AN ANALYSIS OF GENDER-BASED LANGUAGE FEATURES IN INSTAGRAM CAPTIONS

THESIS

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2024

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Malang, November 13th 2024

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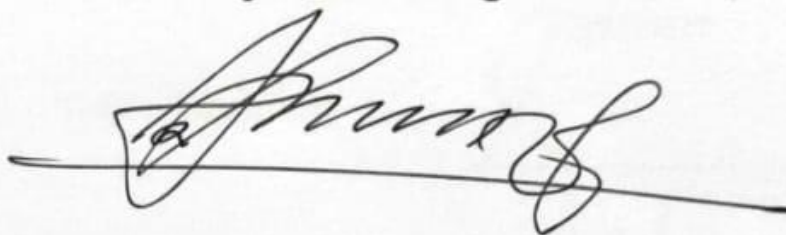
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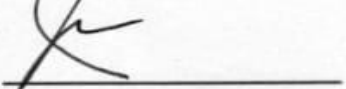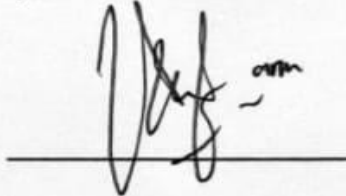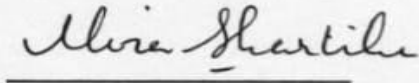NIP 198112052011011007

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MOTTO

"Don't forget your own self while

preaching to others."

- Umar bin Khattab -

DEDICATION

This thesis dedicated to my parents A. Nursalim (alm) and Zulaifah also Edi Susanto and Khoirul Liumah who always support and pray for me until I finish this thesis. Thank you for patiently waiting for me to finish this thesis. My beloved brothers and sister Agus Subowo, Muhammad Bahroin, M. Arif Nur Falah, Izzatun Nuronniyah and Meysi Nabila Putri . My beloved husband Radyan Hanggarjito and my little angel Lohnira Pinastika. My honorable advisor, Mira Shartika, M.A. My honorable examiner, Dr. Agwin Degaf, M.A. and Vita Nur Santi, M. Pd. I really thank to every guidance, knowledge, and sincerity. Also, I would like to express my sincere gratitude to all my lecturers, friends, and everyone who contributed to the completion of this thesis. I cannot thank to them enough for everything that they gave. Last but not least, I wanna thank me for doing this work, my sweet and tears. Thank You.

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ABSTRACT

Qibtiyah, Mariyatul. 2024. *An Analysis of Gender-Based Language Features in Instagram Captions*. Thesis. English Literature Department. Faculty of Humanities. Maulana Malik Ibrahim State Islamic University of Malang.

Advisor : Mira Shartika, M.A.
Key Words : *Instagram captions, gender differences, linguistic features, social media*

This study investigates the linguistic features used in Instagram captions, aiming to reveal the distinct ways language reflects gender-based communication patterns and social expectations. Instagram, a platform where users express personal experiences and emotions through visual media and accompanying captions, serves as a contemporary space for examining language use and identity. As a relatively new research area, Instagram captions offer insights into how male and female users shape and express their social identities through language. By addressing the gap in research on Instagram caption language, this study highlights how linguistic choices differ between genders, reflecting both personal and social influences. Specifically, it applies gender theories from Lakoff (1975), Coates (1986), and Holmes (1992) to analyze patterns in language structure and diction. A qualitative analysis of captions from purposively selected male and female users demonstrates that male users tend to adopt a concise and assertive linguistic style, often using imperatives and straightforward expressions. In contrast, female users frequently employ expressive and nuanced language, using hedges, intensifiers, and super-polite forms to convey their messages. These differences align with broader societal gender roles, with male users reflecting directness and assertiveness while female users display subtlety and social awareness through their language. This study contributes to ethnolinguistic and gender research by examining the intersection of language, social media, and gender identity, offering a nuanced understanding of how digital platforms like Instagram continue to reflect traditional gender norms. The findings encourage further exploration of gendered language use across both online and offline contexts.

ABSTRAK

Penelitian ini menyelidiki fitur linguistik yang digunakan dalam caption Instagram dengan tujuan mengungkap cara-cara bahasa mencerminkan pola komunikasi berbasis gender dan harapan sosial. Instagram, sebagai platform di mana pengguna mengekspresikan pengalaman pribadi dan emosi melalui media visual serta caption yang menyertainya, berfungsi sebagai ruang kontemporer untuk mengkaji penggunaan bahasa dan identitas. Sebagai area penelitian yang relatif baru, caption Instagram menawarkan wawasan tentang bagaimana pengguna laki-laki dan perempuan membentuk dan mengekspresikan identitas sosial mereka melalui bahasa. Dengan menjembatani kesenjangan penelitian dalam bahasa caption Instagram, studi ini menyoroti perbedaan pilihan bahasa antara gender, yang mencerminkan pengaruh pribadi dan sosial. Secara khusus, penelitian ini menerapkan teori gender dari Lakoff (1975), Coates (1986), dan Holmes (1992) untuk menganalisis pola struktur dan diksi bahasa. Analisis kualitatif pada caption dari pengguna laki-laki dan perempuan yang dipilih secara purposif menunjukkan bahwa pengguna laki-laki cenderung mengadopsi gaya bahasa ringkas dan tegas, sering menggunakan kalimat perintah dan ekspresi langsung. Sebaliknya, pengguna perempuan lebih sering menggunakan bahasa ekspresif dan halus, dengan penggunaan hedges, intensifier, dan bentuk bahasa yang sangat sopan untuk menyampaikan pesan mereka. Perbedaan ini selaras dengan peran gender dalam masyarakat yang lebih luas, di mana pengguna laki-laki mencerminkan keterusterangan dan ketegasan, sedangkan pengguna perempuan menampilkan kehalusan dan kesadaran sosial melalui bahasa mereka. Penelitian ini memberikan kontribusi pada kajian etnolingustik dan gender dengan mengkaji persimpangan antara bahasa, media sosial, dan identitas gender, serta menawarkan pemahaman mendalam tentang bagaimana platform digital seperti Instagram tetap mencerminkan norma gender tradisional. Temuan ini mendorong eksplorasi lebih lanjut mengenai penggunaan bahasa berbasis gender baik di lingkungan online maupun offline.

مستخلص البحث

قبتية، مارياتو. 2024. تحليل السمات اللغوية القائمة على النوع الاجتماعي في التعليقات على إنستغرام. أطروحة. قسم الأدب الإنجليزي. كلية العلوم الإنسانية. جامعة مولانا مالك إبراهيم الإسلامية الحكومية في مالانج.

المشرفة: ميرا شرتيكا، ماجستير.

الكلمات المفتاحية: تعليقات إنستغرام، الفروق بين الجنسين، السمات اللغوية، وسائل التواصل الاجتماعي.

بهدف إنستغرام منصة على التعليقات في المستخدمة اللغوية السمات الدراسة هذه تستكشف النوع على المبنية التواصلية الأنماط اللغة بها يعكس التي المختلفة الأساليب عن الكشف تجاربهم عن المستخدمون فيها يعبر كمنصة إنستغرام. الاجتماعية والتوقعات الاجتماعي لدراسة حديثًا فضاءً يقدم المرفقة، والتعليقات المرئية الوسائط خلال من وعواطفهم الشخصية حول رؤى إنستغرام تعليقات تقدم نسبيًا، حديثًا بحثيًا مجالًا وكونه. والهوية اللغة استخدام ومن. اللغة عبر عنها والتعبير الاجتماعية لهوياتهم والإناث الذكور المستخدمين تشكيل كيفية الضوء الدراسة هذه تسلط إنستغرام، على التعليقات لغة دراسة في البحث فجوة سد خلال في واجتماعية شخصية تأثيرات يعكس مما الجنسين، بين اللغة اختيارات اختلاف كيفية على نفسه الوقت.

