

CHAPTER TWO

LITERATURE REVIEW

2.1 Previous Studies

Studies about language and gender on Instagram have been widely conducted by Barnwell et al. (2021), who conducted studies on digital intimacies that focused on romantic or peer connections and the digital practices of families. Gultom et al. (2020) see the variation between men's and women's captions on Instagram, particularly in how they present the endorsement product. Difference Theory by Tannen has been widely undertaken by Rachmawati (2023) and conducted in the presence of interaction in the interplay of male and female characters in the movie '10 Things I Hate About You'. Khan et al. (2022) examine the differences between men and women through language and social identities in drama serials. It can be seen in the table:

Table 2.1. Previous Study

No.	Author (Year)	Objective	Method	Findings
1.	Barnwell, et al (2021). "Captured and Captioned: Representing Family Life on Instagram."	To examine how family photography practices are changing in the digital age.	Qualitative	This study covers the various ways people depict how they spend family time together and portray their ties as close and familial.
2.	Gultom, et al (2020). "The Narrative of Gender on Instagram Caption"	To identify the terms used in captions on Instagram by fashion women and men's influencers when marketing a product.	Quantitative	This research results from the literature, which covers the information gap on how the existing theory or some statement about women's and men's writing styles are reliable to the reality in Instagram captions.

3.	Rachmawati (2023) "A Sociolinguistic Analysis of Cross-Gender Interaction in the Movie '10 Things I Hate About You Based on Deborah Tannen's Theory"	To explore the presence of interaction in the interplay of male and female characters in the movie "10 Things I Hate About You."	Qualitative	This research examines Deborah Tannen's theory on language and gender in the movie 10 Things I Hate About You, specifically the interactions between men and women.
4.	Khan, et al. (2020). "Representation of Genderlect and Social Identities in Pakistan: An Analysis"	To investigate how male and female characters in drama serials express variations in social identities through speech, gendered language, and misunderstanding of articulation.	Qualitative	This research found language differences in speech between the male and female characters in the drama serial 'Anaa,' which is categorized into six categories according to Tannen's theory.

The research conducted by Barnwel et al. (2021) studied how family photography practices are adapting in the digital age. They discovered that family lives on Instagram, performing intimacy from the photographs and words in an Instagram post as a family using expressive and affectionate language and popular hashtags, tying the content to targeting and expanding. This research shows the family relationship between father-son and mother-daughter through Instagram captions. The Instagram posts between mother and daughter frequently express their incredible bond. This Instagram post shows how Instagram users handle crucial parts of presentation where personal identification and family closeness are balanced to demonstrate how people select how to represent their families.

Gultom et al. (2020). Identify the terms fashion influencers use in their Instagram captions when marketing their products. They discovered that when promoting products, her Instagram captions differ in content between men and women. Differences include descriptive interpretation, genre, theme,

representation and interpretation of images, vocabulary, grammar, social interpretation, social framework, and deconstructive interpretation.

The study conducted by Rachmawati (2023) explores the presence of interaction in the interplay of male and female characters in the movie "10 Things I Hate About You." This research examines Deborah Tannen's theory on language and gender in interactions between men and women characters in the movie "10 Things I Hate About You." There are six contrasts between men's and women's language: Status vs. Support, Independence vs. Intimacy, Advice vs. Understanding, Information vs. Feelings, Orders vs. Proposals, and Conflict vs. Compromise.

The recent studies on language and gender found by Khan et al. (2020) investigated gender differences between male and female characters through the language used in a speech in the drama serial 'Anaa' using Tannen's theory. This research examines how males and females reflect differences in social identities in language use. This research found that language differences between male and female characters were categorized into six types of differences theory by Deborah Tannen (1990).

Based on the previous studies, the researcher looked at the phenomena on Instagram and will focus on language differences between males and females of Gen Z on Instagram captions. People use language in their daily lives, professional world, and social media activities. Language user involves everyone who can use language, including gender, social status, and occupation. According to Tannen (1990), communication action depends on how everything is said and done; for example, sympathy expression, words are said, and voice tone to deliver the words, followed by facial expression and gestures to determine how to show an impression. Tannen also said that, in communication, the male speaks as a tool to show independence and keep their status in a sequence of social hierarchy. In contrast, the female speaks for relationships, showing the similarity and matching experience.

Instagram is one of the social media platforms used by people from a variety of social backgrounds, especially Gen Z. The researcher will analyze the

differences in language used by males and females on Instagram captions to look at whether this theory is still applicable to males and females of Gen Z when creating Instagram captions. The differences in language between males and females can be seen in Instagram captions. These findings determine the difference in language use based on gender (male and female). Based on the data, there are several differences between males and females when writing Instagram captions, such as theme, style, and context.

