

ABSTRACT

MALE AND FEMALE LANGUAGE IN INSTAGRAM CAPTIONS: A TANNEN'S DIFFERENCES STUDY IN GEN Z

TIARA NADA ADVISHA NURHIDAYAH
20111037

This research is conducted to examine the language difference between males and females in Instagram captions. Through Instagram, the user shares thoughts, ideas, or activities through images or videos completed with captions. Writing captions involved language use by Instagram users, both male and female. The difference in language between males and females is distinguished using Tannen's theory, which is divided into six categories differences, namely Status vs. Support, Advice vs. Understanding, Information vs. Feelings, Orders vs. Proposals, Conflict vs. Compromise, and Independence vs. Intimacy.

The method for examining this research is the descriptive qualitative method. The technique focused on analyzing sentences in Instagram captions. Examining Tannen's Theory of Difference provides direction for examining discussions between males and females in various contexts. The data used in language between males and females in Instagram captions.

This research shows that Instagram captions between males and females use different language and have different results divided into six categories. Male refers to Status, Advice, Information, Orders, Conflicts, and Independence, while female refers to Support, Understanding, Feelings, Proposals, Compromise, and Intimacy. In Instagram, captions of males prove that language is used to build status and a competitive world. On Instagram, captions of females prove that language is used to build relationships and intimacy. In addition, this research finds the difference between males and females if looking at the topics they discuss in Instagram captions. Males prefer to examine themselves and their lives, while females prefer to discuss relationships and feelings.

Keywords: *Difference Theory, Gen Z, Instagram, Sociolinguistics, Tannen*