

# CHAPTER I

## INTRODUCTION

### A. The Background of the Study

In communication, language is used as a tool to convey internal thoughts and emotions of human beings to interact and socialize in their environment by communicating each other. Language often changes as time goes by, there were some factors that make language changes in this modern era, these factors were environment, education, age, sex and the development of technology at this time. Every factor could cause the differences by using language particularly by using language based on sex. Men and women have differences of using language. Women have words or phrases rarely used by men, for example “gossiping” is a word that is often used by women when they get together and discuss about something or someone, this word is very rarely used by men, men prefer to use word “talking” or “discussing” rather than gossiping, gossiping is related to women.

The discussion about men and their language or women and their language used to concern about the different ways using language between men and women, for example women mostly talk about their personal problems but men prefer to talk about hot issues that recently occurred such as about the result of football competition. There are some certain languages concerned to sex, it could concern to men and women that often referred to as a sexist language.

Sexist language often occurred discrimination towards one gender. The phenomenon of sexist language can be found in various media such as mass media, usually there were some beauty products and beverage advertisements which used sexist language for examples "*lelaki minum extra joss,*" "*saya wanita Dove and I love it*". The examples of both advertising explicated that the beverage product just for men so as with the beauty product just for women. The sentence is one of many examples of sexist language that can be found on advertisements. Not only on the mass media, but social media also frequently uses sexist language which represents men and women are not equal. Sexist language used in social media contained of positive and negative stereotype towards one gender. In psychology, the theoretical framework discussed about sexist language termed as ambivalent sexism: hostile and benevolent sexism (Glick and Fiske, 1997), each type addresses issues of power, gender differentiation, and sexuality.

In this era, the discussion of linguistic is very extensive. Language is not only about sentence or phrase, but it can be a symbol, sign, image, sound and gesture which is used to convey meaning and purpose in communicating that categorized as semiotic. Padila (2013: 31) states that in fact semiotic cannot be always properly understood and equal among society, everyone has their own interpretation of meaning and has various reasons behind it. Many media contained of linguistic field such as semantics, pragmatics, sociolinguistics, semiotics and sexist language, depending on our understanding and grouping of the language. The development of technology today provides a lot of social media that could be used as an object of research.

Related to this research, Lei (2006) studied about Sexism in language found that sexist language caused men and women as different status but equal human beings. He (2010) studied about An analysis of sexism in English found that there were morphological features and syntactic features of sexism in English and also the main causes of sexism in English are social economic causes and socialization.

Greenwood and Isbell (2002) studied about ambivalent sexism and the dumb blonde, men's and women's reactions to sexist jokes found that jokes in high hostile sexism are more amusing and less offensive than those low in hostile sexism. Men high in benevolent sexism found the jokes significantly more amusing and less offensive than either women in the same group or men low in both hostile and benevolent sexism.

Languages are not only occurred verbally, but there are some media related to linguistics. Just as social media not only used as communication and entertainment tools, for example Instagram, some people just use Instagram as a means to post photos and videos. Without the users realized Instagram is related to linguistics such as sexist language. The writer is interested to use Instagram and choose one of an account in Instagram such as *Dagelan* account as a research object.

Therefore, this study focused on the use of sexist language in *Dagelan* account on Instagram. This account uploaded many pictures that have short sentences or captions in each pictures by using sexist language. The sexist language was analyzed by using ambivalent sexism theory. Ambivalent sexism

has largely been developed by social psychologists Glick and Fiske (1997) that divided ambivalent sexism into two sub-components: hostile sexism and benevolent sexism; Hostile sexism reflects to negative evaluations and stereotypes toward a gender (e.g., the ideas that women are sensitive and weak) while benevolent sexism represents positive evaluations of gender (e.g., the ideas that women need to be protected by men).

### **B. The Problems of the Study**

The problems of the study are formulated as follows:

1. What are the types of ambivalent sexism used in *Dagelan* account?
2. What is the dominant type of ambivalent sexism found in *Dagelan* account?
3. What is the most prominent gender discussed in *Dagelan* account by using ambivalent sexism?

### **C. The Objectives of the Study**

Based on the problems above, the objectives of the study are as follows:

1. to find out the types of ambivalent sexism are used in *Dagelan* account
2. to find out the dominant type of ambivalent sexism found in *Dagelan* account.
3. to determine what gender is the most prominent discussed in *Dagelan* account by using ambivalent sexism.

**D. The Scope of the Study**

The scope of this study is focused on types of ambivalent sexism used in *Dagelan* account on Instagram by capturing pictures which have short sentence and have context related to sexist language. In psychology, Glick and Fiske (1997) divided ambivalent sexism into hostile and benevolent sexism.

**E. The Significance of the Study**

The finding of the study is expected to be useful for:

## 1. Theoretically

This study is expected to provide benefits of knowledge, at least can be useful as a reference for further study.

## 2. Practically

a. Students and readers who want to enrich their information and knowledge about sexist language in others media not only social media such as Instagram.

b. The researchers who are interested in conducting the similar study to get further information.