2.2 Sociolinguistics

Sociolinguistics is a branch of linguistics that includes macrolinguistics. It is concerned with exploring the connection between language and society. The aim is a deeper comprehension of the structure of language and the way language functions in communication. Sociolinguistics combines sociology and linguistics, but both are strongly related. The object of study in sociolinguistics is the use of language, not sociology, the norms, behaviors, and growth of society (Wardaugh, 1986).

As defined by Holmes (1992), sociolinguistics examines the connection between language and society. The researchers are focused on elucidating the reasons behind the variations in people's speech patterns in distinct social situations. They are intrigued by uncovering the societal objectives of language and the diverse methods through which it is employed to convey social connotations. An exploration of individuals' language usage in diverse social settings will provide a wide array of valuable observations regarding the mechanics of language, as well as the social dynamics within a community, and how individuals articulate and construct elements of their social identities through their language.

Holmes (1992), sociolinguists are also concerned with the various varieties of linguistic diversity used to convey and reflect social factors. Linguistic variety also happens at other linguistic levels of analysis: voice, the structure of words (or morphology), grammar (or syntax), and vocabulary. Within each of these levels of linguistics, some varieties offer the speaker a range of ways

of expression. Lakoff (1975) asserts that there is a distinction between men and women in society. Gender is used to identify persons based on their sociocultural conduct, especially speech. The linguistic characteristics of men's and women's speech can shape our perception of gender roles (Holmes, 1992).

In addition, sociolinguistics is expanding more in digital communication, where multiple users are connected simultaneously and can interact, which also impacts the reality of indecision based on text (Dibbell, 1993). Technology and science have made the world digital, and the internet has become the main media that makes human life easy. Through new media, humans can communicate and interact virtually via computer-mediated communication (Qodriani & Wijana, 2020). Through media sociolinguistics, people can learn about multilingualism and language diversity, language variety and changes, style and register, language and identity, language ideology, interactional linguistics, and language and globalization (Thurlow & Mroczek, 2011).

According to Deumert (2014), mediated interactions are virtual, extending beyond the boundaries of time and space. Fast-paced change is resulting from the increasing use of mass communication technology. These include changes in social institutions, work patterns, communication behaviors, and information retrieval technologies (Danesi, 2016). Sociolinguistic investigations of digital communication are constantly changing the rate of change and extending beyond just the scope of practice. New technologies are not the only thing that can bring about new interactions; they also significantly impact existing social structures, everyday life patterns, and diverse world settings.

2.3 Language and Gender

Language and gender study is a branch of sociolinguistics. Gender differences are often just one aspect of broader social language differences, reflecting social status and power differences. An individual's classification according to their sociocultural behavior, including language, is more appropriate

when gender is used as an indicator. There are differences between female and male vocabulary in some languages, but this is not widespread (Holmes, 1992).

Goodwin (1980, 1990, 1998) observed the group play between boys and girls on Philadelphia Street and saw that the boys employed distinct types of instructions compared to the girls. The boys typically selected aggressive commands and employed them to construct hierarchies among themselves. Goodwin also states that the linguistic forms employed in communication reflect and perpetuate the group's social structure. The boys' group is organized hierarchically, where leaders assert control using highly authoritative language. On the other hand, the girls' group operates without a hierarchy, and all girls contribute equally to decision-making.

The issue of gender is also a matter that cannot be overlooked. It is part of the society that is ordered around us, and each society carries out this ordering differently as Eckert and McConnell-Ginet (2003) gender categories' power in society forces us to live gender-neutral lives and avoid exhibiting gendered behaviors. It is not possible to take action. Gender is a fundamental aspect of identity.

Holmes (1998) offers several testable claims. There are five of these.

1. Women and men develop different language use patterns.
2. Women tend to focus more on the emotional function of interactions than men.
3. Women use linguistic devices that emphasize solidarity more often than men.
4. Women tend to interact in ways that maintain and enhance a sense of solidarity, whereas men (especially in formal settings) tend to interact in ways that maintain and enhance their power and status
5. Women are more stylistically flexible than men.

According to Lakoff (1975), men are dominant, and women cannot exert any influence. Women may need to adopt more masculine behaviors to alter this unequal relationship. The female tends to serve the topic-related personality and

emotions that involve and interact with the audience, while the male serves the factual topics and information in their writings (Puspita & Suprayogi, 2021).

James and Clarke (1993) suggest that women are less prone to relying on interruptions of cooperation and relationship-building than men, at least in certain circumstances. Another possibility is that women tend to ask more questions, encourage speaking out, and send mixed signals instead of answering in cross-sex interactions. Nevertheless, males exhibit increased interjection frequency, objection, argumentation, or non-interference, focus on controlling the conversations, and speak with more authority. Men and women often display the power dynamics that characterize their interactions in their conversations, with men being the dominant force while women are the enslaved.

