CHAPTER ONE

INTRODUCTION

1.1   Background of Study

Instagram is a medium of information sharing that happening nowadays. People might share their expressions, ideas, or opinions towards something by using language style that different from actual language used lively. For example, people in Instagram use abbreviations, question tags, and punctuation marks. Those kinds of language style could be called as language features. In which according to Lakoff (1973) language feature is defined as various way people use words to convey ideas. It is typical of lexical and grammatical characteristic, which both are defined as vocabulary used that make up language, to express unexpectedness, interest, and other emotional reactions of speakers or conveyer, since language is a communication tool which has utterance in human's life (Prayudha & Putra, 2019). It is in line with statement that stated language is more meaningful resource than a set of regulations (Kuswoyo 2013; Samanik, 2018). Regarding to that, the former US president Donald Trump frequently reaps criticism from US citizens from the beginning of his term to the end of his term of office. This condition is triggered by many problems that occurred during his government that considered his government era as failed, such as the increasing number of racism, he many times insulted US' allies and tended to push important allies away and isolated US, and Pew Research Center released survey report that from 32 countries 64% of them said they did not trust Trump for world

issues, only 29% said trusted towards him (Astuti, 2020). The criticism not only appears through demonstration but also through his social media Instagram on the comments box. Since political issue must draw attention linguistics side since it may contains points of view through the language conveyed by related speakers (Fadilah & Kuswoyo, 2021), thus This thesis interested to discuss Donald Trump as the target of netizen it is because based on study conducted by Cahyaningsih & Pranoto (2021) president is a representation of a government which represents the country through his leadership. Moreover, in another study, government often become a target of criticism which sometimes sensitive and bias (Sari & Pranoto, 2021). In line with that, many of netizens, both female and male, express their opinion, criticism, disappointment through Trump's Instagram posts. Therefore, in this study aims to discuss the language features produced by female and male netizens' comments on social media, specifically Trump's Instagram posts that posted from January 5th to 6th 2021.

It is supported by Fairclough in Stapa (2012) that stated, language not only represents formalization concept of daily communication, but also represents informalization concepts that describe informal patterns of language used in both formal and informal settings, various purposes and functions. In Istiani & Puspita (2020) language comes to deliver ideas such as in debate situation, meanwhile, language serves as one of the devices to convey message shared among people in various contexts (Afrianto & et. al, 2014). In this case, the social media platform specifically Instagram is the place where we can find the language features used by society. Instagram as social media nowadays becomes communication major tool for a variety of communities, topics and purposes (Wan, Thomas, & Paris, 2012).

The result comes out with people and organization that engaged each other and encourage the happening issues visible to be seen through the content (Wan, Thomas, & Paris, 2012). However, they further stated that online language such as what is exist in social media like Instagram characterized as being more or less speech-like in nature and more informal. The informal language itself includes lexical and grammatical differences, humor, misspelling and colloquial language (Wan, Thomas, & Paris, 2012).

1.2 Research Question

In order to have the discussion of the study, there is formulated research problem as follows:

1. What are the types of language features used by both female and male netizens and its meaning in Donald Trump's Instagram posts?

1.3 Research Objective

Based on the problem formulation above, this study has its objective which is in order to reveal netizens' response about Donald Trump's Instagram posts based on the language features that occur and using language features theory by Lakoff.

1.4 Uses of Study

Every researcher who conducts a research must give contribution through his or her work. Therefore, this research cope two uses of study as it is explained below:

1.4.1 Theoretical Use

Theoretically, this study aims to give clear description of meaning from each type of language feature. This study aims to support the development of language study specifically in Semantics field of linguistics, and give more understanding about the variation of language especially the use of language features on social

media.

1.4.2   Practical Use

This research could help the readers to identify language features used by netizens and its meaning especially in Trump's Instagram post. This research also gives contribution to the enlargement of readers' vocabulary especially about language features. This also can be considered as reference who wants to conduct broader discussion about language features.

1.5   Scope of the Study

In order to limit the discussion, the scope of this research focuses on the language features used by both female and male netizens in Trump's Instagram post that posted from January 5th to 6th 2021. The approach of this research is semantic. In this study the researcher applies theory of language features by Lakoff in order to find out the types of language features and the definition of each type.