

Male and Female compliment strategies.pdf

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**MALE AND FEMALE COMPLIMENT PATTERNS AND TOPICS USED BY
BTS FANS' COMMENTS ON HYBE LABELS**

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Abstract: Compliment is a polite expression of praise and admiration, an action or situation that implies admiration or respect. One of the important features that evaluation produces is compliments. Compliments reflect cultural values, beliefs and speaker. A non-linguistic factor that can affects the use of language, such as compliments, is gender. Male and female use different words, so the manners they provide compliments are also different. This study was conducted to discover the male and female compliment patterns and topics used in BTS fans' comments on the *Hybe Labels*' YouTube channel. The researcher used qualitative descriptive method in this study. It analyzed the form of compliment given by male and female fans to BTS through YouTube comments. This final project explained, analyzed and interpreted the fan compliments to BTS. The results of this study showed that male and female BTS fans' compliments follow a simple syntax pattern, using adjectival compliments rather than verbs of liking. These compliment topics are appearance, hard work, performance, possession, achievement, skill, and talent. The most used theme in this survey is compliment for skill, primarily from male fans. In summary, there is not much difference between male and female fans when it comes to complementing BTS's Dynamite music video on *Hybe Labels*' YouTube channel.

Keywords: *BTS, Compliment, Hybe Labels*

INTRODUCTION

English is an important language of international communication and world relations. We communicate in English with people from different countries. It is impossible for humans not to communicate. It can be said that it not only disseminates information through communication, but also evaluates the environment. Compliments are part of pragmatics and are defined as a discipline of linguistics about behavior of the speaker when speaking. Cited in Strubel-burgdorf (2012) Holmes ⁸ stated that compliment is speech acts which explicitly or implicitly attributes credit to someone other than the speaker, usually the person addressed, for some 'good' (possession, characteristic, skill).

One of the non-linguistic factors that can affect the use of a language, such as compliments, is gender. Curiosity about how women and men speak and whether there is a linguistic gender difference is not surprising, as all types of gender differences fascinate people. Since there are variations among the language of male and female, the manner they provide compliments also are different. In recent years, the boy band that is currently popular is BTS or Beyond the Scene. As reported by Bangun (2019) as Vice Media announced, BTS has a lot of influence on its fans. Army is a term used by fans of BTS, which consists of both male and female. They send comments and compliment for BTS videos uploaded from HYBE Labels YouTube channel.

In relation to the background described above, the researcher proposed a research problem formulated as follows: “What are compliment patterns and topics used by male and female fans of BTS on Hybe Labels YouTube channel?”. Considering the research problem presented above, the research objective was to describe the compliment patterns and topics used by male and female fans of BTS on Hybe Labels YouTube channel.

LITERATURE REVIEW

Compliment

Compliments are utterances that express polite behavior and express gratitude for their ideas to interlocutors (usually friends, partners, acquaintances). Therefore, compliments are essential for forming mutual solidarity. Strubel-burgdorf (2012) said that no one would have expected that the 686 compliments collected by Manes and Wolfson students would form the basis of a groundbreaking study that was a milestone in compliment research. Instead of finding the creativity expected of complimenting the utterance, Manes and Wolfson found repetitive compliments. Below are the formulas and examples defined by Manes and Wolfson (1980):

1. NP is/looks (really) adj
2. I (really) like/love NP
3. PRO is (really) (a) adj NP
4. You V (a) (really) adj NP
5. You V (NP) (really) adv
6. You have (a) (really) adj NP
7. What (a) adj NP!

8. Adj NP!

9. Isn't NP adj!

Topics of Compliments

Compliment has three types explained by May (2022) as follows:

1. Appearance compliment: compliments of gratitude are a form of praise given to complement the look worn by someone.
2. Hard work compliment: this compliment is given to those who have worked hard to achieve something,
3. Possessive compliment: this compliment is given because someone owns something.

According to Lukmana (2019), there are three kinds of language features of giving compliments: Compliment for Appearance/Things Worn; Compliments for Performance and Compliments for Achievements.

In addition, Farra (2019) mentioned that in the study on American text done by Manes and Wolfson (1981) as well as the study carried out by Holmes (1986) it revealed the main topic of compliment generally falls into three categories:

1. Compliment on appearance, usually about the appearance of the addressee, such as the clothes and the hair of the addressee.
2. Compliment on Skill/abilities, compliment that given as the quality of something produced through the addressee's skill or effort.
3. Compliment on possession.

Compliment topics reflect what is culturally considered in the particular society.