، (1986) وكوتس ، (1975) لاكوف من لكل الاجتماعي النوع نظريات الدراسة تطبق للتعليقات نوعي تحليل ويظهر. الكلمات واختيار اللغة تركيب أنماط لتحليل (1992) وهولمز تبني إلى يميلون الذكور المستخدمين أن بعناية اختيارهم تم وإناث ذكور مستخدمين من النقيض وعلى. المباشرة والتعبيرات الأوامر غالبًا ويستخدمون وحازم، موجز لغوي أسلوب اللغوية، الحواجز استخدام تكرار مع ودقيقة، تعبيرية لغة الإناث تستخدم ذلك، من رسائلهم لنقل للغاية المهذبة التعبير وأشكال المعززات،

حيث أوسع، بشكل المجتمع في للجنسين الاجتماعية الأدوار مع الاختلافات هذه تتوافق والوعي الرقة عن الإناث تعبر بينما والحزم الصراحة الذكور المستخدمون يعكس النوع ودراسات الإثنولغوية الأبحاث في الدراسة هذه تساهم. لغتهن خلال من الاجتماعي الجنسية، والهوية الاجتماعي التواصل ووسائل اللغة بين التقاطع فحص خلال من الاجتماعي التقليدية القواعد عكس في إنستغرام مثل الرقمية المنصات استمرار لكيفية دقيقًا فهمًا يقدم مما النوع على المبني اللغة استخدام استكشاف من المزيد على النتائج هذه تشجع. للجنسين سواء حد على والواقعية الرقمية السياقات في الاجتماعي.

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CHAPTER I

INTRODUCTION

This chapter discusses fundamental aspects of the study, including the background for choosing the topic, the statements of the problem, the objectives of the study, its significance, and its scope and limitations. It also presents the research method and defines several important terms. Additionally, previous studies relevant to this research are included in this chapter.

A. Background of the Study

Instagram is one of the most widely used social media platforms, allowing users to share moments visually and narratively through photos, videos, and accompanying captions. Since its creation by Kevin Systrom and Mike Krieger in 2010, Instagram has grown to become a powerful tool for self-expression and social interaction, reaching hundreds of millions of users within just a few years. The platform provides a unique space where users can creatively share personal experiences and opinions, making it a rich site for exploring how language is used in digital communication (Atmoko, 2012).

One key feature of Instagram is the caption—a brief text that often accompanies posts to give context, share insights, or express emotions. Captions not only serve as descriptions or extensions of visual content but also allow users to reflect social and personal identities. For example, it has been observed that women, in general, tend to write longer captions that are more expressive, reflecting conversational styles that align with societal expectations of femininity,

while men may use more concise and assertive language, emphasizing directness. These linguistic choices reveal gendered communication patterns, which are shaped by both personal identity and social influences.

Linguistic research on gender and language has established foundational theories about how men and women use language differently in various contexts. Early theorists like Lakoff (1975) highlighted that male language tends to be more assertive, direct, and confident, while female language is often characterized by politeness, carefulness, and the use of hedges or intensifiers. Lakoff's theories have been further explored in multiple studies, focusing on diverse settings. For example, Zare-ee and Kaur (2012) examined gendered linguistic variation in oral language, finding that female learners were generally less assertive and argumentative, with weaker content organization in speech. This study emphasized how gendered language characteristics are shaped from childhood, reinforcing Lakoff's theory on gendered socialization in language use. Similarly, Aulya's (2014) study on Margaret Thatcher's language in *The Iron Lady* revealed how female language features such as politeness, hedging, and indirectness were present in her speech, underscoring how gender expectations influence even public and formal communication.

Murti (2018) furthered this line of inquiry by examining women's language features in *The Princess Diaries*, identifying feminine linguistic markers like lexical hedges, intensifiers, and tag questions. This study reinforced Lakoff's theory of female language features but limited its context to scripted film dialogue. Moving to digital spaces, Fatin (2014) explored gendered language

styles on Twitter, discovering distinct communication purposes between male and female users. Men's language styles on Twitter often exhibited directness and assertiveness, while women's language reflected expressiveness and social bonding—a finding that aligns with earlier research on gendered language in conversation. Hidayati's (2015) analysis of children's films, *Cars* and *Barbie and the 12 Dancing Princesses*, identified notable linguistic differences between male and female characters, with men using more informal speech while women adhered to hypercorrect grammar and used super-polite forms.

These studies reveal that language use reflects societal expectations of gender roles across various mediums. However, most research has concentrated on specific contexts such as film dialogue, oral speech, or short-form communication like Twitter, leaving Instagram captions—a distinct social media context—largely unexplored. Instagram's emphasis on visual storytelling with personal and often informal narrative captions offers a unique digital space for analyzing how users express gendered identities through language. Instagram captions are different from other forms of social media language in that they are tied to personal storytelling and identity expression, often used to portray an individual's self-image and social persona. Therefore, examining Instagram captions can provide fresh insights into how gender influences linguistic choices in a platform dedicated to self-expression and social interaction.

This study aims to fill this gap by investigating gender-based language features specifically in Instagram captions. Applying theories from Lakoff (1975), Coates (1986), and Holmes (1992), the research will explore how men and women

use linguistic structures and diction in their captions to convey social and personal identities. Through a qualitative analysis of captions from male and female Instagram users, this study seeks to highlight the distinct linguistic patterns that reflect broader social constructs of gender. This analysis not only contributes to gender and ethnolinguistic studies but also enriches our understanding of how digital platforms like Instagram serve as contemporary spaces where traditional gender norms are mirrored and potentially redefined. The findings from this research could also inspire further exploration of gendered language use across both online and offline settings, offering insights into the evolving relationship between language, identity, and social media.

B. Problems of the Study

Based on the background of the study, the researcher formulates the problems as follows:

1. What are the differences between language features used by males and females in their Instagram captions?
2. How are these differences conveyed?

C. Objectives of the Study

Concerning the problems of the study above, the objectives of this study are:

1. To describe the differences between language features used by males and females in their Instagram captions.

2. To identify how these language features differ between males and females on Instagram.

D. Scope and Limitations

This study focuses on language features in Instagram captions by randomly selected male and female users. It aims to explore the relationship between language and gender on social media, particularly on Instagram. The limitations of this study involve captions that reflect masculine and feminine identities through themes of language, structure, diction, and morphological characteristics found in photo captions uploaded by male and female Instagram users.

E. Significance of the Study

This study aims to contribute practical insights to the public by providing new knowledge regarding the comparison of linguistic forms used by men and women, specifically in Instagram captions. It may also serve as a useful reference for future researchers interested in similar topics. The author hopes this study will expand the knowledge gained from previous research in this field.

F. Definition of Key Terms

The definitions of key terms used in the study are provided to prevent misunderstanding:

1. **Instagram Caption**: Text accompanying a photo or video, offering context, personal thoughts, hashtags, or tags. It allows users to express themselves, share information, and engage with their audience.

2. **Language Features**: Elements of language that contribute to meaning (e.g., sentence structure, noun group/phrase, vocabulary, punctuation, figurative language, framing). These features and their characteristics vary based on the purpose, topic, audience, and mode of the text.

3. **Language and Gender Theory**: Examined from the perspective of different authors and linguistic scholars, this theory distinguishes between physiological sex and gender as a cultural or social construct (Litosseliti, 2013).

G. Previous Studies

Several studies have explored language features in relation to gender. The first is the study by Zare-ee and Kaur (2012), titled *Linguistic Variation across Gender on Oral Language*. This study found that female learners generally scored lower in content and organization, tending to be less assertive and offering less argumentative support. Using Lakoff's (1975) theory, this study specifically examined how language techniques shaped during childhood contribute to these differences.

The second study, by Aulya (2014), is titled *Woman Linguistic Features Reflected by Margaret Thatcher in the Film Iron Lady*. This study aimed to describe female speech features as portrayed by Margaret Thatcher in *The Iron Lady* film, identifying eight distinct features used by the character in 114 utterances. Lakoff's theory on female speech features was a central analytical framework in this study.

A third study by Monica Leoni Daraninggar Murti (2018), *An Analysis of Women's Language Features Used by Mia in The Princess Diaries Movie*, analyzed women's language features based on Lakoff's theory, identifying eight out of ten female language features in the character Mia's utterances and five functions of these features.

Another study by Fatin (2014), *The Differences between Men and Women Language Styles in Writing Twitter*, collected data from the Twitter updates of male and female users. Using the theories of Adelaide Haas (1979) and A. Mulac (2001), Fatin found gender-based distinctions in language style and communication purposes among Twitter users.

Finally, Hidayati's (2015) study, *Karakteristik Kebahasaan Tuturan Laki-Laki dan Perempuan Dalam Film Anak: Studi Kasus Film Cars dan Barbie and 12 Dancing*, examined male and female linguistic characteristics in children's films using Lakoff's (1975) framework. The findings noted that the male characters frequently used informal language and hypercorrect grammar.

The primary distinction of this study from prior research lies in its focus on Instagram captions, an area that remains relatively unexplored in gendered language studies. Most existing research has focused either on male or female language or has addressed gender differences in contexts like film, Twitter, or oral language. However, the unique digital and visual environment of Instagram captions—where users share personal identities and social expressions—has not been directly analyzed. This study seeks to fill this gap by examining language features in Instagram captions and analyzing gender-based linguistic differences,

providing new insights into how male and female users convey identity and expression through language on this specific platform.

