

## CHAPTER I

### INTRODUCTION

#### 1.1 The Background of 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.

Discussing about the internet as media of communication, The development of information and technology has led people to use many internet's media in communicating to others. Internet's media is one of the most popular online communication 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, twitter, path, instagram, you tube, skype, ec), online shopping, blogging, campaign and online news.

Modern information and communications technologies such as the Internet arguably have the potential to offer greater benefits to women than men (Carter & Grieco, 2000 in Bidgoli, 2004). Language and gender has been an interesting topic

in linguistics. There are some studies point out the differences language and gender in language use. Tannen's view in Goddard (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 male and female use the same language but they interact to one or other differently. It is just because male and female have the different purpose in communication. Male tends to show their status and power, while female 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 womens' 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.

There are some studies had discussed about language and gender in online communication. Huffaker (2004) found the significant differences gender and language use in teenager bloggers, that is female do not use a more passive, cooperative and accomodating in as Lakoff proposed. Hasan and Khammat (2011) found that females use more simple sentence than males, whereas males tend to use more compound, complex sentences than females in their study gender differences in Computer Mediated Communication in Iraq. Gustiany (2012) found

gender's language style in facebook status that the dominant style used by both male and female in facebook status are consultative style, male used advice more than female, and female use feeling more than male. While, Amir et al (2012) found the gender differences in the language use of Malaysian teenager bloggers, that male and female bloggers in the frequencies of five language features which are 'intensifiers', 'hedging', 'tag questions', 'empty adjectives' and 'adverbs'. While, Jeong (2003) found the differences male and female in gender's interaction in online debate, he found that female were significantly less likely to engage in argumentation with other female 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 Tanne's theory; women more avoid conflict than men.

From the previous studies above, the writer is interested in exploring language and gender which is in the different context, that is in Twitter. Twitter is one of the social networks with all over the world users. It has been a popular social media around the world. According to Alexa.com which is California-based subsidiary company of Amazon.com which provides commercial web traffic data, twitter is in 8th ranks globally and in the 10th ranks as the popular social networkings site in Indonesia.

Twitter is now well established as the world's second most important social media platform, after Facebook. Its 140-character updates are designed for brief messaging, and its network structures are kept relatively flat and simple. it enables for the users of twitter to share short textual messages, which is called as

“tweet” with others with the system. The length of message or “tweet” makes twitter is different with the others social media.

Twitter is different with another social networks because it only allows the users to express their thought, idea and feeling. The users are free to tweet whatever they feel and think and free to follow and stalk whoever they want to see, and seek the information from over the world without confirmation the friends’ invitation. In other words, there is no filter in searching the news, the information and the hottest issues over the world. Twitter can be the media of communication which encourages the users of twitter to argue directly. Sometimes, the users of twitter do not have any consideration to argue.

This situation makes people argue as easy as they want. The users of twitter in which men and women has the same oppurtunity to involve in arguing. It is quite different with face to face communication, particularly women which has many consideration to talk or argue just because feel afraid of being mistake and conflict with others. Women always try to avoid conflict because they are not strong enough to argue logically.

In this study, writer will focus on “argument” term. According to Eckert (2003) argument involves giving reasons and evidences and using rational principles of inference to support a position. Males are more argue in debating while females are more quarell. Men do more argue than women (Eckert, 2003). Men have the tendency to invlove in arguing in order to look more stronger than women. Women have the tendency to avoid the arguments because women are easily keep the relationship with another.

The circle of communication in twitter does not 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 politics, the official account of celebrities, and . 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 oppurtunity to express their idea and feeling. For example, the users of twitter can communicate directly to President of Indonesia by mentioning his official accounts (@SBY), or the users of twitter can communicate directlt to President of America by mentioning his official accounts (@barackobama).

For Example, how male and female are giving argument to the some official acoounts.