METHOD

This research belongs to qualitative descriptive method. This method requires to analyze the forms of tribute male and female fans have given BTS through his YouTube comments. This final project explained, analyzed, and interpreted fan tributes to BTS. Therefore, according to their book Siyoto & Sodik (2015), a qualitative method is proposed as a research method for generating descriptive data in the form of human speech and words and observable actions. Meanwhile, descriptive qualitative research is a research method based on the philosophy of *postpositivisme* which is usually used to examine natural objective conditions where the researcher acts as a key instrument

(Sugiyono 2013). This study used the observation method. Observation is the basis of all science. Scientists can only work on the basis of data, facts about the real world obtained through observation.

FINDINGS AND DISCUSSION

Findings

The researchers observed compliments in the comments section of Dynamite BTS's music video on *Hybe Labels'* YouTube channel. This survey is based on compliments from male and female fans. Objectives of this observation include compliment patterns and topics. Here is the data analysis:

1) Compliment for Appearance

Appearance compliment is a form of compliment given to complement the appearance that someone is wearing. For example, *he looks beautiful, is handsome, and the clothes he wears are nice*. The researcher found that there were 10 sentences of compliment with the topic of appearance in her observation. The data analysis is as follows:

Datum 2, Male: *Can we just appreciate how good Yoongi looks in every single shot*

In the arrangement of sentence above can be found a sentence of compliment, that is “How good Yoongi Looks in every single shoot”, the sentence of compliment has following syntax pattern:

How good Yoongi Looks in every single shoot

How + Adj + NP

The comment above is categorized as compliments for appearance, because the man gave a positive comment about how good the appearance of Yoongi in every single shot, Yoongi is one of the members of BTS. The adjective “good” here has the same word as “fine” and “beautiful”.

2) Compliment for Hard work

Hardworking compliments are compliments that are given to those who have worked hard to achieve something. Such students who have studied hard to accomplish something and this person deserves compliment or praise for the results of their efforts. The data analysis is as follows:

Datum 11, Male: *It's a good work*

In the arrangement of sentence above there is a sentence of compliment that is “good work”, the sentence of compliment has the following syntactic pattern:

Good Work
Adj + NP

The compliment above is categorized as compliments because they already meet the syntactic patterns of Manes and Wolfson's theory. The compliment has the adjective "good". This is synonymous with "high quality" and "high standard". The sentence “good work” consists of two syllables that have their own meaning so that they can form a positive sentence, that is, you can congratulate or praise. The sentence is given when an individual or group successfully completes a task or job well. This sentence is a form of appreciation for the hard work that has been done. Therefore, the above compliment can be classified as a hard work compliment.

3) Compliment for Performance

Performance compliment is a compliment that given to someone who performing or presenting a play, concert, or other form of entertainment. It is also defined as an action or process that performs or performs an action, task, or function. The data analysis is as follows:

Datum 16, Male: *I'm a man and I like their performance*

In the sentence above there is a sentence of compliment, i.e. “I like their performance”, the sentence has the following syntactic pattern:

I like their performance
I + Like + Np

In the compliment sentence above, the complimenter told how he felt seeing BTS's dynamite music video, he said that he liked the performance of the BTS members so the sentence above was categorized as a compliment for the performance.

4) Compliment for Possession

Possessive compliment is given because someone owns something, you are given a compliment to the genitive. For example, someone who owns a new car or motorcycle.

The data analysis is as follows:

Datum 4, Male: *I love this*

The compliment above can also be classified as a compliment because it meets some conditions. The first requirement is that the compliment already meets the syntax pattern that corresponds to one of the compliment patterns based on Manes and Wolfson's theory as follows:

<p><i>I love this</i></p> <p>I + love + NP</p>
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The second requirement is the existence of a verb of liking, that is "like". Therefore, the compliment above has the same indirect meaning as parts of other verb of liking such as love, and adore.

5) Compliment for Achievement

Compliment for achievement is a compliment given to someone who has done something successfully, usually with effort, courage, or skill. The data analysis is as follows:

Datum 1, Male: *The best song in the world*

The sentence above is categorized as a compliment because it has sentence patterns according to Manes and Wolfson's theory and has adjective in compliment that match the syntactic pattern of compliment as follows:

<p><i>The best song</i></p> <p>Adj + NP</p>

The presence of adjectives in compliment is also included in the category of compliment sentence, the word "best" means "greatest", "finest", "top", and so on, in addition to other words. The compliment above can be classified as compliment for achievement, being the best song, is an extraordinary achievement that not all musicians can have. Being the best means they have successfully competed with songs by other musicians.

