CHAPTER I

INTRODUCTION

1.1 The Background of the Study

The rapid growing of technology makes the great changes the way of communication recently. In this sophisticated information and technology age, the term of communication does not always mean face to face communication, but also online communication provides the alternative for all people to communicate with others. The online communication is being a popular alternative that can be chosen as a medium of communication. People can keep in touch to others without any limitation by using the internet as media of communication.

Internet's media is one of the most popular online communications which continually changes and moves on. A few years ago, some people used internet just for sending and receiving email or searching an important things, but nowadays, people feel free to surf anything from internet, such as; social media (facebook, instagram, path, you tube, skype, etc), online shopping, blogging, campaign and online news.

Modern information and communication technologies such as the internet arguably have potential to offer greater benefits to women than men (Carter & Grieco,2000). Language and gender have been an interesting topic in linguistics. There are some studies point out the differences language and gender in language use. Tannen (2000:101) there are two fundamental forces at work in social interaction, power and solidarity. She stated that men and women are trained to pay more attention to one or other of these dimension, men monitoring their interaction for aspect power, and women monitoring theirs for signals of solidarity

and intimacy. This view means that males and females use the same language but they interact to one or other differently. It is just because males and females have the different purpose in communication. Males tend to show their status and power, while females just want to seek the close relationship to another. Besides, Men's goals in using language tend to be about getting things done, whereas women's tend to be about making connections to other people. Men talk more about things and facts, whereas women talk more about people, relationships and feelings. That's why, the way of man in using language is competitive, reflecting their general interest in acquiring and maintaining status; women's use of language is cooperative, reflecting their preference for equality and harmony in interaction and communication.

Related to the cases, some researcher sparked some women and men differences in using language especially in social media. Nazir (2016) found the significant differences and similarities among the way sexes use internet particularly social networking site, Facebook. The research looks upon the fact that how language is functioning in the social networking site and how linguistic behavior of men is different from women under the premise that men and women have different speech styles. The findings show that women are into facebook for maintaining existing relationships by communicating politely while men are more likely to go for new relations by communicating as they please.

Jeon (2017) found the differences males and females in gender's interaction in online debate; he found that females were significantly less likely to engage in arguments with other females than with males, while males were equally like to respond to females and males. He also found that women are more

criticism than men. It is contrary to Eckert and Tannen's concept; women more avoid conflict than men. These different opinions make the researcher intend to analyze differences between women and men in using language while arguing on Donald Trump'sInstagram about his political status.

In this study, the researcher investigated gender's argument about Donald Trump's political status in different context that is in Instagram because Instagram is social network which provides the users to argue or share opinion about refusing or receiving someone'sstatus.Instagram is not only used to argue about status but also can be used to share pictures, videos and status either publicly or privately to pre-approved followers. Users can apply various digital filters to their image and add hash tags to their images and add locations through retags. Users can connect their instagram account to other social media profiles, enabling them to share photos to those profiles as well.

Instagram can be the media of communication which encourages the users of instagram to argue directly. Sometimes, the users of Instagram do not have any consideration to argue. This situation makes people argue as easy as they want. The users ofInstagramhave the same opportunity to involve in arguing.

It is quite different with face to face communication, particularly women who have many consideration to talk or argue just because feel afraid of being mistake and conflict with others. In sharing information and ideas, males and females have different ways in writing status or giving argument.

It can be proved by Deborah Tannen's concept which states that; men will argue with the facts; women will argue with emotions.

According to Eckert's (2011:21) argument involves giving reasons and evidences and using rational principle of inference to support a position. Males are more argue in debating while females are more quarrel. Men do more argue than women (Eckert, 2003:25). Men have the tendency to involve in arguing logically because men are able to claim something by giving true and valid reason or evidencein order to look stronger than women. Women have the tendency to avoid the arguments because women claim something with feeling and emotion; women easily keep the relationship with another.