*Female's tweet* :

*(@SM): Setujuuuuhh @ynurma02: No 1 lulus No 2 remed min @pkspiyungan menurutmu pidato prabowo vs jokowi, skornya brapa?*

*Male's tweet* :

*(@RIA) : @pln\_123 Setelah 8 jam mati di daerah Tebing Tinggi (mulai jam 9), jam 22.52 mati lampu lagi disini. Benar-benar membiadapkan peradaban.*

In addition, According to Barwis (in Boole, 1999), there are five types of arguments namely; negation, conjunction, disjunction, conditional and biconditional. All of these theories lead to difference between male and female in arguing. It shows how male responds female's argument, male respond male's

argument and how female respond male's argument, female responds male's argument.

For example;

Female respond male's argument:

*@RiaisRia Banget RT @TimMarbun commercial break adalah saatnya memantau komentar-komentar di twitter soal debat capres. Seru!*

The example above shows that female to male interaction which is rewritten in the logical 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";

*"Jika commercial break maka kami saatnya kami memantau komentar-komentar soal debat capres di Twitter"*

Female responds to male's argument;

*@RiaisRia apapun itu keduanya pasti akan jadi future President of Indonesia RT @CherylTanzil Yang satu ngomong rencana, yang satu ngomong udah ngapain aja.*

The example above shows that female to male interaction which is rewritten in the logical argument should be categorized as conjunction. Theoretically conjunction is defined as type of arguments that is used to conjoin two equal statement in the logical argument by using the notion "and, but":

*"Yang satu ngomong rencana tapi yang satu ngomongi udah ngapain aja"*

Theoretically, males and females are different in speech activity. Eckert (2003 :98) states that the set of speech activity are: gossiping, quarelling and arguing. The writer will focus on one of them, that is arguing.

From the tweet above, the writer believes that males and females have the different way in arguing. Females like to support the another tweet by using conjunction which is showing an optional event. While males like to talk about the issue by showing their angers and reply another tweet by giving critiquies and judgement through the conditioned event.

Based on the phenomenon of the language use in twitter, it is belived that men and women are different in expressing their arguments in twitter. The writer will see and analyze "*The Realization of Gender Arguments in Twitter*". That is the writer's reason to choose gender differences in twitter. Relating to this fact, the researcher focuses on two points; 1. The gender arguments are used by male and female in expressing their idea in twitter, 3. The reason of male and female choose use arguments in expressing their ideas in twitter.

## **1.2 The Problem of the Study**

Based on the background of the research, the problem of the research are formulated as the following:

1. How do male and female argue in Twitter?
2. Why do they argue the way they do?

### **1.3 The Objective of Research**

In carrying out the research, it is necessary to state clearly the objectives of study in the relation of the problem posed. The objectives are :

1. To find out what types of argument occur in Twitter
2. To describe the reasons of male and female in arguing in Twitter.

### **1.4 The Scope of Study**

In accordance with the research problem, this research is limited to find out the data of male and female's argument on twitter which use Bahasa Indonesia. This study will focus on female to male's interaction and female to female's interaction in expressing their arguments in twitter and the underlying factors which male and female make argument. The researcher will directly encourage the participants by posting some hot issues in Twitter. Due to the limitation of the researcher, male to male interaction is not included. The type of male and female argument consists of negation, conjunction, disjunction, conditional and biconditional. The underlying factors consist of social status. This study will focus on two pairs interaction, namely; male to female interaction, female to female interaction.

### **1.5 Significance of Study**

Findings of the study are expected to be significantly relevant theoretical and practical aspects:

1. Theoretically, the findings of the study are expected to enrich language and gender theory, thus it will be the additional resources for either



lecturers and students who are interested in language and gender in social media.

2. Practically, since the study focuses on gender arguments which shows the way male and female argue in Twitter and the underlying factors. Hopefully, the findings are expected in giving the information for the students and lecturers of linguistics either male and female to be aware their social status and interlocutor consideration in expressing their argument, thus they can argue as well as they can.