2.4 Difference Theory

In Tannen's book, *You Just Don't Understand* (1990). Difference Theory (1990), Tannen makes no judgments about the language use of both genders and takes a neutral position regarding the differences in reading between genders. The theory of difference posited by Tannen can generally be summarized into six categories, each of which combines different language uses by men and women, namely:

1. Status vs. Support

Tannen argues that for men, the world is a competitive arena where speech and language are used to build status, whereas, for women, the world is a network of connections where language is used and provides support, it says. Tannen points out that this is the difference between women's and men's approaches regarding their status and support. Additionally, men are more likely to go out of their way to assert themselves and gain status.

For example, taken from Rachmawati (2023)

- **“Yesterday, I was their God.”**

From the dialogue above, the male character says, "Yesterday, I was their God." The phrase "God" does not have a literal meaning but refers to one of his group's most essential and respected members. It shows that the male character wants to assert their dominance over others.

- **“I want you to trust me to make my own choices...”**

The woman character said, "I want you to trust me to make my own choices...." In this situation, the woman character conveys her own choices to the interlocutor, but the interlocutor disagrees with his choices. It demonstrates that women require support for their judgments from interlocutors, even when interlocutors disagree with their choices. Women received sympathy and support from the interlocutor.

2. Advice vs. Understanding

Women seek comfort and compassion for their problems, while men seek solutions to their problems.

For example, taken from Rachmawati (2023)

- **“I mean, we could pay him.”**

In the scene, the male characters encounter several difficulties. One of them responded, "We could pay him." He said it was a solution to the problem they were facing. He was unsure of the solution and appeared to be struggling alone. This demonstrates that males prioritize problem-solving and action over emotional expression.

- **“Can we focus on me for a second, please?”**

Women will always need emotional support, as evidenced by the discussion above. The female character asked, "Can we please focus on me for a second?" In the scene, two female characters discuss their difficulties with an interlocutor. One of them feels that the interlocutor is only concerned with others. So, by expressing this, she is seeking attention and emotional support. It demonstrates that women do not require help or suggestions for their problems. Individuals may desire recognition even if their acts are unpopular with others.

2. Information vs. Feelings

Tannen states that men's conversations are message-oriented. Based on the transmission of information. Conversation is much more critical for building relationships and strengthening social bonds for women.

For example, taken from Rachmawati (2023)

- **“You are kidding. Let me ask you, do you like sailing?”**

In the scene above, the man's character asks the interlocuter about something, such as the interlocuter's hobby. The main character says it directly, but it is not complicated. This shows that the man's character is interesting, wants to know information, and talks about facts rather than emotions.

- **“Aren't you punishing me because Mom left?”**

In the scene above, the women character talks with the interlocuter. The female character engages in a dispute with the interlocuter. The woman character uses emotion in her argument, saying, "Aren't you punishing me because Mom left?" She asks the interlocutors about a topic they are not discussing. To express her frustration with the interlocutors, she asks off-topic inquiries. It demonstrates that women will constantly express their sentiments and emotions in discussion. During interactions, they prioritize their emotions over the actual matter at hand. Women enjoy discussing their sentiments, even if it takes time.

3. Orders vs. Proposals

When talking to others, men use the direct imperative (“close the door” and “turn on the light”). Women are encouraged to use very polite expressions (“should,” “may I...?”).

For example, taken from Rachmawati (2023)

- **“What I think you need to do is hire a guy who'll go out with her.”**

In the scene above, the male character advises the interlocuter to employ a man to accompany her on dates. He provides advice in the form of orders, demonstrating that the male character prefers direct directives rather than indirect ones.

- **“Why don't you try being nice?”**

Based on the scene above, the woman character talks with the interlocuter and says, “Why don't you try being nice?” She feels that the interlocuter is not lovely to everyone at school, so she suggests that

the interlocutor be nicer. This proves that a woman's character speaks to give a command indirectly and convolutedly.

4. Conflict vs. Compromise

Tannen argues that most women avoid verbal conflict at all costs and instead try to resolve differences without confrontation to maintain positive connections and relationships. Tannen claims that men, on the other hand, are more likely to use conflict to resolve differences and negotiate status.

For example, taken from Rachmawati (2023)

- **A: “Move on.”**

B: “No, no. I don’t think you’re right about her.”

Based on the scene above is a conversation between two main characters. Man A gives a solution to Man B, but Man B refuses a solution from Man A. It shows that the character immediately refuses interlocuter advice if they dislike or disagree with the advice.

- **A: “.....”**

B: “You forget. I don’t care what people think.”

Based on the scene above, the woman character accepts the interlocuter's advice, but she does not openly refuse it, saying, "You forget. "I don't care what people think." It demonstrates how women will subtly say another thing to deny advice or suggestions if they disagree or dislike the suggestions.

