

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Language is used for delivering the message from the speaker to the listener in communication. In doing communication, people have their own way to deliver their intention to the listener. To say one intention, people can say it in different way of communication. Holmes (1992:4) stated that language provides a variety of ways of saying the same thing. It implies that in expressing the same thing, someone can say it in different ways.

There are some factors that can influence the way people communicate with others. It has been generally assumed that one of the factors that can influence someone's ways of communication is gender. Males and Females are not only different in their physical appearance, but also in the way they use their language. It is commonly known that males usually are more direct and demanding in their way of communicating while females tend to be more modest and polite. Trudgill (2000:65) claimed that men and women of today speak the same language but use different varieties within it. This statement implies that men and women, eventhough they use the same language, they deliver it in different ways of communication with different varieties of speech.

Language and gender issues are always exist around society. People are constantly coming into contact with these issues in the course of daily lives, so they are unavoidable. In social life, gender difference issue can cause miscommunication

between male and female. Therefore, being familiar with language and gender concepts and understanding language and gender issues can help people acquire clearer and deeper understanding of gender differences in society.

In the study of language and gender, there are numerous studies that have described and raised many issues on the differences between males and females in their way of speaking. Tannen (1990:85) stated that male and female have different ways in communication, males tend to use language to gain the status, while females use the language to negotiate closeness and intimacy. Females use rapport talk to build and maintain relationships, while men use report talk to communicate factual information. It can be inferred that male and female have different objectives in using the language and they differently treated the language in their communication. Males use the language to gain the status while females use the language to negotiate closeness and intimacy.

The aim of investigating language and gender is to find the varieties of speech associated with a particular gender, or social norms for such gendered language use. Tannen (1990:17) claimed that it is necessary to identify them in order to avoid needlessly blaming. Learning the others' way of talking is a leap across the communication gap between men and women, and a giant step towards genuine understanding. This statement implies that learning gender differences is useful to understanding the other gender's way of communication in order to prevent miscommunication.

Indeed, the phenomenon above is available in Western Culture. However, it could be that the same happening also occurs in Indonesian setting. The setting itself

refers to a situation where the happening happens. It can be in many forms including in program of television. In terms of television program, there are many programs offered by the television station to its watchers. One of these television programs is Indonesian Idol. It is broadcasted in RCTI.

Indonesian Idol is one of the most popular television live show which has a concept to find talented singer. This show is broadcasted on RCTI; one of private television studio in Indonesia. Indonesian Idol Spectacular Show is presented once a week for thirteen weeks which is in every week there is one contestant that will be eliminated, so the contestants will be decrease in every week till the winner found.

In this show, there are four commentators; two males commentators; Ahmad Dani and Anang Hermansyah, and two female commentators; Tantri Kotak and Titi DJ. The commentators are also singer and they have experience in singing. Their job in this show is giving comment for the contestants' performance. The commentators give their comment directly after the contestants show their performance. In commenting section, the commentators can give praise, compliment, critics and advice for the contestants' improvement. In giving comment, every commentator has their own way in delivering their opinion for the contestants.

In some sessions, the comment given by the commentators end up into the same intention, but the way they deliver their idea into the comment is different. The researcher took the examples of male and female commentator's comment on contestant's performance in Indonesian Idol Spectacular Show 2014. The comment below is given by Tantri Kotak for Rian's performance.

TANTRI: Ya, Rian, lagu yang kamu bawain cukup meyentuh, pas, rasanya dapat...penyampaian pesan yang ingin kamu sampaikan juga cukup tersampaikan, cuman ini kan sudah masuk spekta ya,...berarti persaingan justru makin ketat, gitu.. mm...bagus bagus aja itu kurang, jadi menurut aku, mmm...apa..ya..kamu harus punya sesuatu yang memang mengejutkan untuk penonton, jadi kamu harus punya elemen shock itu, biar nanti kalau misalnya pun minggu depan kamu masih ada di spekta ini, kamu harus punya sesuatu yang bisa dikejutkan kembali, gitu sih saranku...

TANTRI: Ya Rian, the song that you sang was good enough, I can feel the feeling, song's message was also delivered well, but this is spectacular show yet. It means that, the competition has been tight. Good enough is not enough. So, in my opinion, you have to have something which can make the audience surprise. So you should have a shocking element, so if you were here for next week. You have to have something surprise. That's my suggestion..

By the utterances above, female commentators represented by Tantri, wants to say that the contestant performance is out of her expectation. She gives her comment in indirect way. Tantri said *“kamu harus punya sesuatu yang memang mengejutkan untuk penonton, jadi kamu harus punya elemen shock itu, biar nanti kalau misalnya pun minggu depan kamu masih ada di spekta ini, kamu harus punya sesuatu yang bisa dikejutkan kembali ”*. Tantri replaces the expression of “it is not really good” with *“kamu harus punya sesuatu yang memang mengejutkan untuk penonton”*. From this comment, it can be shown that Tantri replaces the “negative comment” to be the “positive comment”. The same is also happened in other female commentator, Titi DJ. It can be seen in the example of Titi DJ's comment below.

TITI DJ: Sarah, suara kamu memang sangat kuat sekali ya, karakternya khas sekali..mm..tapi maaf, kayanya bukan penampilan kamu yang terbaik, sedikit pitchy di sana, pitchy di sini, karena memang sulit ya..tingkat kesulitannya itu tinggi sekali..mm..maaf ya..