6) Compliment for Skill

Compliment for skill is a compliment that given for someone's particular skill. The data analysis is as follows:

Datum 3, Male: *Nice song*

The sentence above is categorized as a compliment because it has sentence patterns and adjectives that match the syntactic pattern of compliment that conforms to Manes and Wolfson's theory as follows:

<p><i>Nice song</i></p> <p>Adj + NP</p>

The existence of compliment includes the adjective "nice". In adjective for compliment, the word "nice" means "great", "good", "beautiful", "pretty", and so on, in addition to other words. This compliment consists of simple structured phrases with detailed pattern. This compliment enter into category of compliment for skill or ability, has never been mentioned before, this kind of compliment is given as the quality of something produced through the addressee's skill. Giving a compliment is a category of expressive speech acts.

7) Compliment for Talent

Compliment for talent is a compliment that given to someone's particular talent. The data analysis is as follows:

Datum 35, Female: *I've always thought that JIMIN's voice is unique*

In the arrangement of sentence above there is a compliment sentence, that is "Jimin's voice is unique", the compliment sentence has following syntax pattern:

<p><i>Jimin's voice is unique</i></p> <p>NP + Adj</p>

The sentence above is categorized as a compliment because it has fulfilled the syntactic requirements according to the theory of Manes and Wolfson. The compliment above classified as compliment for skill, the complimenter gave a positive comment that Jimin's voice in singing the dynamite song was very unique. BTS Jimin, one of the main dancers and lead vocal of BTS, is known for his unique singing skills like honey and his expressiveness during performance.

Discussion

The researcher used Manes and Wolfson's theory to identify the compliments sentences in the comments of BTS's Dynamite music video uploaded to the *Hybe labels'* YouTube

channel. This section describes compliment patterns according to the theory proposed by Manes and Wolfson. It also shows some other things that can be seen in compliments, the use of adjectives in compliments and verbs of liking.

a. Syntactical Pattern in Compliment

It has been mentioned that Manes and Wolfson carry nine syntax patterns of compliment. Although, there are some modifications of the formula from the original form. In the analysis of data sets that have been carried out, four patterns have been found that exactly match the theory of Manes and Wolfson, pattern number 1, 2, 3, and 8. The most frequent pattern is pattern number 1, appears 21 times. Then, pattern number 2 appears seven times. Pattern number 3 with the fewest number found, which is only twice. Last, pattern number 8 with a fairly large number, which appears fourteen times. The other 2 have a slightly different pattern from that presented by Manes and Wolfson's theory. In addition to the four variations of the compliment pattern above, the researcher was found some data that are different because they get slight modifications.

In this section, the researcher found similarities with previous studies. In work of Fortunasari et al. (2019) mentioned that the most famed pattern used both by male and female EFL students are pattern number 1 "NP looks/is (really) ADJ", 2 "I (really) love/like NP" and 3 "PRO is (really) a ADJ (NP)" by Manes and Wolfson. Meanwhile, in this study, the researcher was found that the most used pattern both by male and female fans of BTS was pattern number 1 "NP looks/is (really) ADJ", 2 "I (really) love/like NP" and 8 "Adj NP". This difference is understandable, because of the times and also differences in human resources.

The conclusion of this session is that the theory of Manes and Wolfson is still relevant. In giving compliment, both males and females most used pattern number 1 and 8 by Manes and Wolfson. Although not all patterns are used because the interactions that occur are not direct between the complimenter and the compliment recipient, this interaction is carried out through comments given by fans from BTS on the *Hybe Labels* YouTube channel. However, there are some modifications in the use of the old syntactic patterns, some even differ and do not follow the existing syntactic patterns and have their own patterns. In the use of social media, especially YouTube, the demand for language development is a natural thing.

b. Adjective and Verb in Compliment

According to Farra (2019), Manes and Wolfson in their theory state that each compliment must contain one of the following two elements, verb of liking and adjectival compliment. In the data that has been obtained by the researcher, the use of adjectival compliment is more dominant than the use of verb of liking. The verbs of liking have two words, namely “like” and “love”. The researcher only found 10 verbs that use “like” or “love” and found 26 adjectives from 50 data, with the description there are several sentences that use the same adjective.

In the data above, the researcher found the word “love” in the compliment sentences six times and “like” four times. Unlike the verb of liking used, which receive a small portion of the result, the adjective compliments used are found in almost all compliments. The researcher has found as many as 26 adjectives. The most used adjectives in the compliment sentences are “good” and “best”. These two adjectives are indeed the most frequently encountered in compliments.

