

**INTERNET LANGUAGE FEATURES USED BY MALE AND FEMALE
COMMENTERS TOWARD HUMOR VIDGRAMS IN RIA RICIS'**

INSTAGRAM ACCOUNT, @RIARICIS1795

A THESIS

**Submitted as Partial Fulfillment of the Requirements for the Sarjana Degree
of English Department Faculty of Letters and Humanities UIN Sunan Ampel
Surabaya.**

By:

Muji Agustiyani

Reg. Number A03213038

Supervised by:

Dr. A. Dzo'ul Milal, M.Pd.

NIP. 196005152000031002

**ENGLISH LITERATURE
FACULTY OF LETTERS & HUMANITIES**

**STATE ISLAMIC UNIVERSITY OF SUNAN AMPEL
SURABAYA**

2017

DECLARATION

This thesis contains materials which have been accepted for the award of Sarjana Degree of English Department Faculty of Humanities UIN Sunan Ampel. In order to be the best of my knowledge and belief, it contains no material previously published or written by other person except where due reference is made in the text of the thesis.

Surabaya, 31 January 2017

Writer,



Signed,

Muji Agustiyani

Reg. Number A93213938

ADVISOR'S APPORVAL

This is to certify that this thesis written by MujiAgustiyani (A03213038)
has been approved by thesis advisor to be examined.

Surabaya, 31 January 2016

Thesis Advisor



Dr. A. Dzo'ul Milal, M.Pd
NIP. 196005152000031002

Head of English Department



Dr. Mohammad KurjumM.Ag
NIP.196909251994031002

ENGLISH DEPARTMENT

FACULTY OF LETTERS AND HUMANITIES

STATE ISLAMIC UNIVERSITY SUNAN AMPEL SURABAYA

2017

EXAMINER SHEET

This thesis has been approved and accepted by the Board of Examiners,
English Department, Faculty of Letters and Humanities, UIN Sunan Ampel
Surabaya on 2nd February 2017.

Dean of Faculty of Letters and Humanities



H. Imam Ghozali, M.A
NIP.196002121990031002

The board of examiners are:

Head of Examiner

Dr. A. Dzo'ul Milal, M.Pd
NIP. 196005152000031002

Secretary

Abdulloh Ubet, M.Ag
NIP. 196605071997031003

Examiner I

Dr. Mohammad Kurjum, M.Ag
NIP. 196909251994031002

Examiner II

M. Thoriquessu'ud, M.Pd
NIP. 198011182009121002



**KEMENTERIAN AGAMA
UNIVERSITAS ISLAM NEGERI SUNAN AMPEL SURABAYA
PERPUSTAKAAN**

Jl. Jend. A. Yani 117 Surabaya 60237 Telp. 031-8431972 Fax. 031-8413300
E-Mail: perpus@uinsby.ac.id

**LEMBAR PERNYATAAN PERSETUJUAN PUBLIKASI
KARYA ILMIAH UNTUK KEPENTINGAN AKADEMIS**

Sebagai sivitas akademika UIN Sunan Ampel Surabaya, yang bertanda tangan di bawah ini, saya:

Nama : Muji Agustiyani
NIM : A03213038
Fakultas/Jurusan : Sos ADAB / sastra Inggris
E-mail address : mujiatiyani@gmail.com

Demi pengembangan ilmu pengetahuan, menyetujui untuk memberikan kepada Perpustakaan UIN Sunan Ampel Surabaya, Hak Bebas Royalti Non-Eksklusif atas karya ilmiah :

☐ Skripsi ☒ Tesis ☐ Disertasi ☐ Lain-lain (.....)

yang berjudul :

Internet Language Features Used by Male and Female Commenters
toward Humor Vidgrams in Ria Ricis' Instagram Account, @riaricis1795

beserta perangkat yang diperlukan (bila ada). Dengan Hak Bebas Royalti Non-Eksklusif ini Perpustakaan UIN Sunan Ampel Surabaya berhak menyimpan, mengalih-media/format-kan, mengelolanya dalam bentuk pangkalan data (database), mendistribusikannya, dan menampilkan/mempublikasikannya di Internet atau media lain secara **fulltext** untuk kepentingan akademis tanpa perlu meminta ijin dari saya selama tetap mencantumkan nama saya sebagai penulis/pencipta dan atau penerbit yang bersangkutan.

Saya bersedia untuk menanggung secara pribadi, tanpa melibatkan pihak Perpustakaan UIN Sunan Ampel Surabaya, segala bentuk tuntutan hukum yang timbul atas pelanggaran Hak Cipta dalam karya ilmiah saya ini.