H. Research Method

The research method is a structured approach aimed at achieving the study's objectives by organizing ideas and insights based on a scientific framework. This section describes the research design, data sources, and the processes for data collection and analysis.

1. Research Design

This study examines language phenomena on social media, specifically on Instagram, through the perspective of gender theory. It applies Coates's (1986) and Lakoff's (1975) theories on gendered linguistic characteristics, uses Verhaar's (2010) micro-linguistic approach to analyze language structure, and investigates connections between linguistic forms and Tuncay's (2006) concept of masculinity, as well as Cholik's (2016) concept of femininity. The research employs a descriptive qualitative methodology, which is suited for in-depth analysis and review of gendered language features in Instagram captions. Through descriptive analysis, the study aims to systematically observe and document how language features in Instagram captions reflect gender differentiation, presenting findings in a clear and accurate manner.

Qualitative research is particularly well-suited for this topic, as it enables a detailed examination of complex language phenomena that have not been

extensively studied. Marshall and Rossman (1999) note that qualitative research explores actions, events, thought patterns, beliefs, social structures, and processes behind phenomena. This approach enables the study to analyze various aspects of language, including structure, diction, language features, and gender expressions present in Instagram captions.

2. Data and Data Source

The Data and Data Source for this research consists of Instagram captions from both male and female users. These samples are collected through purposive sampling, allowing the researcher to select captions that align closely with the research problem. The focus is on identifying linguistic features such as structure and diction and examining how these language forms relate to gendered themes of masculinity and femininity. Once selected, the samples are classified based on linguistic characteristics that reflect masculine and feminine language styles.

3. Data Collection

For Data Collection, the process involves several stages. Initially, the researcher observes and collects photo captions from Instagram on a daily basis. Relevant captions, those that align with the theoretical framework of the study, are then identified and noted. The researcher also identifies Instagram users who frequently create captions that relate to the research themes and further observes these users by reviewing their timelines to uncover additional patterns in language style. Following this, the selected captions are analyzed based on linguistic

structure, diction, and morphological characteristics. The analysis then explores how these linguistic features align with gender themes, focusing specifically on expressions of masculinity and femininity. Ultimately, the researcher categorizes the language features into two main groups—masculine and feminine—based on these themes.

4. Data Analysis

The Data Analysis follows a systematic approach. The researcher first examines the language forms present in Instagram captions as they appear in the collected data. These data are then evaluated for relevance to the research questions. Next, the data are organized and classified based on specific linguistic features, including diction, morphological characteristics, and structural elements. The findings are synthesized, leading to conclusions on how Instagram captions reflect gendered language differences.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter covers the review of related literature, presenting theories that support the analysis of differences in language features used by males and females in Instagram captions. The theoretical framework explores language forms, analyzes male and female language differences, and examines the relationship between these gendered language patterns in Instagram captions.

Several theories related to gender-based language differences inform this study. First, the structure of language, as proposed by Verhaar (2010), is discussed alongside gendered language analysis frameworks by Coates (1986) and Lakoff (1975). Additionally, this chapter examines supporting theories on the specific language features of males and females, focusing on (1) the structural differences in language between genders and (2) the relationship between male and female language usage in Instagram captions. These theories provide a foundation for understanding the nuanced differences conveyed in social media language based on gender.

2.1 Form of Language

Kridalaksana (2008: 32) states that the form (form) is the appearance or appearance of language units; the appearance or appearance of a grammatical or lexical unit is seen in a phonetic or grammatical manner. Meanwhile, Ngafenan (1985: 11) states that the form is the same as linguistic form is unity that contains meaning, both lexical meaning and grammatical meaning. Grammatical can be in the form of morphemes, words, phrases, clauses, and sentences (Ramlan, 1983:

22). So, the concept of the form referred to in this study is to cover aspects of the theme of masculinity and femininity, linguistic structure, and diction / linguistic characteristics.

2.1.1 Language Structure

The language structure in this study is linguistic elements from the lowest level to the broadest level, namely words, phrases, clauses, sentences, and paragraphs. The following are elements of grammar structure according to Verhaar (2010).

a) Word

O 'Grady et al (1993: 112) says that "A word is a free form", ie the word as a free form or free form. The word is a unit of language that is free and has complete and complete meaning. The word has several classes / classes, including verbs, nouns, adjectives, adverbials, numerals, conjunctions, etc. According to Chaer (2008: 63), words are a form that has a stable phonological arrangement. Words are also the main elements in forming sentences. In addition to its basic form, words can also be formed through morphological processes, namely affixation (affixing), reduplication (repetition), and composition (coupling) to convey the intent contained in the sentence.

b) Phrase

Phrases are grammatical units consisting of two or more words and do not have a predicate element. The phrase-forming elements are free morphemes. Miller (2002: 1) says "the phrase is that certain relationship between word where one word, head, controls the other words, the modifiers". Word class phrases include verbal phrases, adjectival phrases, nominal phrases, pronominal phrases, adverbial phrases, numerical phrases, etc.

c) Clause

Clause is a grammatical unit in the form of groups of words which at least consist of S and P, and have the potential to be sentences (Kridalaksana, 1984: 100). However, the subject is also often also poured out, for example in broad sentences as a result of merging clauses, and answer sentences (Ramlan, 1988: 62). The clause is divided into two, namely free clause or parent sentence and bound clause or clause. A free clause can stand alone because it has a complete pattern. The bound clause cannot stand alone because it has an incomplete structure. The bound clause depends on the free clause even though it has its own subject and predicate. Bounded clauses are characterized by the use of subordinates such as though, if, because, and pronominal as to who, what, what is like, what, which, whose, etc.

d) Sentence

The biggest unit in syntactic analysis is a sentence formed by combining NP (noun phrase) and VP (verb phrase) that are in accordance with syntactic

rules. In line with what was stated by O 'Grady et al, "Traditionally, the largest unit of syntactic analysis is the sentence. It is a form by combining an NP and a VP in accordance with a rule ". The sentence is the whole use of the language that contains a complete / complete mind, starting with capital letters, grammatical patterns, and ending with the final intonation.

e) Paragraph or Discourse

Paragraph is a set of sentences that have good cohesion and coherence. Discourse is a linguistic unit that is in the highest and most complete hierarchy, and has a good coherent and cohesive pattern. Basically discourse is divided into two types, spoken discourse (written discourse) and written discourse. The aspects that are considered the most essential in the construction of discourse include the completeness of the meaning and existence of the context, so the structure of language can be a discourse or not depending on the provision.

2.1.2 Diction or Language Characteristic

Not everyone can express feelings or ideas with the right language or good. This is greatly influenced by mastery of someone's vocabulary. Keraf (2002) suggests an important point about diction which is the choice of words, including the words used to reach an idea, grouping the right words or using expressions, and language styles that are well used in certain situations. Words are very influenced by gender differences, so there are also differences in the features or characteristics of male and female language as follows.

2.1.2.1 Men Language Feature

Lakoff (2004) states there are many things that form the basis for the emergence of differences between women and men in language. Described that male language is more assertive, mature, and men like to speak openly with the right vocabulary. Male language characteristics according to Holmes (1992) are like ungrammatical forms, multiple negations, pronounced -in forms, delete -ed at the end of form in pronunciation, and impolite forms. Theories about differences in female language and male language linguistically use theories written by Coates (1986). Coates mentions some of these differences such as verbosity, tag questions, questions, command and directives, and swearing and taboo language.

Therefore, male language is considered a normative language. Male speech is referential and competitive. Use of invective words and taboo words is accepted. The use of invective words and taboo words is accepted, men often use rude and forbidden invective words such as damn, bloody hell and shit often found in male language. The use of pure imperatives without adding any words such as 'get the ball', 'carry this bag' is normal and normal. Cutting the talk of other people is considered normal. Ask questions more often. Praise and apology are minimized because it is considered to be degrading its position. Language is used as a tool of power. The non-standard form is preferred to the standard form.

2.1.2.2 Women Language Feature

Robin Tolmach Lakoff is a professor of linguistics at the University of California, Berkeley. He became the first linguist to begin research on female

speech features. According to him, the language used by women is not strict, not overtly (using figurative words), and is careful when expressing something, and often uses more refined and polite words or through gestures.

As for Lakoff (1975) in Eckert and Ginet (2006: 158), identify a set of characteristics that are stated to be more common in female speech than men, and the speech is called female language. Its features are as follows (in Wahyuni, 2015).

