

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Language has a very complicated system which is a pattern for the structure of the society. Not only do people use language to express their thoughts and feelings, but also they are given different identities and able to describe their communications through using language. Due to the fact that language is a social phenomenon, it is strongly influenced by social and cultural factors such as gender, age, educational level, social level and so forth.

One of the primary functions of language is to enable man to describe the world or to communicate with other people. On the other hand, language reflects, if it does not determine, the thoughts, attitudes, and culture of the people who make and use it. In this sense, language needs to be viewed as a social practice. Further Zendedel and Ebrhimi (2013) states that language as well as is inherently social phenomenon which provides insights into how men and women's language use can affect their social.

In this research, the researcher concerned on language use by applying theory proposed by Lakoff (1975) and Wardhaugh (2006). The researcher quotes several utterances from the host in *Hitam Putih* between male, Deddy Corbuzier (DC) and female host, Chika Jessica (CJ) as the preliminary data as follows;

CJ : *Karena kita kompak, terus kita blue blue (their clothes) gak pake bird ya (said to the audience).*

DC : *(tersenyum). (just smile).*

From the utterances above, it can be shown that CJ attempts to tell joke to the audience. Theory of language use adapts from Lakoff (1975) and Wardhaugh (2006) state that woman is lack in uttering some joke or telling humor. As the fact, CJ is easily to utter some jokes which affect the audience at the studio and her partner (DC) laugh. She says that the audience and herself is to be together because they wear the same color, blue. Then, she makes a joke that “blue” is not needed to add “bird” because it will change the meaning become “blue bird” as one of the name of taxi.

In other utterances between DC, male host and his guest (AS), he wanders about her husband’s traits.

DC : *Jadi menurut kamu mas Anang ini romantis gak orang nya?*

Base on the utterances above, it can be identified that male host somehow feels interested in discussing about someone’s accustomed. However those topic includes to the feminine area that discuss about personal life. He wanders to know more about her husband so he asks the guest intensely. Further it should be asked and confirmed by the female host (CJ) relating to their guest life. But it is found that male host directly ask their guest and he has much more curiosity to know.

And base on the theory man are not really interested to discuss or share about someone’s life.

In guiding the show, the host should use an appropriate language use in order to make the show running well and build a warm relationship between host and guest. They also make adjustments depending on whom they are talking to. In choosing which speech forms to use, they assesses not only the relative formality or informality of the context, but also the audience to whom their talk is directed. The accommodations speakers should towards their audiences depend on the social status of the participants (Romain, 2000).

Gender as one of the primary category that people use to understand and think about their social world. Gender refers to the relationship between men and women or male and female. According to Gal (1991) gender is a system of culturally constructed relations of power, produced and reproduced in interaction between men and women. However, Wardhaugh (2006) conveys gender as a social construct and involves the whole gamut of genetic, psychological, social and cultural differences between males and females. Gender can not be avoided. It is part of the way in which societies are ordered around us, with each society doing the ordering differently.

Language and gender theorists have generally made a distinction between sex as physiological, and gender as a cultural or social construct. According to this distinction, *sex* refers to biological maleness and femaleness, or the physiological, functional, anatomical differences that distinguish men and women, whereas *gender* refers to the traits assigned to a sex – what maleness and femaleness stand for – within different societies and cultures (Litosseliti, 2013).

Generally, language use is produced by male and female occurred in distinct ways. There are some characteristics come about between male and female. In this case the researcher applies theory proposed by Lakoff (1975) and Wardhaugh (2006) in which they state that one of the characteristic language use by man, they tend to make a joke, teasing other people whereas women can not tell jokes - they are bound to ruin the punch line, they mix up the order of things, and so on. Moreover, they don't "get" jokes. In short, women have no sense of humor rather than a man.

In order to undergo this research, researcher gathers the data taken from one of talk show, *Hitam Putih*, broadcasted in Trans7. By adapting this theory the researcher takes several utterances from the host in *Hitam Putih* between Male host, Deddy Corbuzier (DC) and female host, Chika Jessica (CJ). Researcher focuses on their utterances produced by the host *Hitam Putih* talk show.

Hitam Putih talk show is a program broadcasted in Trans7 channel on monday till friday at 18.30-19.45. Hitam Putih is guided by a mentalist Deddy Corbuzier and an artist Chika Jessica. In this talk show, it emerges an inspiration story not only come from Indonesian artists but also from an ordinary people with a ton of proudly achievement. Sometimes in fasting month, this show also invites some religious leaders in order to convey useful lecture to the audience. However *Hitam Putih* talk show has been several times included as list of nomination and achieved the winning as the TV Program of the Year, Program Talk show Hiburan and Program Inspiratif Terpopuler.

There are numerous studies that had been conducted concerns with language use, such as the research conducted by Xia (2013) entitled *Gender differences in using language*. She analyzes the differences between men and women in using language. Base on her research, she discovers that the differences emerge from the aspects of pronunciation, intonation, vocabulary, syntax, manners, attitudes, and non-verbal differences in using language between men and women. Besides the differences in various aspects, she tries to record the changes of these differences. On the basis of these differences and changes, the study also tries to make some explanation to these differences and changes.

Another study Dong (2014) reveals on “Study on Gender Differences in Language under the Sociolinguistic” found that gender differences in utterance-choosing for instance, pronunciation and intonation difference, vocabulary difference, and syntactic difference. The gender difference phenomena in language reflect that the cultural psychology and social value orientation of language users are affected not only by social and environmental stress but also family culture and experience. The gender differences in language are not invariable. They are influenced by the age, education degree, occupation and status and change according to social development.

1.2 The Problems of the Study

Based on the description of the background above, the problems of the study are formulated as following.

1. What kinds of the language use are uttered by male and female host in *Hitam Putih* talk show?

2. How is the language use represented by male and female host in *Hitam Putih* talk show?
3. Why do male and female host utter difference language use in *Hitam Putih* talk show in the way they are?

1.3 The Objectives of the Study

The objectives of this study are to answer the three research questions, they are;

- 1) to describe kinds of the language use are uttered by male and female host in *Hitam Putih* talk show
- 2) to elucidate language use that represented by male and female host in *Hitam Putih* talk show?
- 3) to describe reasons of differences language use by male and female host in *Hitam Putih* talk show in the way they are.

1.4 The Scope of the Study

Scope of the research is needed to give a focus to this research. This study focuses on the language use between male and female host in *Hitam Putih* Talk Show. The researcher uses the theory proposed Lakoff (1975) and Wardhaugh (2006) in analyzing kinds of language use between male and female host then applies theory from Wardhaugh and Fuller (2015) in elucidating of language use that represented by male and female host in *Hitam Putih* talk show and applies theory proposed by Flotow (2004) in describing reasons of differences language

use between male and female host in *Hitam Putih* talk show. However, this study concerns on episode that broadcasted on October 2016. During the broadcasting on October, there are around 20 episodes that had been released. Since there are enormous topics in *Hitam Putih* talk show on Trans7 so the researcher determines to take topic as purposeful sampling for 4 episodes..

1.5 The Significances of the Study

The findings of the study are expected to be relevant and significant theoretically and practically.

1. Theoretically, this study could enrich the knowledge about language use uttered by male and female in any field of sociolinguistics, particularly for gender. Moreover, this study can be helpful as the basic of research for other researcher in exploring the same area with different focus.
2. Practically, the usefulness of findings are described that this study could be reference for the next researchers in investigating language use uttered by male and female in any field specially in sociolinguistics. This study contributes to share an information and insight to applied linguistic practitioners, students and any others readers who are interested in studying sociolinguistics field specially in language use.