

CHAPTER TWO

LITERATURE REVIEW

This chapter discusses the review related studies and conceptual framework in order to find the result of this study.

2.1 Previous Studies

There are three previous studies reviewed by the researchers as research guidance with the criteria those previous studies uses the same related theories in order adapted by the researcher. There are:

Table 2.1 Previous Studies

Study	Title	Objective	Findings
Rahayuningsih, Ika (2016)	Language Features Tends to Male and Female	To describe language features used by males or females student in Arrisalah, to know the factors supported the appearing of the different language features between those students.	The results show there are differences language features between male and female students such as grammatical awareness, activeness, hedges and fillers use. The factors influences are culture, politeness, norms, and power.
Fatin, Marshelina (2014)	The Differences between Men and Women Language Styles in Writing Twitter Updates	To identify kinds of language styles are mostly used by men and women in writing twitter updates. To find the purpose of using certain language styles in writing the twitter updates.	The result of this study show that the language styles mostly used are directive, expressive, emoticon used, slang and obscene words, and hyperbolic words. The purpose of the language styles

			used is to express feeling and opinion rather than the other communication purposes such as report fact, solving problem, and develop and maintain rapport.
Hapsari, Intan Maya (2014)	The Use of Language Features of Male and Female Authors in Two Short Stories <i>The Yellow Wallpaper</i> and <i>A Rose For Emily</i>	To identify the types of language features used by male and female authors in short stories <i>The Yellow Wallpaper</i> and <i>A Rose for Emily</i> . To identify the differences between male and female authors in the short stories <i>The Yellow Wallpaper</i> and <i>A Rose for Emily</i>	The results find that there are two language features from four men's language feature used by male author in <i>A Rose for Emily</i> short story which are Interruption and Commands, meanwhile in <i>The Yellow Wallpaper</i> , there are Lexical Hedges, Intensifier and Empty Adjective.

The first previous study that reviewed is Rahayuningsih (2016) entitled *Language Features Tends to Male and Female*. The focus of this study is to describe language features used by males or females' student in Arrisalah, to know the factors supported the appearing of the different language features between those students. The similarity of this study is this previous research discusses the same topic which is language features however this study focuses on language features in written text. The result of this result show that there is differences language features between male and female students such as grammatical awareness, activeness, hedges and fillers use. The factors influences are culture, politeness, norms, and power.

The second previous study that reviewed is Fatin (2014) entitled *The Differences between Men and Women Language Styles in Writing Twitter Updates*. This previous study focuses to identify kinds of language styles are mostly used by men and women in writing twitter updates. To find the purpose of using certain language styles in writing the twitter updates. The similarity with this study conducted by the writer is this previous study uses Haas theory and analysis the social media content which is twitter users, however, this study focuses on netizens' response in Trump's Instagram posts. The result of this study show that the language styles mostly used are directive, expressive, emoticon used, slang and obscene words, and hyperbolic words. The purpose of the language styles used is to express feeling and opinion rather than the other communication purposes such as report fact, solving problem, and develop and maintain rapport.

The last previous study that reviewed is Hapsari (2014) entitled *The Use of Language Features of Male and Female Authors in Two Short Stories The Yellow Wallpaper and A Rose For Emily*. This study focuses to identify the types of language features used by male and female authors in short stories *The Yellow Wallpaper* and *A Rose for Emily*. To identify the differences between male and female authors in the short stories *The Yellow Wallpaper* and *A Rose for Emily*. The similarity of this study is this previous study uses the same theory which is language features by Robin Lakoff and the researcher adopts the theory to be applied in the research. The result of this previous study show that there are two language features from four men's language feature used by male author in *A Rose for Emily* short story which are Interruption and Commands, meanwhile in *The Yellow Wallpaper*, there are Lexical Hedges, Intensifier and Empty Adjective.

2.2 Language Features

Lakoff in Hapsari (2014) argues that language features between men and women are different. It particularly correlated with social status. She stated that women's language style is deficient, lacking in authority and assertiveness. It is also marked by powerlessness and tentativeness. Meanwhile, men's are described to speak more firmly, mature, and speak on point (Prayudha & Putra, 2019).

Hapsari (2014), however stated, regarding to this, in general Lakoff differentiate fourteen different language features they are: (1) Lexical hedges or fillers (2) question tags (3) rising intonation (4) empty adjectives (5) precise color terms (6) intensifiers (7) hypercorrect grammar (8) super polite forms (9) avoidance of strong swears words (10) emphatic stress (11) interruption (12) commands (13) insults. However, since in this study the writer focuses on written text analysis, therefore, the writer will only focus to use the possible language features theory by Lakoff that would represent the result of this analysis. The explanation as follows:

1. Based on Lakoff (2004), lexical hedges is a pause or fillers used in conversation that show lack of self-confidence, the information that is not fully accurate, uncertainty, doubt, and confusion. It is also as gap between conversation to take and hold on the conversation's turn, and to begin conversation, to keep the conversation on the track. For example, *well, you, know, think, seems, may, can, believe, looks* (Pebrianti, 2013).
2. Tag question is a midway words between an outright statement and yes-no question. It is still less assertive but more confident than the latter. Lakoff in Pebrianti, (2013) mentioned usually it is followed by declarative statement,

some of them also used due to someone's uncertainty about what he or she said.