Demikian pernyataan ini yang saya buat dengan sebenarnya.

Surabaya,

Penulis

(Muji Agustiyani)
nama terang dan tanda tangan

ABSTRACT

Agustiyani, Muji. 2015. *Internet Language Features Used by Male and Female Commenters toward Humor Vidgrams in Ria Ricis' Instagram Account, @riaricis1795*. Thesis. English Department, Faculty of Letters and Humanities, State Islamic University Sunan Ampel Surabaya.

Supervisor : Dr. A. Dzo'ul Milal, M.Pd.

Keywords : Internet Language Features, digital writing, vidgram, word-formation, orthography, playful sound

The language used in online communication has become a special interest in the study of language as the phenomena of language does evolve from time to time. Internet language features contribute a great variations in terms of written form. This study investigates the typical Internet language features used by male and female commenters toward humor *vidgram* (video Instagram) and discovers the comparison between those used by both gender. The Internet language features are analyzed based on Danet's (2001) classification of common features in digital writing which consists of ten features (multiple punctuations, eccentric spelling, capital letters, asterisks for emphasis, written-out laughter, music/noise, description of actions, emoticons, abbreviations, and rebus writing), and four additional features coming from word formation (clipping and blending) and orthography of 'Alay' language (replacement of letters and deletion of letters). This study applied qualitative approach in relation to the use of systematic and depth analysis in which the data taken from the comments on Instagram.

This research reveals another four new features found in the data, they are extra letters, combination of deletion and extra letters, abbreviation spelling, and repeated spelling. The results show that female used more Internet language features than males. This can be assumed that females are more expressive in delivering their thoughts and feelings toward humor vidgrams. Female commenters used sixteen features of Internet language, while male commenters used fourteen features. Moreover, the emergence of the two new features; combination of deletion – extra letters and abbreviationspelling are only found in females' commenters. Those new types of orthography features are considered as the new forms of expressivity. This finding reveals that both features are merely used to produce a playful sound to avoid a boredom of normal writing system.

The similarity lies on the absence of the two features – asterisks for emphasis and description of actions. The difference spotted a slight distinction on the use of several typical features of Internet language.

Agustiyani, Muji. 2017. *Internet Language Features Used by Male and Female Commenters toward Humor Vidgrams on Ria Ricis' Instagram Account, riaricis1795*. Skripsi. SastraInggris, Fakultas Adab dan Humaniora, Universitas Islam Negeri Sunan Ampel Surabaya.

Keywords : fitur bahasa Internet, penulisan digital, vidgram, pembentukan kata, orthography, suara lucu

Persamaan antara fitur yang dipakai kedua jenis kelamin terletak pada ketiadaannya dua fitur – tanda bintang untuk penekanan dan deskripsi tindakan. Perbedaan antara keduanya sedikit terlihat pada penggunaan beberapa fitur khas bahasa Internet.

INTRODUCTION

1.1 Background of the Study

The ease of communication and getting world information through internet has made it give such impact on language in general, particularly on individual languages. Crystal (2003) investigated the linguistic properties of the so-called '*electronic revolution*'. He argued that if the internet is a revolution, then so is a language. As stated by Chomsky (cited in Huffaker, 2004) that the knowledge of language grows within its "speech community", including language use,

With reference to technology, Huffaker (2004) suggested that the development of new technologies may also lead to the shape of the way where language is constructed. It is the encounter where language meets technology. This implies that it can disclose the possibility of the development of new languages. As a consequence, considerable amount of communication technology emerge. There are many kinds of applications used as means of communication particularly social media. According to Michael Dewing (2010), social media is the wide range of internet-based and mobile services that allow users to participate in online exchanges, contribute user-created content, or join online communities. Some popular social media are *Facebook*, *Youtube*, *Twitter* and *Instagram* for instance.

million of Instagram users regularly use this social media application (monthly), an average of 70 million photos uploaded daily worldwide, attracting 2.5 billion “likes”. Further, Instagram press (2016) claimed that there are more than 600 million instagrammers so far and there are also more ways in sharing service provided than ever before with Instagram stories, live video and disappearing photos and videos in Direct. Again, those newest features on Instagram differs it from the other social media and also the number of Instagram users is getting increasingly enormous compared to the other social networking site. Herman (cited in Indah, 2015) added that Instagram users generally tend to be more active and more engaged than any users on other social media sites. Thus, Instagram becomes the research interest in this thesis

To the users of Instagram account, the more they gain likes and comments, the more they gain popularity because their followers must have increased. People often like and comment on the viral upload either photo or a video. The viral photo or video may contains current issues and events (newest information) which is also written on its caption. The style of language used in the comments may also vary. This has attracted the attention of the researcher to examine the language of the internet, on comments in particular. There have been a lot of researchers studying the language used on the Internet but still this area of study is widely opened and become the interesting topic in academic by far, as the internet, technology, and language evolve from time to time.