1) Lexical Hedges

Hedges expressions as one of the characteristics of female language features including verb capital such as could, might, may, should, as well as lexical forms such as perhaps, and pragmatic particles such as sort a / sort of, I think, you know, well, kinda / kind of, like and i guess. When someone uses hedges linguistically, they avoid saying things for certain and keep their choices open (Coates, 1996: 152). The reason for using hedges is to give a signal / sign that the speaker is not responsible and doubtful about what he said. However, if it is associated with politeness, then this language feature serves to guard so that speech does not seem direct or "rude" (Hidayati, 2015).

2) Tag questions

The tag question is a question that is glued to a declarative sentence, generally occurs at the end of a speech and is pronounced by increasing the intonation or lowering it in each statement, because the intonation of the rise is seen as feminine. Example: it's good, isn't it?, it's so hot, isn't it?, are they?, isn't?

the?, can't you ?, etc. Construction of tags that either function as hedges or boosters is an element of capital, as stated by Talboet (1998: 85) because the element that changes the power of a statement, either weakens / strengthens it.

3) Rising Intonation on Declaratives

As Lakoff found (in Cameron, 1990: 230) in English, there is a pattern of intonation of typical sentences among women. That is to add the intonation of questions in various context statements. Women prefer to ask. Example: what's your name dear? Marry smith? When will dinner be ready? Women often use up intonation on declarative sentences to show feelings, emotions, or empathy for something.

4) Empty Adjectives

Empty adjectives "empty adjectives" have the meaning of showing the approval or admiration of the speaker for something, in other words the word only concerns emotional reactions rather than specific information.

5) Precise Color Terms

Women give color details far more precisely in naming colors than do men (in Cameron, 1990: 223). Like beige "yellowish gray", "bluish purple" lavender, "dark reddish brown" maroon is an example of ordinary words in the active vocabulary of women, but it is absent for most men. Women have the ability to be very observant in naming and distinguishing colors.

6) Intensifiers

Intensifiers such as so, just, very, and quite indicate more language characteristics of women than men. So was stated to have something feminine eternally about him (Jespersen, 1922: 250). Lakoff said that replacing intensifiers like so to be superlative absolute (such as very, really, utterly) or overestimating what was said seemed to be the best way to engage himself strongly with an opinion. Intensive is a word used to emphasize adjectives, verbs, or other adverbs (Cambridge Dictionary in Hidayati, 2015).

7) Hypercorrect Grammar

Hypercorrect grammar is the use of language in accordance with the standard form of verbs. These include circumvention of abusive language, apologizing more often, and using the most polite forms as additional features. In other words, women speak as much as possible near the standard English form. Lakoff attributed these features to each other because they all converged on the fact that women were not expected to speak harshly or less politely than men. (Norman, 2006 and Wahyuni, 2015).

8) Super polite Forms

Women often use polite language to those who are respected in their traditions. Holmes (1995) calls tag question, apology, and praise as features of modesty. The discovery of these traits usually implies that women are more likely to use manners than men because women are more aware of their status than men. Women know more about the facts, where or with whom he speaks.

9) Avoidance of Strong Swear Words

Swearing or swearing is a pure male habit so the use of invective words is identical to the typical male language. While men use strong harsh words, women use a more polite, subtle, and less painful version, such as: oh dear, my dear, my goodness, Goodness and Good heavens, for example: Oh, dear! You broke my glasses again.

10) Emphatic Stress

Women tend to use words that emphasize speech to strengthen the meaning of speech. For example: it was brilliant performance, brilliant "brilliant" words are one example of emphatic stress. This is used to emphasize the meaning of appearance.

2.1.2.3 Function of Women Language Features

According to Lakoff in Wahyuni (2015) in his research, the language of women in general has two functions as follows:

1) Weakening function (Hedges Devices)

Hedges devices can be used to weaken the power of speech. Hedges devices explicitly indicate lack of confidence. In other words, these features are used to express uncertainty.

2) Strengthening Function (Booster Devices)

Boosting devices can be used to strengthen the power of speech. Boosting devices illustrate the anticipation of speakers for speech partners who may

still be unsure and therefore additional information is provided. In short, these features are used to convince the speech partner of his speech. Some of the theories put forward above are the theories used in supporting data analysis in this study. These theories will help the author to more easily analyze the research data and for readers to know the concepts and direction of this research.

2.2 Gender

In studies of language and gender, the term "gender" is not a synonym for "sex" (sex). Sex refers to biological differences which are gifts from God, while gender is a term used to describe socially formed categories and constructs based on sex.

Gender is not an innate individual from birth and is not something we have but something we do. Gender is a form of culture, gender represents an important division in society that a person including men or women is not a biological fact, but a construction of society and culture.

The term gender was first introduced by Stoller (1968) in Nugroho (2008: 2) to separate human characterization based on the definition of a sociocultural nature with definitions derived from biological physical characteristics. Gender itself is a concept which, according to Oakley (1972), is a form of more behavioral differences (behavioral differences) that are socially constructed or take place in a long social and cultural process. Gender focuses more on social roles in the community that are formed through social and cultural processes. The

following table shows the association of characteristics and characteristics of women and men according to Lips (1988: 4).

2.2.1 The Relationship between Language and Gender

The relationship between language and gender reveals distinct patterns that align with broader social dynamics. Researchers like Trudgill (1972), Smith and Hefner (1988), and Mills (1995) have identified language differences between men and women. This relationship is often analyzed through a patriarchal lens, which presents a societal structure in which men hold power over women. Since language operates within this societal framework, patriarchal theory argues that the language norms in such societies are also dominated by male perspectives (Simpson, 1993: 161). Closely related to patriarchy is the concept of androcentrism, as proposed by Coates (in Simpson, 1993). Androcentrism posits that men's perspectives serve as the standard or norm, where male actions are seen positively, while female actions are often negatively perceived. In terms of language, this viewpoint suggests that male expressions are regarded more favorably than those of women.

O'Barr and Atkins (1980) extended this idea by asserting that a person's speech reflects their social status, indicating that women, often in less powerful social positions, tend to use language reflecting powerlessness. Conversely, men, positioned more dominantly in society, are more likely to use assertive language (Graddol and Swann, 2003: 133). Coates (1986), as cited in Graddol and Swann (1989: 13), supports the idea that linguistic differences mirror social hierarchies.

As long as men and women are perceived as inherently unequal, language differences are likely to persist.

Tannen (1990) briefly describes these differences, observing that "women speak a language of connection and intimacy, while men speak a language of status and independence." This contrast is further detailed in Tannen's analysis of language and gender, which highlights specific communication behaviors:

1. Men interrupt women more often than women interrupt men.

2. Women are generally more communicative than men.

3. Men tend not to verbally acknowledge women's contributions in conversations.

4. Men are more likely to use profanity than women.

5. Women tend to gossip more than men.

6. Women engage more in conversations with each other than men do.

7. Men are generally more comfortable speaking in public settings than women.

These observations underscore how language reflects and reinforces gender roles, with men often communicating in ways that project authority and women using language to foster connections and rapport. These linguistic tendencies, rooted in social expectations, contribute to the ongoing construction and perception of gender within society.

2.2.1.1 Masculinity

Masculinity refers to a set of traits and behaviors shaped by social constructs within cultural contexts, influencing how men are perceived and expected to behave in social life. Robin Lakoff (1975) identified specific linguistic distinctions between men and women, noting that language use often reflects stereotypical gender traits. Women tend to adopt more traditionally feminine language, while men use language that reinforces masculine qualities. These tendencies, while socially ingrained, also align with biological differences and varied socialization experiences between genders.

According to Shaevitz (1989: 37), men display certain behavioral tendencies that distinguish them from women. Men are typically more aggressive, competitive, and dominant, with a tendency toward irritability. They generally lack a natural inclination for nurturing and are often less verbally expressive, finding it more challenging to communicate emotions. A man's self-worth is closely linked to professional achievements, while women often find life satisfaction in nurturing relationships. Men also demonstrate a higher need for power, a trait developed through socialized admiration of leaders and figures of authority. Additionally, in relationships, men tend to rely more on their partners for emotional support.

Furthermore, men are often macro-oriented, focusing on broader responsibilities rather than fine details, and prefer to approach responsibilities in their own way. The societal concept of masculinity, therefore, is deeply associated

with power, strength, courage, authority, and heroism. This view aligns masculinity with attributes of leadership and resilience, defining a male identity centered around dominance and self-reliance.

a) Themes of Masculinity

Men in Chicago and New York according to Tuncay (2006: 323) in his journal entitled Conceptualizations of Masculinity among a "New" Breed of Male Consumers are described as having a typology of the idea of masculinity formed by a segment called "new man". This segment is found in a group of modern societies called metrosexuals.