The examples are: *isnt it? right? Don't we? Etc.*

3. Empty adjective is a single word that concern on emotional reaction rather than detail information. Generally, based on Lakoff, adjective is group of word in term of vocabulary that indicating speaker's approbation or admiration for something, such as *cool, gorgeous, fabulous, lovely* (Pebrianti, 2013).
4. Intensifier is simply a word that is used to emphasize or strengthen the meaning of the following words. It can reinforce a statement so that the listeners become sure of what speaker said. Intensive word would insist upon absolute superlative, heavily stressed, the examples are: *extremely, truly, really, very, utterly, incredibly, perfectly, awful, so etc.*
5. Hypercorrect grammar, based on Lakoff, usually sentences that used to show the standard form of sentence (Pebrianti, 2013). Generally, people use hypercorrect grammar to avoid vulgar or coarse sense by using correct and precise pronunciation or written format, such as *going* instead of *goin'*, *want* instead of *wanna*.
6. Super polite forms require same sense of request but in very polite order, it does not require obedience but it sounds like suggesting something to do as a help or sympathy not a command. For examples the sentence *you are standing in front of the TV* meaning that the speaker wants the person in front of the TV to move from blocking the TV.
7. Avoidance or strong swear word since the words is expression of very strong emotion. This feature based on Lakoff, usually avoided by women in order to avoid violent curses (Pebrianti, 2013). However, women will produce another

version of swear word, and it is more polite than men, such as *oh dear, my dear, my goodness, good heavens*, meanwhile men are *damn, bloody hell, and shit*.

8. Emphatic stress, according to Lakoff, usually shown through certain format to show the strengthen of an assertion (Pebrianti, 2013). It is usually a strict emphasize on the increasing of intonation or in written text usually marked by italic, bold, coloring, repeat, capital letter or typing with longer letter (Pebrianti, 2013).
9. Commands, according to Lakoff, usually produced by man to ask something done by somebody else. In written text it is usually marked by the used of interjection mark such is *go away!* (Akhter, 2014)
10. Insults, is generally used by men to say something with disrespect. It has correlation with social status that men are more powerful that women. Since the society considered as men centered in which people reach an agreement that men are superior to men, and women considered have lower status (Lakoff in Akhter, 2014). Men are more assertive, mature and produce direct form, and easily to mention harsh words such as *damn, fuck, suck, shit, etc.*

Commands, and insults often produced by men rather than women. It is because men in their same sex groups tend to use explicit commands and directives such as *gimme, gonna, and gotta*.

From thirteen types of language features, in this study the writer only use ten language features as explained in the previous explanation that is applicable to analyze written text since the objective of this study is to reveal netizens' response in written comments through social media of Instagram.

2.3 Semantics

In general, semantics is study of meanings. Leech in Love (1983) stated that linguistics has brought to subject of semantics in certain degree of combination between a view of study and the component that integrated with how language works. This study of meaning is important in order to uncover the meaning of words to make us know everything from the things referred to by those words (Love, 1983).

In semantics, language is meaningful since it is connected with the fact of human life and its cultural environment (Pardede, 2016). Meaning plays an important role in any speech acts situation. Pardede (2016) made correlation that there will be no language without meaning. Morris in Pardede (2016) stated that:

“Meaning signifies any and all phrases of sign-process (the status of being a sign, the interpreted, the fact of denoting, and the signification.)

And frequently suggest mental and valuation process as well”

It means that when doing communication there will be mental characteristics that occur between language producers and the receivers in communication. Thus in other words, semantics is a center study of communication since it is crucial factor in human social life (Pardede, 2016). Pardede (2016) explained based on Geoffrey Leech that semantics is a study that emphasized the rule of broader sense and the communication in social life and society experience in the world which they convey the language through the process. Thus meaning is the main starting point of communication. For Leech in his concept of meaning, he proposed the relation of the knowledge of language and knowledge of the real world (Zdravkovic, 2018). Since there are many different kinds of meanings categories, those are included lexical meaning, grammatical meaning, textual meaning, situational meaning, and

socio-cultural meaning (Sa'idah, 2018). In the context of language features, it is correlated with the definition about language features that exists in human daily conversation to convey ideas and emotion, in which, the language features itself are including the lexical and grammatical characteristics used by society. It is in line with Sa'idah (2018) that semantics as study of meaning including situational meaning and social meaning, thus, the language features in this study is talking about social situation.

Further, in semantics study, Geoffrey Leech divides meaning into seven, which are conceptual, connotative, social, affective, reflective, collocative, and thematic. However, in this study, the researcher will only focus on the social meaning proposed by Geoffrey Leech since this study aims to see netizens' response in Trump's Instagram posts under the social context.

Leech in Zdarkovic (2018) emphasized that social type of meaning is closely related with social groups who are parts of those circumstances. Leech in Pardede (2016) stated that the social circumstances deal with the social relationship between society in the communication process, or speaker and hearer, or in this context is the netizens towards former president Trump through social media. In social type of meaning, social status made language used differently between the language producers and the others. Generally, higher rank of the speakers in social status, the utterance of their language will be difficult to be understood. Social meaning includes what usually called as illocutionary force that consists of utterance such as request, assertion, apology, and other expressions. Pardede (2016) attached examples: *I haven't got a spoon*, has a meaning of assertion and the situation where it is spoken in a restaurant which someone addressed to the waiter.