Some of the researches in Internet language have been done by Avrilla (2014) and Indah (2015) from Airlangga University. Avrilla (2014) examined the

internet language features and dictions used by male and female Youtube users in commenting controversial music videos from a female and a male singer that contains the exploration of female's body. Differs from Avrilla, Indah (2015) investigated the language used on the comments in Dagelan's account on Instagram. The result of both previous studies shows the different language style used by male and female on the Internet. Another closely related study has been done by a student of Islamic State University of Sunan-Ampel Surabaya (UINSA), Badriah (2015), who examined the typical internet language features used by male and female online shopper on Instagram when they were giving comments. The result shows that 'abbreviation' is most frequently used to save time. Unlike the previous study, this present study will examine the internet language used by male and female commenters on *Humor 'Vidgram'* (video instagram).

There are many celebrities in Indonesia who use Instagram account to develop their business either to promote their projects or to endorse a product of a brand. Some of them are Ayu ting ting, Raffi Ahmad, Laudya Chintia Bella, Boy William, and more. Not only a top celebrity but a few from common people can also become famous as a celebrity on Instagram in which we call as 'Celebgram' (celebrity on Instagram) today because their posts look interesting. Some of them are Ria Ricis, Shirin Al Athrus, Kadir Bachmid, and so on. Among those instagram accounts, Ria Ricis' Instagram account gains the highest number of followers. She has reached 5,6m followers and has posted around 936 posts by the time this thesis is written. In early time, most of her posts tend to carry humor

content in a form of both *vidgram* (videoInstagram) and photos which gain the interest of a certain society especially *netizen* so that she became famous as now. She started her fame and popularity through amusing videos she created which is posted in her account. In this thesis, the writer is interested in examining Ria Ricis' Instagram account, @riaricis1795.

Ria Ricis is a 22 year-old university Indonesian student, who gained popularity on instagram and recently became a *selebgram* (seleb Instagram) because of her creativity in creating amusing videos and photos with unique meme which she uploaded in Instagram. At first, she just uploaded her funny activities on her account, with no intention of being famous, however what she did, had gained many likes from netizen. From that time, then, she kept on creating funny and creative videos to keep her popularity up. Thus, most of the posts in her account contain jokes related to current issues and common things which are found funny or amusing around the society.

Humor nowadays is becoming a necessity of people in terms of searching for happiness in different areas of daily life. It cannot be denied that we, “people need humor to moisten our culture, life, and thoughts” (Zhao & Zhou, 2014). “In a sense, if there were no humor, gradually culture would become hypocrisy, life would get deceitful, thoughts would change into pedantic, literature would be dried-up, and the heart of their people would turn to be stubborn” (Lin, 2007 as cited in Zhao & Zhou, 2014). From that opinion above, it can be concluded that people who find no humor in their life, will be easier to get stressed. They will become stiff somewhat and rigid since they are too serious in facing and solving

Syrians without feeling guilty. I don't want to feel the torment of my conscience.

Genie : *I have your solution.* (the genie change his military costume into a long black robe).

Syrian soldier : *What have you changed me into?*

Genie : *You can kill now in the name of religion, without any torment of your conscience. You know what?* (the genie hands a time bomb over him).
Take this, in case anything should happen to you.

Syrian soldier : *What is this?*

Genie : *This is a Valentine's gift.*

From that situation, it can be inferred that what might come up humorous to a person may not be the same thing to others. Then, it emphasizes that a humor is dependent on its social context. For the writer and her cousin, they did not laugh because they knew the context and the situation the Syrians had undergone, while the writer's little brother seemed not understand the context and situation, and then he found it humorous. Or even the Syrians who support the intended government in the video may probably feel resentful when they watch the video. Ross (2005) argued, it is hard for humor to cross boundaries of different time and social groups, it is dependent on specific attitudes and cultures. She also stated that response is a notable factor in examining something as humor. Therefore, it is necessary to examine the language on how people react to humor.