The theme of masculinity is divided by Tuncay (2006) in Edriastuti (2014) in eleven elements identified into two groups, namely the theme of core masculinity (core theme of masculinity) and the theme of additional masculinity (additional theme of masculinity). The following themes are sorted by ranking where the top themes have the most significant influence. Below is a table made by Tuncay to show the two themes of masculinity.

In this study, researchers will try to explain the relationship between the themes of masculinity described by Tuncay and the representation of masculinity that is reflected in the 'status' language features on social media. The things about masculinity conceptualized by Tuncay are called "the new man", researchers take the conception of imaginary masculinity that can be applied to the object of research. Facebook's "status" language feature implicitly represents the conception of Tuncay's masculinity, because Facebook users are categorized as "modern" and

quite high in multiculturalism, as discussed by Tuncay, because they do not stutter technology and keep up with globalization and technology.

2.2.2 Feminism

Feminism examines the cultural mindset that often deems women as inferior to men, perceiving them as weak and marginal, which can lead to their roles and contributions being undervalued. This perception has extended into language use, where gender influences communication styles. According to Elgin (1993), women are more likely to use higher vocal tones, particularly when speaking to children, often mirroring a childlike tone. They also tend to express more emotion in communication than men. Downs (1981) discusses typical behavioral differences, noting that men are often seen as quicker problem-solvers, relying less on others, and showing less overt emotional expression, while women are more openly emotional, sometimes leveraging their appearance or charm to achieve their goals.

Renzetti and Curran (2012) outline several psychological and social differences, highlighting how girls generally display higher dependence on maternal figures, greater verbal expressiveness, and differences in aggressive tendencies compared to boys. They also suggest that women's professional performance can be influenced by physiological factors, such as the menstrual cycle. Additionally, they emphasize that the organization of scientific and social knowledge reinforces gendered behaviors, leading men and women to adopt distinct gender-specific roles.

The culturally assigned roles of masculinity and femininity are often debated, particularly regarding whether these roles stem from biological differences or are socially constructed. Hollows (2001) points out that gender roles are frequently portrayed as "natural" biological characteristics, such as the belief that women are inherently nurturing due to their biological capacity for childbirth. However, these characteristics are arguably cultural constructs rather than purely biological imperatives, shaped by societal expectations rather than innate qualities.

2.2.2.1 Theme of Feminism

Cholik (2016), in an article on his website abdulcholik.com, identifies several themes that women commonly discuss in online media, reflecting aspects of femininity and social interests. One prevalent theme is culinary, as many women enjoy cooking or showcasing their food creations, aligning with traditional roles or personal interest in gastronomy. Another significant theme is beauty; maintaining an appealing physical appearance is often considered an essential element of femininity, as it relates to self-expression and attracting the opposite sex.

Fashion also plays a prominent role, as the evolution of women's clothing and accessories provides an engaging topic. This interest in fashion extends into online shopping, where many women actively discuss and explore various styles. Parenting is another expansive theme, covering a range of activities from pregnancy to raising children and managing family relationships, which resonates with many women's personal experiences.

In addition, traveling is popular among both single and married women who often share their travel experiences as a way to unwind from daily routines. Lastly, hobbies are frequently highlighted in online media, where women share content related to activities such as crafting, photography, sewing, reading, and writing, offering a glimpse into their personal interests and skills. These themes not only reflect areas of enjoyment but also serve as expressions of identity and connection within online communities.

CHAPTER III

FINDINGS AND DISCUSSION

This chapter presents the findings and discussion based on explanations provided in the literature review of the previous chapter. The data for this study were taken from Instagram captions. The findings primarily reflect the results of data analysis, highlighting differences between male and female language use in Instagram captions. The discussion further explores these findings through the lens of language and gender theories by Lakoff (1975) and Holmes (1992), identifying key differences between male and female language on Instagram and analyzing the ways in which these gendered language patterns are used in relation to one another.

A. FINDINGS

3.1 The Differences Between Language Features Used By Males And Females On Their Instagram Captions

Language features, similar to linguistic elements, represent the correlation between meaning, lexical choice, and grammatical structure. This chapter will examine the structure, diction, and characteristic features of language.

3.1.1 Structure of Language from Instagram Caption

According to Verhaar (2010) the structure of language in this study is the element of language from the low level to the high level, i.e. words, phrases, clauses, sentences, and paragraphs.

3.1.1.1 Analysis of Word Structure

The word is the smallest element of a clause or sentence. As a unit the smallest in syntax, words act as fillers of syntactic functions and syntactic category markers. In relation to the position in the sentence and relation to the function and the meaning it shows, words are categorized into word classes. Word classes (word types) are word groups in language units based on form, function, and meaning in the system grammatical.

Below is an analysis of the words on the Instagram caption written by male or female.

1. **Male**

   Data (1)

   Liked by **4lbi.n** and **1,899,376 others**
   vindiesel Smile...

   The data above shows the caption on Instagram of a male on his own photo who is smiling. The male then wrote a *smile* caption to describe the photo. The word *smile* is a form of verb. This illustrates the assertiveness used by male which, according to Holmes (1992) that male like to speak openly with the right vocabulary. This is evidenced by the suitability of the photos and captions he made.

Data (2)

1,460,312 likes

shawnmendes connecting 🌓

The data above shows a caption on Instagram of a male on a photo of his togetherness with his friends. The male then wrote the caption *connecting* followed by a symbol of two different but united colors to describe the photo. The word *connecting* is the v-ing form of the word *connect* which is a verb form. This illustrates the assertiveness used by male which, according to Holmes (1992) that male like to speak openly with the right vocabulary. This is evidenced by the suitability of the photos and captions he made. The photo posted is a moment of friendship and is supported by a caption that is explicitly related to the photo, namely the word connecting which means their friendship is connected.

2. **Female**

Data (3)

Disukai oleh **jejesoekarno** dan **53.170 lainnya**
cindercella Family 💜 💜 💜

The word *family* categories as a noun. Syntactically, noun is a grammatically distinct category of words which includes those denoting all kinds of physical objects, such as persons, animals and

inanimate objects. Part of noun category includes word denoting all kind of physical objects (people, animals, places, things) and substances: *apple, dog, fire, London, sister, etc*. Instagrammer was uploaded photos with her friends and then write "family and emoticon love" as a caption.

Data (4)

The term *Mommy* falls into the category of nouns. A noun represents a person, place, thing, or idea. For example, she might have written the caption referencing her mom.

3.1.1.2 Analysis of Phrase Structure

The term phrase is used as a syntactic unit that is one level under the clause unit, or one level above the word unit. Phrases are grammatical constructs from a combination of two / more words that are non-predictative. Phrases have phrase core constituents and phrase attributes (modifiers). Phrases can be differentiated based on the class of words, namely: verbal phrases, adjective phrases, nominal phrases, pronoun phrases, adverbial phrases, numeral phrases, coordinative-coordinative phrases, demonstrative-coordinative phrases, and prepositional-coordinative phrases.

Below is an analysis of the phrase on the Instagram caption written by male and female.

1. **Male**

Data (5)

Disukai oleh **gamaliel** dan **32.595 lainnya**
julianjacs throwback

This post shows a male posting a photo of his dog followed by a *throwback* caption. The term *throwback* is categorized as a verb, specifically an intransitive verb. Intransitive verb is a verb does not need an object to make a complete sentence or meaningful. He uploaded photos his dog had died. So, maybe he was missed with his dog. This is in line with the theory of Holmes (1992) which states that male's language minimizes and puts aside feelings because it is considered to be degrading their position. Therefore, to convey his longing for his dog, he simply used the word *throwback*.

Data (6)

33,000 likes
stefannwilliam Glow Up 🔥 🔥 🔥
#stefanwilliamtv

In this post, it shows a photo posted by a male who is in a gym by showing his muscle and body strength, followed by a *glow up* caption

with a fiery symbol. *Glow up* is a verb phrase which means something has developed well. Between the photo and the caption, it shows that the male wants to praise his progress during training at the gym. However, he did not praise himself directly and only gave a short caption. This is in accordance with the theory of Holmes (1992) which states that male avoids language that contains praise because they are considered to be degrading their position. Therefore, in this post there is no phrase that expresses praise directly.

Data (7)

82,973 likes
kiocyr Paris fit

This post shows a photo posted by a male wearing a lot of jewelry in his hands, followed by the caption *Paris fit. Paris fit* is a noun phrase which means that the clothes you wear are from Paris. Between the photo and the caption, it shows that the male wants to compliment something he is wearing. However, he did not praise himself directly and only gave a short caption. This is in accordance with the theory of Holmes (1992) which states that male avoids language that contains praise because they are considered to be degrading their position. Therefore, in this post there is no phrase that expresses praise directly.