5. Independence vs. Intimacy

According to difference theory, men prefer independence, while women seek intimacy. Tannen demonstrates this using the example of a man who makes decisions without consulting his wife. She thinks that if her husband says, “Let's talk about this with her wife first,” she does it because she doesn't want to feel like losing her independence. This is because it is considered evidence of the intimacy of the relationship. Tannen believes that women who see the world as a network of connections and relationships believe intimacy is the key to reaching consensus and avoiding superiority complexes. In contrast, men who see the world more in terms of status claim

that they believe independence is the key to making decisions about their status. Tannen also reveals that while men and women seek independence and intimacy, men focus on the former while women focus on the latter.

For example, taken from Rachmawati (2023)

- **“Well, let’s think about this.”**

In the dialogue above, the main character says, “Well, let’s think about this.” with an interlocutor who needs help to do something. In this context, the man character does not know how to help the interlocutor. It shows that the male character will help or give the interlocuter any solutions for the interlocuter’s problem.

- **A: “And you’d do that for me?”**

B: “Hell, yes!”

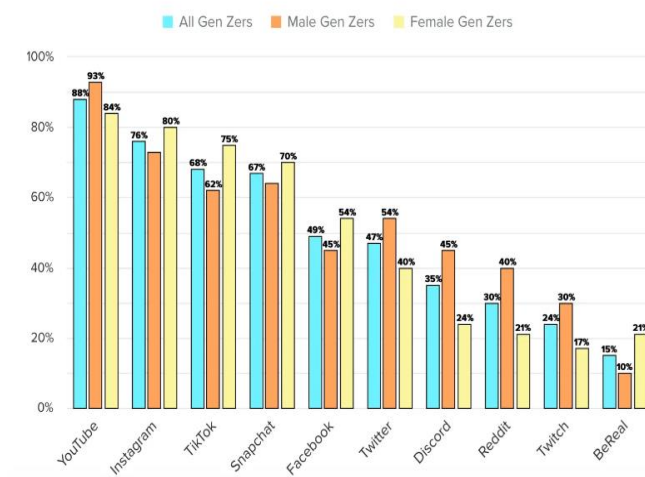
The woman in the scene asked the interlocutor, "And you'd do that for me?". She aims to establish connection and closeness with the interlocuter asking such questions. It demonstrates that she should be friendly and close to others. She prioritizes seeking support and intimacy above focusing on a specific solution.

2.5 Social Media

Nowadays, the utilization of media is essential for everyone. This is possible because there is an immense demand for information, entertainment, education, and access to knowledge from many corners of the world (Qodriani, 2019). Social media has become an integral part of our lives, influencing how we interact with one another and the way we communicate. The use of language on social media is a crucial aspect. Many have expressed concerns about social media platforms' impact (Calude, 2023).

Social media is now a platform for social interaction, communication, and enjoyment among individuals. It also fosters the development of bonds and an emotional connection (Zappavigna, 2012). Seargeant and Tagg (2014) stated that the content created is available online and results from participation in traditional creative and publishing/broadcasting processes. The ongoing process and shared participation in content processing and creation create uncertainty for the creator,

reader, producer, or consumer. The benefits of social media for individuals include personal use, exploring creativity, social interaction, and empowerment (Taprial & Kanwar, 2012).



Source: Later.com

Picture 2.5. Gen Z's Using Social Media

Based on the data above, YouTube is the most popular platform among Generation Z, with over 88% using the app. Instagram has a second-place rating of 76%, followed by TikTok (68%) and Snapchat (67%). However, there has been a significant decrease in Facebook and X (formerly known as Twitter). Interestingly, male respondents are likelier to utilize platforms like YouTube, X, Discord, Reddit, and Twitch. In contrast, female Gen Zers dominate Instagram, TikTok, Snapchat, and Facebook.

Instagram is one of the most popular social media applications and is useful for both personal branding and business. Instagram has features such as allowing users to upload photos and videos, edit the content before posting it, add filters, share content and save, and interact with other users through likes, comments, and direct messages. A caption is needed to create a post on Instagram. The users feel free to create short or long captions and increase followers' interest when they read the caption (Holmes, 2015).

2.6 Instagram Captions

Instagram was launched in 2010. Instagram is a mobile application that utilizes location-based social networking to share photos and videos. Its popularity among Gen Z has resulted in high levels of reported addictiveness, leading to most users spending time on social media and taking over four hours a day (Later.com, 2019). A picture or video is frequently featured in an Instagram post, along with text and hashtags.

The Instagram platform allows users to share their emotions, thoughts, and activities through photos and videos. Generally, Instagram users upload images and videos described in words, known as captions. The requirement for captions has become a norm in social media (Wardoyo et al., 2023). Captions describe how your photo or video will appear on social media. Captions can comprise text, hashtags, mentions, and emojis.