TITI DJ: Sarah, your voice was so strong, you have a special character, mmm but sorry..I think this is not the best from you. There is a little pitchy there and here. Indeed, the difficulty level of this song is very high...I'm sorry

In Titi DJ's comment, she also expressed her dissatisfaction of Sarah's performance through indirect way. She said that "*tapi maaf, kayanya bukan penampilan kamu yang terbaik*". She gives the comment with positive impression. But, male commentators deliver their idea about contestant's performance with different way. It can be seen in Anang Hermansyah and Ahmad Dhani's comment below:

ANANG: Mm..Rian, kamu gak berhasil bawain lagu ini! iya..bener..kamu lebih berhasil bawain lagu minggu lalu..minggu lalu kamu bawain lagu Indonesia..itu aku bilang berhasil..yang ini aku bilang..kamu gak berhasil..beneran..kamu harus belajar lagi yang benar..aku berharap..kalau kamu selamat hari ini..kamu harus benar benar memperbaiki..kamu harus belajar benar lagu indonesia..ya..gak berhasil kamu!

ANANG: Mmm...Rian, you didn't succeed in singing this song!..ya..it's true..you were more successful in singing last week...when you sing an Indonesian song, I say that you were successful. In this time, you are not successful..You have to learn again, I hope that if you are not eliminated tonight, you should hardly improve your performance, you should learn to sing an Indonesian song well. Ya...you are fail

While, in Anang Hermansyah's comment, he said that "*Ryan, kamu gak berhasil bawain lagu in!*". It means that, Anang wants to say that Ryan is fail in singing the song, he cannot sing the song well. In this comment, Anang express their comment directly. It is also can be seen in Ahmad Dhani's comment below.

DANI: secara pribadi, saya gak menyukai cara kamu menyanyi, style kamu bernyanyi, secara pribadi ya...saya gak paham, tapi kalau dibilang kamu bisa bernyanyi, jelas kamu bisa bernyanyi, kalo dibilang suaramu merdu, suaramu merdu, tapi..mmm jalan yang kamu tempuh itu tidak menjadi perhatian saya, tapi jika dibilang kamu bisa nyanyi, oke...suara kamu..oke, ganteng oke, no doubt about it...tapi saya gak paham dengan style kamu. Saya jujur aja..

DHANI: Personally, I don't like the way you sing, your singing style, I don't understand...If people say that you can sing.. off course you can sing, if people say that your voice is beautiful..your voice is beautiful...but that way you sing doesn't make me paying attention to you..I don't understand about your style..honestly..

By the underlined utterances of Dhani's comment, it means that Dhani expressed his comment directly that he didn't like Ryan's performance. It can be seen from his statement "*saya gak menyukai cara kamu menyanyi*".

From the commentators' comment above, it can be seen that female commentators, in this study which are presented by Tantri Kotak and Titi DJ express their idea that contestant's performance is out of their expectation in indirect way. While, male commentators; Anang Hermansyah and Ahmad Dhani express their idea of Ryan's performance differently. They express it in direct ways. In these examples, female commentators try to keep closeness, they want to express her dissatisfaction in a form of suggestion, but actually they have intention to deliver the message that they didn't like the contestants' performance. Female commentators also encourage the contestant to improve their performance using the utterances which show closeness and intimacy. Meanwhile, in male commentators' comment, they show their independence by uttering their comment directly and explicitly. From their comment, it can be seen that males gain their status and keep it. They express their idea directly and resist it vocally.

The examples above show that males and females have different ways to deliver the same intention in the same situation. In this research, the researcher will observe the gendered traits or characteristics of the commentators in giving comment;

how they express their compliment, how they give critique and how they give suggestion for the contestant in Indonesian Idol Spectacular Show 2014.

In this show, the commentators give comment for the contestant spontaneously after the performance without any scenario before the show begun, because the show is broadcasted in live situation. Based on the explanation above, the researcher chooses the commentator's comment in Spectacular Live Show of Indonesian Idol 2014 as the source of data in this study.

1.2 The Problems of the Study

Based on the background in the previous part, the problems of the study are formulated as the following:

1. How do male and female commentators give comment to the contestants' performance in Indonesian Idol Spectacular Show 2014?
2. What are the differences between male and female commentators' comment for contestants' performance in Indonesian Idol Spectacular Show 2014?
3. Why do male and female commentators give comment to the contestant's performance in the way they are?

1.3 The Objective of the Study

Based on the problem of the study, the objectives of the research are to find out:

1. the way of male and female commentators give comment to the contestants' performance in Indonesian Idol Spectacular Show 2014
2. the differences between male and female commentators' comment for contestants' performance in Indonesian Idol Spectacular Show 2014.
3. the reason of male and female commentators give comment to the contestant's performance in the way they are

1.4 The Scope of the Study

This study is talking about language and gender; the way of males and females communicate in social life. In this study, the researcher focuses on the different ways of males and females commentators in commenting contestants' performance in Indonesian Idol Spectacular Show 2014. The researcher observed the different gendered characteristics of male and female commentator's comment through their utterances.

1.5 The Significance of the Study

Findings of this study are expected to be useful theoretically, practically and linguistically in some respects.

1. Theoretically, findings of this study are expected to enrich the theories in sociolinguistics field, especially for subtopic language and gender, particularly gender study in Television Show program.
2. Practically, findings of this study are expected to help to promote mutual respect by showing how people should appreciate and the style of communication of both male and female and avoid miscommunication between them. These findings are also expected to increase the understanding of how verbal behavior conducted by males and females in doing interaction with others and help either males and females to use the appropriate verbal behavior in interaction to create good atmosphere in communication.
3. Linguistically, findings of the study are expected to be an additional reference of male and female's linguistics features in communication.