Data (8)

> Liked by **inaaa_ny** and **2,410,096 others**
> wi__wi__wi Manshealth October 💪 @blow_boryeon
> @blow_tnim_minti #맨스헬스코리아

This post shows a photo posted by a male showing his stomach muscles. *Male Health October* likely refers to a focus on men's health during the month of October. This could be related to awareness campaigns or events dedicated to men's health issues, such as prostate cancer awareness or general health initiatives specifically for men. Between the photo and the caption, it shows that the male wants to compliment his abdominal muscles. However, he did not directly praise the muscles and only gave a short caption. This is in accordance with the theory of Holmes (1992) which states that male avoid language that contains praise because they are considered to be degrading their position. Therefore, in this post there is no phrase that expresses praise directly.

2. **Female**

Data (9)

> Liked by **humairah.ayu** and **45,541 others**
> putri_tanjung Lucky you! 😝🤍 @guinandra.j

In the post above the caption *lucky you* with facial and love emoticons tries to describe a photo of a female who is with her lover. The caption is formed by a combination of the adjective *lucky* and the noun *you*. If we look at the meaning, the photo and the caption seem unrelated, but there is a hidden meaning that this female wants to convey. This caption aims to express that his partner is fortunate enough to have her, although it is conveyed in a brief and general manner. This is in line with the theory from Lakof (1975) that the use of language by female contains puzzles and is delivered with great care. Therefore, the caption above demonstrates that the woman wants to express how fortunate her partner is to have her, while carefully framing her words to avoid offending him.

Data (10)

718,323 likes
julesleblanc ❤️❤️❤️❤️funnnnnnnight❤️

The data above shows the writing of a caption in the form of a phrase by a female to describe her photo sitting at an event. She wrote *fun night* a noun phrase combining the adjective "fun" with the noun "night." In this caption, she conveys her enjoyment of the evening, indicating that it was an enjoyable night at the party. This is in accordance with Lakof's (1975) theory that female more often express

their feelings when using language. Therefore, this female tries to express her feelings in a caption.

Data (11)

🖼️ Liked by **_beeegoo** and **4,822,194 others**
kimkardashian After Party

The caption above tries to describe a photo of a female with two of her friends sitting in glamorous clothes. Then the photo is followed by the *after party* caption, which means they have finished attending one of the parties because they want to show the glamorous clothes they wear. The phrase "*after party*" is formed from the preposition "*after*" and the noun "*party*" which means the moment in the photo was taken after coming home from the party. This is in line with Lakof's (1975) theory that female use non-verbal language and use figurative language. The caption shows figurative language because it has a hidden meaning other than the lexical meaning after the party, but this female also wants to show off their makeup and glamor.

3.1.1.3 Analysis of Clause Structure

Clause is a grammatical unit in the form of groups of words which at least consist of S and P, and have the potential to be sentences (Kridalaksana, 1984: 100). However, the subject is also often also poured out, for example in broad sentences as a result of merging clauses, and

answer sentences. The caption of male and female in Instagram can be seen below:

1. **Male**

Data (12)

> **110,859 likes**
> **athallanaufal7** Do-fun 🔥 ❤️
> .
> Thankyou for today
> @infodufan

The caption above shows a male who posted his photo with a female followed by the caption *Do-Fun*. *Do-fun* is a form of clause that is written without using the subject. The word do is a verb form and this caption is a pure imperative clause form. This is in accordance with the theory of Holmes (1992) which states that the use of imperatives by male is pure and normal. This caption demonstrates the use of a pure imperative form by a male.

Data (13)

> 🖤 **Liked by ranveersingh** and **225,529 others**
> **winnieharlow** Did It On Em 🐕 🤍
> September 21

The caption above shows a male who posted a video of his activities followed by the caption *did it on em*. *Did it on em* (them) is a form of clause that is written without using the subject. The word did

is a form of a verb with the object it and this caption is a pure imperative clause form. This is in accordance with the theory of Holmes (1992) which states that the use of imperatives by male is pure and normal. This caption also demonstrates the use of a pure imperative form by a male.

Data (14)

143,425 likes
pangeranlantang have a blessed new week everyone!
September 26 · Based on posts you liked

The caption above shows a male who posted a photo of himself followed by the caption *have a blessed new week everyone*. *Have a blessed new week everyone* is a form of clause that is written without using the subject. The word have is a verb form with the object everyone in his Instagram and this caption is a pure imperative clause form. This is in accordance with the theory of Holmes (1992) which states that the use of imperatives by male is pure and normal. This caption also demonstrates the use of a pure imperative form by a male.

2. **Female**

Data (15)

18,348 likes
mrshndmhrn need happy
September 22 · Instagram suggested

The caption above tries to describe a selfie of a female by writing *need happy* with the addition of a medicine emoticon. This caption is a clause without a subject, but the subject in question is the author formed by a combination of the verb "*need*" and the noun "*happy*" which means that he is in need of pleasure. This is in line with the theory of Lakof (1975) which states that female use language in an open and careful male. In this caption, the author expresses her stress and desire for self-entertainment by writing "need happy." This phrase conveys her need for happiness to alleviate her stress.

Data (16)

Liked by **nandiniiiii.ayu** and **others**
dhievazy So when? 🙂
September 23 · Instagram suggested

The caption above tries to describe a photo of a female in the middle of the road by writing *so when*? with the addition of a smiley face emoticon. This caption is a clause without a subject, but the subject in question is someone who is specifically addressed to him which is formed by a combination of the conjunction "*so*" and the question "*when*" with the use of rising intonation on declarative which means that he offends someone to ask him to hang out. This is in line with the theory of Lakof (1975) which states that female use language in an unobtrusive and careful male. Female often use intonation in declaratives to show their feelings. In the caption in this data, the

author actually wants to convey that he wants to be invited to hang out by someone he mentioned.

3.1.1.4 Analysis of Sentence Structure

The sentence is the whole use of the language that contains a complete or complete mind, starting with capital letters, grammatical patterns, and ending with the final intonation. The result of caption male and female in Instagram based on their sentence can be seen below:

1. **Male**

   Data (17)

   Liked by **putriciaaj** and **72,882 others**
   natta_reza Can anyone guess, baba and umma where are you going? 😁
   5 days ago · Similar to accounts you interacted with · See Original

   In the data above, it is known that the caption is written in the form of complete question sentences with the capital "*can*". The caption aims to describe the situation in the photo there is a male and a female. Then the question arises *can anyone guess*, *baba and umma where are you going?* This caption is designed to describe the situation in the photo, where they are traveling, by posing it as a question. The caption invites viewers to guess which person in the photo is who, adding an interactive element to the travel experience depicted. This is in line with the theory of Coates (1986) about the use of questions by male which are usually made directly and in accordance with the existing

situation. In other words, they convey it without rambling and full of firmness. Therefore, in this post, male give questions to their followers clearly according to the situation of the photos they attach.

Data (18)

23,165 likes

axelmatthewthomas Thanks for pushing me to the limit @togasto @heintje_pojoh72 . I'll be back soon 🌫

5 days ago • Based on posts you liked

In the data above, it is known that the caption is written in the form of complete sentences with the modal form of Future simple tense and expressions of gratitude. The caption aims to describe the situation in the photo, there is a male in a gym. Then the phrase *thanks for pushing me to the limit* appears. This means to illustrate the situation in the photo that he wants to thank the two accounts he tagged for providing support and training for his health. This is in line with the theory from Holmes (1992) that in the use of language, male are more assertive. Therefore, the expression of gratitude was said firmly by the male.

2. **Female**

   Data (19)

   3,526,292 likes
   madisonbeer after party :') now i sleep

   September 15

The data above presents sentences from the author describing his photo, which shows him looking tired after a party, as indicated by his attire. The caption *after party, now I sleep* uses hypercorrect grammar to obscure the original meaning, adding a touch of humor or casualness to his expression of fatigue. The real meaning is this female is tired and wants to rest. However, to avoid harsh language, the author uses language that is more polite and more acceptable. This is in line with Lakof's (1975) theory which states that female use hypercorrect grammar to avoid abusive language.

Data (20)

Liked by **iam.lfi** and **139,723 others**

pevpearce It feels so great to finally be on this month again, every year. October let's kick it!! ✨ ✨

2 days ago • Similar to accounts you interacted with

This data shows that the author wants to convey her feelings towards the coming of October very happily. However, this does not match the photo posted at the same time as the caption. The photo shows a female who appears after doing sports and is still wearing sports clothes. This sentence features an intensifier *so* emphatic stress *great* and hypercorrect grammar, highlighting the care and attention females often give when writing captions.