In conclusion, the point from this section is that the used of adjective in compliment is more common than verb of liking. Adjective complements are phrases that modify adjectives. It follows the adjective in the sentence and provides more information about it. Examples of adjective complements consist of noun phrases or prepositional phrases.

c. Topics of Compliments

In this research, the researcher has taken as much as 50 data, and found several topics. These topics were a combination of some researchers and also topics that have never been heard of before. The first, the sentence of compliment with the topic of appearance occurs 10 times, with 4 data for males and 6 data for females. Second, sentence of compliment with the topic of hard work occurs 3 times, with 2 data for males and 1 data for female. Third, the sentence of compliment with the topic of possession occurs 9 times, with 4 data for males and 5 data for females. Fourth, the sentence of compliment with the topic of performance occurs 3 times, with 1 data for male and 2 data for females. Fifth, the sentence of compliment with the topic of achievements 8 times, with 5 data for males and 3 data for females. Sixth, the sentence of compliment with the topic of skill 14 times, with 9 data for males and 5 data for females. The last is the sentence of compliment with the topic of talent 3 times where all these compliments were from female fans.

In this study, the researcher has found some topics of compliment by some researchers. In work of May (2022) there are three types of compliment, namely appearance compliment, hard work compliment and possessive compliment. Meanwhile, based on Lukmana (2019) mentioned that there are three kinds of language features of giving compliment, that is, compliment for appearance (things worn), compliment for performance and compliment for achievement. On the other hand, according to Farra (2019) in the study of an American context done by Manes and Wolfson (1981), it revealed that the main topic of compliments generally falls into three categories. They are compliment on appearance, compliment on skills/abilities and compliment on possessions.

In conclusion, the researcher has found 7 topics of compliment. Those topics are appearance, hard work, possession, performance, achievement, skill and talent, since the researcher found a difference between talent and skill. Talent and skill are often used interchangeably in conversations and perceptions, both words pertain to the ability or potential of an individual to deal, work, and perform a particular task, however, their main difference is their point of origin (Fransisco 2016). Talent is the innate or natural ability of a person who is often hidden and in need of recognition. This ability is unique to him from birth and can be used to do certain things faster and better than the average people. Skills are special abilities that are acquired by being learned, it can be developed in a person if he puts time and effort in it. In work of Stanley & Williamson (2017), skill is a paradigm of what can be improved with training. In simple terms, it can be said that skills can be taught but not talents, talent needs recognition while skills need development. Male fans gave the most compliment for skills and none praised the talent, while female fans gave compliments on various topics.

CONCLUSION AND SUGGESTION

Conclusion

Based on the results of the research that has been done, it can be concluded that: Compliment by male and female fans of BTS to the dynamite music video by BTS uploaded on the *Hybe Labes* YouTube channel has a simple syntactic pattern and used more adjective compliment than verb of liking. Some of the patterns of compliment have

the same formula as the patterns proposed by Manes and Wolfson. However, some compliments use a completely different pattern that has never been discovered before. From the data analysis, there are seven types of compliment topics. Those topics are compliment for appearance, hard work, possession, performance, achievement, skill and talent. The researcher found 10 data of compliment for appearance, 3 data of compliment for hard work, 9 data of compliment for possession, 3 data of compliment for performance, 8 data of compliment for achievement, 14 data of compliment for skill and 3 data of compliment for talent or ability. The most frequently used topic in this research is compliment for skill, which are mostly obtained from male fans. Meanwhile, female fans mentioned a new topic, namely compliment for talent. Since skill and talent or ability are two different things.

The language and gender field will continue to thrive, especially because of our continued appeal to gender and sexuality. We understand that male and female are similar in many ways, but that's the difference that fascinates us. That is why we continue to be fascinated by research that can be read in a way that teaches us something about what we are talking about. Differences between them when it comes to the nature of male and female.

Suggestion

There are some suggestions that researchers will write down from analyzing data related to compliments from BTS fans on the *Hybe Labels* YouTube channel. A suggestion for further research is to integrate this topic with other topics that enable more diverse data, because there are still many topics that may be investigated for compliments. It is recommended for further researchers who are interested in exploring the subject of socio pragmatic research. This study only examines compliment based on gender, so that other factors are frequently overlooked. Various factors can also be examined based on what is behind the compliment such as age, social status, education, and ethnic group. Future researchers may further consider praise from a variety of perspectives, including: the structure and vocabulary of compliment and its reaction.

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