 comments there is one Internet Language Features not found, that is Asterisks for emphasis. More clearly, the following is table which shows the features of the Internet Language used by male commentators.

Table 1. The Internet Language Features Found in Male Commentators on Bad Guy Music Video

NO	Internet Language Features	Examples
1	Multiple Punctuation	<ul style="list-style-type: none"> • ... • ??????? • !?!
2	Eccentric Spelling	<ul style="list-style-type: none"> • Baaaaaaad • Gummy • Whaaaaaat
3	Capital letters	<ul style="list-style-type: none"> • I LOVE YOU • I FEEL BAD FOR THE WHITE

		<i>SHIRT</i>	
4	Asterisks for emphasis	!	
5	Written-out Laughter	• <i>HAHAHAH</i> <i>A</i>	
6	Music/Noise	• <i>Dub</i> • <i>Woab</i> • <i>Abbbb</i>	
7	Description of Actions	• <i>*Burp*</i>	1
8	Emoticons	• ;-) • ☺ • :v	18
9	Abbreviations	• <i>Omg</i> • <i>Mil</i> • <i>Vid</i> • <i>I'm</i>	34
10	Rebus Writing	• <i>U</i> • <i>R</i>	10
	TOTAL		117

Based on table 1 male commentators use 9 Internet Language Features, that are Multiple Punctuation, Eccentric Spelling, Capital letters, Written-out Laughter, Music / Noise, Description of Actions, Emoticons, Abbreviations and Rebus Writing. As mentioned earlier, male commentators did not have the Asterisks for emphasis feature. The feature most frequently used by male commentators is Abbreviations which is used 34 times. They use Abbreviations to write a word for shorter. While the internet language feature that is the least used

by male commentators is the Description of Actions which is only 1. Most of the male commentators more often use capital letters to indicate an action.

Internet Language Features Used by Female Commentators

Based on data obtained, female commentators used nine features from 75 comments found. These comments have been classified into Internet Language Features by Danet (2001). These nine features are Multiple Punctuation, Eccentric Spelling, Capital Letters, Written-out Laughter, Music / Noise, Description of Actions, Emoticons, Abbreviations and Rebus Writing. There is one feature that is not used by female commentators, that is Asterisks for emphasis.

Table 2 The Internet Language Features Found in Male Commentators on Bad Guy Music Video

NO	Internet Language Features	Examples	
1	Multiple Punctuation	<ul style="list-style-type: none"> • ... • !!! 	
2	Eccentric Spelling	<ul style="list-style-type: none"> • Loveeeeeee • yooou • Whaaaaaat 	7
3	Capital Letters	<ul style="list-style-type: none"> • LEFT THE CHAT DEAD • SETH HAS MAX FREAKING COMMENTS 	10
4	Asterisks for emphasis	<ul style="list-style-type: none"> • ! 	1
5	Written-out Laughter	<ul style="list-style-type: none"> • HAHAAHAH A 	1

6	Music/Noise	<ul style="list-style-type: none"> • <i>Whoaaaaaa</i> • <i>Wow</i> 	6
7	Description of Actions	<ul style="list-style-type: none"> • <i>*Rides A toy car*</i> 	1
8	Emoticons	<ul style="list-style-type: none"> • <i><3</i> • <i>:)</i> • <i>^-^</i> 	36
9	Abbreviations	<ul style="list-style-type: none"> • <i>Lol</i> • <i>YT</i> • <i>Idk</i> 	46
10	Rebus Writing	<ul style="list-style-type: none"> • <i>R</i> • <i>U</i> 	6
TOTAL			130

As seen in table 2, there are 130 total number of comments that contain internet language features. The researcher also noticed that the words in the comments can be categorized as more than one feature. An example of one word that represents more than one feature is OMG !!! . The word contains Abbreviation, Capital Letter and Multiple Punctuation at the same time. We can see female commentators using almost all internet language features proposed by Danet (2001). Based on the table above, the most widely used feature is the Abbreviation, which is 45 times. Meanwhile the least feature is the Description of Actions, which is used only once. And one feature not used by female commentators is Asterisks for emphasis.

The Asterisks for emphasis feature is not used by female commentators because they tend to prefer using Capital Letters to show an emphasis on their comments. This happens because the function between Asterisks for emphasis and Capital Letter is almost the same, namely to show an emphasis on writing. What distinguishes the two features is located on the star symbol.

Conclusion

Based on the finding and, the researcher analyzed the internet language features used by male and female commentators in commenting on the music video "Bad Guy" by Billie Eilish on YouTube. The researcher found similarities between male and female commentators. The similarity lies in the use of internet language features. Both male and female commentators use nine out of ten internet language features. They are multiple punctuation, eccentric spelling, capital letters, written-out laughter, music/noise, description of actions, emoticons, abbreviations and Rebus Writing. There is one feature of internet language that is not used by male and female commentators, namely the asterisk for the emphasis feature.

Based on the data, differences are found in the frequency of use of internet language features. The researcher found male commentators used the internet language features 117 times while female commentators 130 times. It can be seen that female commentators are more expressive in commenting on the music video "Bad Guy" than male commentators. Then, some differences are also found in the use of each feature. Such as Written-out Laughter feature, female commentators use it very little because it is only found once while male commentators use it six times.

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