3.1.1.5 Analysis of Discourse or Paragraph Structure

Paragraph is a set of sentences that have good cohesion and coherence. Discourse is a linguistic unit that is in the highest and most complete hierarchy, and has a good coherent and cohesive pattern. Basically, discourse is divided into two types, spoken discourse (written discourse) and written discourse. The result of caption male and female in Instagram based on their paragraph can be seen below:

1. **Male**

   Data (21)

   2,042,304 likes
   vindiesel Moments in life that remind us of the Divine are all around us, we simply need to recognize them... and be grateful.
   Venice was filled with so many magical moments, ones that I hope to share with you. For now, I have selected two of those moments that book end what some will call the best show of the year! Saying hello to my New York brother @diddy at the beginning, and saying farewell to my Italian brother "lil Dom" haha, at the end. @dolcegabbana
   #LeadwithLove
   #moretocome

   The data above is one of the captions in the form of a paragraph written by a male on his photo along with his theme. The form of language used is direct forms because the content of the paragraph tells about the contents of the author's feelings directly. The paragraphs are presented using non-standard grammatical forms and an open style when introducing themes to male audiences through postings. This is

in line with the theory of Holmes (1992) which states that male is full of openness so that this data states their openness to their close friends.

Data (22)

4,876,242 views

therock Beautiful color on this 5-6 pounder!
She nailed the hell outta the perch color Shad Boss I was working along the shoreline 💥😳

When we catch fish, keep in mind that when they put up a fight they build up lactic acid and their stress hormones go up - like "fight or flight" so I put them back gently and get them moving to get oxygen back in their gills since it's a shock to their systems. They always turn around and wink at me as they swim away as if to say "thank you homie". You're welcome 😉

Been raising a variety of fish on my farm for over a decade now and love all my babies 😘🐟

#mypeaceandbalance ☯️
#manafarm 🌊🐴
#bigolbabies 🐬

The data above is one of the captions in the form of a paragraph written by a male on his photo fishing. The form of language used is direct forms because the contents of the paragraph are conveyed directly by the author. The paragraphs use non-standard grammatical forms and an open style when introducing themes to male audiences through postings. This aligns with Holmes's (1992) theory, which

suggests that males exhibit greater openness, as reflected in this data showing their openness to close friends.

Female

Data (23)

Liked by **_beeegoo** and **6,009,218 others**

kimkardashian I saw it was National Daughters Day so this post goes out to my mom and my daughters for when they are teenagers lol. North and Chi please be easy on me when you're the age I was in theses pics 🙏 and Mom- I'm sorry! I remember being grounded here for Kourtney stealing your car just to drive it around the block and some how even though I didn't participate I still got in trouble! So we had nothing else to do but do photo shoots in the garage. 💁‍♀️💁‍♀️. It was never me, I just listened to what my older sister said and friends. They were such bad influences and I was perfect and for that I'm sorry!

7 days ago • Instagram suggested

In the caption above, it tells that a female is writing congratulatory children's day to her two children. The language features found in this caption are super polite forms in the apology sentence "*for that I'm sorry*" and praise in the sentence "*they were such bad influences and I was perfec*t" the rest is in the form of direct forms where all statements are delivered directly by Writer. In accordance with Lakof's theory (1975) that the use of super polite forms by female is because they prioritize politeness to describe the honor of a female and are aware of

her status. In this case, the author's status is a mother, so the language he uses is motherly and very polite.

Data (24)

julietanaircalvo Life got all colorful. One of my biggest dreams is coming true. We introduce you to our 🐥. As soon as I can start to put into words everything I feel, I'm going to do it, to never forget this feeling of magic in the permanent air. Now yes, ❤️🌈: to infinity and beyond ❤️🌈 PS: love, this adventure couldn't be without you. I love you

The caption above shows a caption in the form of a paragraph that tries to describe a photo of a female with her husband holding the female's stomach. In the photo, the female appears to convey that she is pregnant. However, her caption does not directly state this; instead, she shares her feelings and emotions more subtly, allowing viewers to interpret the meaning behind her words.

In the caption, it was found the use of empathic stress in the sentence *"life got all **colorful**"* which means that their life is now full of color with the presence of the pregnancy. Then lexical hedges are also found in this caption in the sentence "*this adventure couldn't be with you*", this aims to avoid certain things and keep their options open (Coates, 1996). In addition, the direct form is used in this caption because the statements are directly conveyed by the author regarding his feelings about his pregnancy.

3.2 The Differences Convey Between Language Features Used by Males And Females On Their Instagram Captions

A serious question is whether male and female use specific languages to write caption in different ways. In fact, male and female do not write titles in exactly the same way in any community. The difference in their writing lies not only in the choice of words or grammar, but also in the way they convey the title of writing. According to Holmes, there are differences between male and female in the style and characteristics of language. Male and female are socialized under very different conditions and expectations, resulting in very different language styles.

First, according to the survey results, not all types of gender language features based on Lakoff's (1975) theory are used by male and female in Instagram caption. The linguistic features contained in the use of male and female languages in Instagram caption are vocabulary hedging or filling, tagging issues, super correct grammar, shifting words, reinforced words, super polite forms, and emphasis on accents. There are similarities and differences in the use of these functions. Equation is the use of enhancer functions to enhance the statement, such as the use of unusual words. The difference between these characteristics is the use of empathy adjectives, which are meant to express admiration for something.

The difference in using empathy adjectives is the choice of words to express admiration or praise for the fashion products discussed in the Instagram caption. Therefore, there are differences between male and female

voice characteristics in Instagram captions. Therefore, the differences in these characteristics can convey the meaning or intention of male and female using Instagram caption.

In the five different writing purposes of expression, entertainment, explanation, description, and guidance, we can see the different purposes of writing Instagram titles between male and female. It turns out that the communication between male and female users on Instagram is mainly for expression and description, while female write mainly for expression, and male mainly for description.

B. DISCUSSION

This study uses Instagram captions to explore gender-related language characteristics in social media. By analyzing linguistic structure and diction, the study identifies unique gender-based language patterns, focusing on elements such as words, phrases, clauses, sentences, and overall discourse. According to Verhaar's (2010) linguistic framework, female Instagram users often use incomplete or fragmented structures, inviting interpretation and conveying a narrative style. Male users, by contrast, favor complete, self-contained structures aimed at clarity, which aligns with previous theories suggesting that men prefer direct, assertive language while women tend to imply relational depth and context.

Diction also shows gender patterns, with males frequently following Coates' (1986) characteristics of command, directness, and sometimes taboo language. Female users reflect Lakoff's (1975) theories, using empty adjectives, hedges,

intensifiers, and polite forms for a more nuanced self-presentation. However, certain features, like question tags and hypercorrect grammar, were less evident, possibly indicating adaptations in digital contexts.

The study also highlights additional elements such as emoticons and code-switching that create intimacy, showing how gendered language adapts to social media. These findings not only support existing theories on gendered language but also illustrate how platforms like Instagram encourage unique expressions of traditional gender roles. This suggests that social media serves as a space where gendered linguistic features meet cultural expectations, shaping how users express identity.

The findings underscore how digital platforms enable traditional norms to be reinforced or subtly altered. For example, Instagram captions serve as a medium for males to express assertiveness and decisiveness, traits commonly associated with masculinity, while females' empathetic and socially aware language reinforces femininity as nurturing and relationship-focused. This context positions Instagram as a digital space where cultural expectations are often enacted through language choices, whether consciously or unconsciously.

Comparing these findings to previous research illuminates how gendered language differences extend into digital media. Research by Zare-ee and Kaur (2012), Aulya (2014), and Murti (2018) has identified similar language patterns, though these studies primarily explored oral interactions or fictional characters. This study applies gendered language theories to Instagram captions, thereby

extending the analysis of gendered language use to the realm of digital, written communication.

These insights prompt questions about the impact of gendered language on social media, particularly in reinforcing societal perceptions of gender roles. Male users' preference for straightforward language might enhance perceptions of assertiveness, while female users' expressive language may reinforce associations with nurturing and social awareness. While such language reflects societal norms, it may limit self-expression by promoting gender stereotypes, underscoring the need to encourage more balanced norms on digital platforms.

Awareness of these findings could inspire more inclusive communication across social media. For example, educators and social influencers could encourage diverse expressions that allow users of all genders to communicate freely without conforming to restrictive norms. Instagram and similar platforms could integrate tools that foster more authentic communication, challenging traditional stereotypes and supporting individuality beyond conventional gender expectations.