The circle of communication in Instagram does not only links to people, whom you know, but also it links to the official accounts of government, the official account of national and international news, the official account of political news, the official account of celebrities, and the official account of President. In this case, male and female feel free to participate in discussing all the latest issue in internet. It allows people to argue and discuss the issue directly. It means that men and women have the opportunity to express their idea and feeling. For example, the users of Instagram can communicate directly to the President of Republic of Indonesia by mentioning his official accounts (@jokowi), or the users of Instagram can communicate directly to President of United States of America by mentioning his official accounts (@realDonaldTrump).

Here are the example of Donald Trump's Status and arguments written by his followers

Donald Trumps' Status:

Taliban targeted innocent Afghans, brave police in Kabul today. Our thoughts and prayers go to the victims, and first responders. We will not allow the Taliban to win!

Female's Argument:

*Chemicallyn: I still **don't** like you although you are president @ realDonaldTrump*

From the female's argument above, it is categorized as negation argument. The argument consists of claim and premise but the argument is illogical because the premise is not relevant to the conclusion. If the premise is not relevant, it can be called as fallacy of relevance and categorized into argument against person.

Male's Argument:

craterynmchawkington: keep your stupid thoughts and prayers. They do NOTHING !@realDonaldTrump

Gaylien_kongjie : I can't believe you spend all your time on social media do ur presidential work trumpet.

The example above shows that the argument should be categorized as conjunction. Theoretically conjunction is defined as type of arguments that is used to conjoin two equal statements in the logical argument by using the notion "and" and "but".

In addition, according to Barwise (1999), there are five types of arguments namely; (1) negation, (2) conjunction, (3) disjunction, (4) conditional and (5) biconditional. All of these types lead to difference between male and female in

arguing. It shows how male responds President's status and female responds President's status

For example;

Female respond Donald Trump's status:

Michakwubs: Just imagine if Hillary was President, that would be traumatic @*Real Donald Trump*

The example above shows that female's argument should be categorized as conditional. Theoretically conditional is defined as types of argument to combine two sentences to form a new sentence by using the notion *"if..then"*.

- *"Just imagine if Hillary was President, that would be traumatic"*

Theoretically, males and females are different in speech activity. Eckert (2003:98) states that the set of speech activity are (1) gossiping, (2) quarrelling and (3) arguing. The researcher was focus on one of them that is arguing. From the comment above, the researcher believes that males and females have the different way in arguing. Females like to support another comment by usingconjunction which is showing an optional event. While males like to talk aboutthe issue by showing their angers and reply another comment by giving critiquesand judgments through the conditioned event.

Based on the phenomenon of the language used in Donald Trump's political status in his Instagram, it is believed that men and women are different in expressing their arguments in Donald Trump's Instagram. The researcher had seen and analyzed*"The Realization of Gender Arguments inInstagram- A Case Study of Gender Arguments on Donald Trump's Political Status in Instagram".* That is the writer's reason to choose gender differences inInstagram.

1.2 The Problems of the Study

Based on the background of the research, the problems of the research are formulated as the following.

1. What types of argument are used in Donald Trump's Political status in Instagram ?

2. How are male and female arguments about Donald Trump's Political status realized inInstagram?

1.3 The Objectives of the Study

In relations to the problems, the objectives of the study are.

1. To describe the types of argument that occur in instagram

2. To investigate how the gender arguments about Donald Trump's Political status are realized in instagram.

1.4 The Scope of the Study

In accordance with the research problem, this research is limited to find out the data of male and female's arguments on Donald Trump's Instagram about his political status in English. The data were taken from America followers. This study was focus on female and male's argument in expressing their thought in Donald Trump's Instagram about political status. The types of male and female argument consist of (1) negation,(2) conjunction, (3) disjunction, (4) conditional and (5) biconditional. This study was focus on male and female interaction to male @Real Donald trump.

1.5 The Significances of the Study

The findings of the study are expected to be significantly relevant both theoretical and practical.

1. Theoretically, the findings of the study are expected to enrich language and gender concept, thus it will be the additional resources for both lecturers and students who are interested in language and gender in social media.

2. Practically, since the study focuses on gender arguments which show the way male and female argue in Instagram. Hopefully, the findings are expected to give the information for the students and lecturers of linguistics either male or female to express their argument by giving true evidence, thus they can argue as logic as possible.