CHAPTER IV

CONCLUSION AND SUGGESTION

In this chapter, the researcher presents two main points: the conclusion and the suggestion. The conclusion is drawn based on the overall findings of this study. Additionally, the researcher provides suggestions to guide future researchers interested in conducting further studies in the same field.

A. Conclusion

` This study examines language features in social media status updates, specifically Instagram captions, focusing on linguistic structure and diction used by male and female Instagram users, as well as gender linkages within the themes of their captions. The analysis reveals distinct patterns in language structure and word choice according to gender.

One of the key findings is the structural differences in language use between men and women. Based on Verhaar's (2010) linguistic theory, female Instagram users often employ incomplete or fragmented structures, creating a narrative quality that sometimes invites interpretation. However, they also tend to write lengthy captions to recount events or describe moments in detail. In contrast, male users frequently use more complete and self-contained structures aimed at clarity, minimizing interpretive effort for readers. They also tend to write longer captions, often intending to provide insight, critique, or influence their audience.

The study also highlights gender-based diction, where both male and female Instagrammers show characteristics in line with Coates' (1986) and Lakoff's

(1975) theories, but with differing frequencies. Male users commonly align with Coates' characteristics of command and directive language, directness, and occasional use of taboo language. Female users, conversely, tend to use features aligned with Lakoff's (1975) theory, including empty adjectives, hedges, intensifiers, super-polite forms, rising intonation, and empathetic expressions. Notably, features such as question tags, hypercorrect grammar, and color words were less observed, suggesting potential adaptations in a digital context.

In essence, masculine and feminine language features on social media can be identified mainly through the analysis of linguistic structure, diction, and topic. Additional aspects, such as the use of emoticons, language variety (Indonesian, foreign languages, or regional languages), particle words, and greetings, further illustrate how gendered communication adapts to social media environments.

B. Suggestion

This research focuses on identifying and analyzing language features in Instagram captions through the lens of gender, using theories by Lakoff, Coates, and Holmes. By doing so, the study has illuminated the differing language functions between men and women in Instagram captions. For future studies, it is recommended that researchers explore language features using alternative research questions or combining language features with theories like politeness strategies or other discourse frameworks. Further studies could also examine a wider range of data sources within discourse analysis, such as advertisements, talk shows, newspapers, or novels, to expand the scope of linguistic exploration.

Through these suggestions, this study aims to serve as a valuable reference and inspiration for future linguistic research.

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CURRICULUM VITAE

Mariyatul Qibtiyah was born in Malang on March 7, 1996. She graduated from MA Sunan Ampel Ketintang, Poncokusumo, in 2013. During her time in senior high school, she was actively involved in OSIS as the secretary and participated in a poetry writing community, achieving several accomplishments in this field. In 2015, she began her higher education at the English Literature Department at UIN Maulana Malik Ibrahim Malang, graduating in 2022. While at university, she was a member of Muharrikah and served as the head of the Islamic Department in Fatimah Azzahra's Dormitory. She was also an active committee member in various faculty events. On weekends, she teaches at MI Sunan Ampel and MTs Sunan Ampel Ketitang as an English tutor and a coach in MSP (Master of Ceremony, Speech, and Poetry). She has received recognition as the best coach in various competitions.

APPENDIX

Datum No.	Page	Statements	Language Features Male	Language Features Female	Theory
1.		Liked by **4lbi.n** and **1,899,376 others** vindiesel Smile…	Word Structure	-	Holmes
2.		**1,460,312 likes** shawnmendes connecting 🌓	Word Structure	-	Holmes
3.		Disukai oleh **jejesoekarno** dan **53.170 lainnya** cindercella Family💜💜💜	-	Word Structure	Lakoff
4.		marginw ✔ Mommy❤ 7w	-	Word Structure	Lakoff
5.		Disukai oleh **gamaliel** dan **32.595 lainnya** julianjacs throwback	Phrase Structure	-	Holmes
6.		**33,000 likes** stefannwilliam Glow Up 🔥🔥🔥 #stefanwilliamtv	Phrase Structure	-	Holmes
7.		**82,973 likes** kiocyr Paris fit	Phrase Structure	-	Holmes
8.		Liked by **inaaa_ny** and **2,410,096 others** wi__wi__wi Manshealth October 💪 @blow_boryeon @blow_tnim_minti #맨스헬스코리아	Phrase Structure	-	Holmes & Lakoff
9.		Liked by **humairah.ayu** and **45,541 others** putri_tanjung Lucky you! 😝🤍 @guinandra.j	-	Phrase Structure	Lakoff

No.	Data		Type 1	Type 2	Theory
10.	**718,323 likes** julesleblanc ❤️❤️❤️❤️funnnnnnnight❤️	-	Phrase Structure		Lakoff
11.	Liked by **_beeegoo** and **4,822,194 others** kimkardashian After Party	-	Phrase Structure		Lakoff
12.	**110,859 likes** athallanaufal7 Do-fun 🔥❤️ . Thankyou for today @infodufan	Clause Structure	-		Holmes
13.	Liked by **ranveersingh** and **225,529 others** winnieharlow Did It On Em 🐱🤍 September 21	Clause Structure	-		Holmes
14.	**143,425 likes** pangeranlantang have a blessed new week everyone!💪 September 26 · Based on posts you liked	Clause Structure	-		Holmes
15.	**18,348 likes** mrshndmhrn need happy 💊 September 22 · Instagram suggested	-	Clause Structure		Lakoff
16.	Liked by **nandiniiiii.ayu** and **others** dhievazy So when? 🙂 September 23 · Instagram suggested	-	Clause Structure		Lakoff
17.	Liked by **putriciaaj** and **72,882 others** natta_reza Can anyone guess, baba and umma where are you going? 😄 5 days ago · Similar to accounts you interacted with · **See Original**	Sentence Structure	-		Holmes
18.	**23,165 likes** axelmatthewthomas Thanks for pushing me to the limit @togasto @heintje_pojoh72 . I'll be back soon 💭 5 days ago · Based on posts you liked	Sentence Structure	-		Holmes
19.	**23,165 likes** axelmatthewthomas Thanks for pushing me to the limit @togasto @heintje_pojoh72 . I'll be back soon 💭 5 days ago · Based on posts you liked	-	Sentence Structure		Lakoff
20.	Liked by **iam.lfi** and **139,723 others** pevpearce It feels so great to finally be on this month again, every year. October let's kick it!! ✨✨ 2 days ago · Similar to accounts you interacted with	-	Sentence Structure		Lakoff

21.		**2,042,304 likes** **vindiesel** Moments in life that remind us of the Divine are all around us, we simply need to recognize them... and be grateful. Venice was filled with so many magical moments, ones that I hope to share with you. For now, I have selected two of those moments that book end what some will call the best show of the year! Saying hello to my New York brother @diddy at the beginning, and saying farewell to my Italian brother "lil Dom" haha, at the end. @dolcegabbana #LeadwithLove #moretocome	Paragraph Structure	-	Holmes
22.		**4,876,242 views** **therock** Beautiful color on this 5-6 pounder! She nailed the hell outta the perch color Shad Boss I was working along the shoreline 💥😲 When we catch fish, keep in mind that when they put up a fight they build up lactic acid and their stress hormones go up - like "fight or flight" so I put them back gently and get them moving to get oxygen back in their gills since it's a shock to their systems. They always turn around and wink at me as they swim away as if to say "thank you homie". You're welcome 😉 Been raising a variety of fish on my farm for over a decade now and love all my babies 😘🐟 #mypeaceandbalance ☯ #manafarm 🌊🐴 #bigolbabies 🐬	Paragraph Structure	-	Holmes
23.		👤 Liked by **_beeegoo** and **6,009,218 others** **kimkardashian** I saw it was National Daughters Day so this post goes out to my mom and my daughters for when they are teenagers lol. North and Chi please be easy on me when you're the age I was in theses pics 🙏 and Mom- I'm sorry! I remember being grounded here for Kourtney stealing your car just to drive it around the block and some how even though I didn't participate I still got in trouble! So we had nothing else to do but do photo shoots in the garage. 💁💁. It was never me, I just listened to what my older sister said and friends. They were such bad influences and I was perfect and for that I'm sorry! 7 days ago • Instagram suggested	-	Paragraph Structure	Lakoff
24.		**julietanaircalvo** Life got all colorful. One of my biggest dreams is coming true. We introduce you to our 🐥. As soon as I can start to put into words everything I feel, I'm going to do it, to never forget this feeling of magic in the permanent air. Now yes, ❤🌈: to infinity and beyond ❤🌈 PS: love, this adventure couldn't be without you. I love you	-	Paragraph Structure	Coates