Concerning with this thesis topic, the Internet language, the writer focuses on the language used by males and females in giving comments or responses toward humor vidgram that Ria Ricis uploads in online setting, that is Instagram. Online setting is a place or type of surroundings where online activities, generated by Internet network, takes place. The activities are such as blogging, chatting,

uploading status, posting photos and videos, commenting, etc.,. The reason why the writer determined to use the comments as the object of the research is because she wanted to know the typical features of digital writing form in online setting as a response to humor videos posted. In addition, it is hardly possible to examine the forms of digital writing on a video since it is a spoken form. Furthermore, one post uploaded may reach hundreds to thousands comments from many people without age limitation from males and females. Here, they can possibly use various language styles, unique language which differs from the language used in daily face-to-face conversation, and also the emergence of new terms of a language. This elucidation escorted to the ease in analyzing the Internet language features used by both gender.

A growing body of research finds that females and males display different participation patterns online. Females tend to participate less and receive fewer responses than males do in mixed-sex asynchronous discussion forums (Herring, 1993, 1996), whereas in chat rooms, females sometimes participate more actively and get more responses than do males, for example, because they are objects of flirtatious attention (Bruckman, 1993; Rodino, 1997).

In analyzing the Internet language features, the writer used Danet's classification (2001) of ten common digital writing features. They are; *multiple punctuation, eccentric spelling, capital letters, asterisks for emphasis, written-out laughter, music/noise, descriptions of actions, emoticons, abbreviations, and rebus writing*. In addition, there several additional features used to identify the language on the Internet, they are; *clipping, blending, replacement of letter*, and

deletion of letter. Then, the writer also examined who use more Internet language features to show who is more expressive between males and females in giving responses and comments toward humor vidgram content posts in Ria Ricis' account , @riaricis1795.

1.2 Statement of the Problem

Based on the background of the study, there are three-formulated questions as follows:

1. What are the Internet language features used by male commenters toward humor vidgrams in @riaricis1795?
2. What are the Internet language features used by female commenters toward humor vidgrams in @riaricis1795?
3. How are the Internet language features used by male compared to those used by female commenters in giving response toward humor vidgrams in @riaricis1795?

1.3 Research Objectives

Based on the statements of the problem above, the objectives of the study are aimed:

1. To discover the Internet language features used by male commenters toward humor vidgrams in @riaricis1795.
2. To discover the Internet language features used by female toward humor vidgrams in @riaricis1795.

3. To indicate the similarities and the differences of the internet language features used between male and female commenters when giving response toward humor vidgrams in @riaricis1795.

1.4 Significance of the research

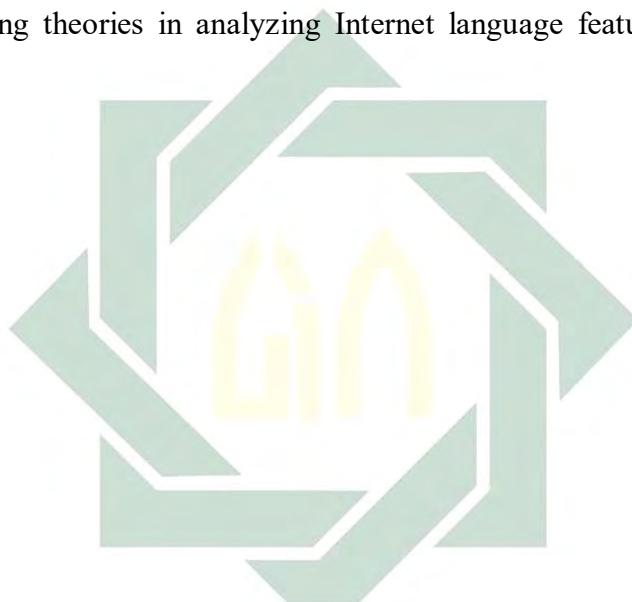
This research aims to enrich people's knowledge in understanding how male and females communicate in online setting particularly in Instagram. The writer hopes the findings will help us understand how males and females express their thoughts or feelings through comments on humor content posts in online setting. Also, this research will hopefully be able to contribute theoretically to the study of language on the Internet as people nowadays communicate to each other frequently in online setting.

1.5 Scope and Limitations

This study focused on Internet language features used in Instagram exactly on the comments toward humor vidgram posts. The writer chose Ria Ricis' Instagram account, @riaricis1795 because most of her instagram posts contain humor content which she created through short videos. For there are about 939 posts in his account so far by now, including photos and videos which have either humor content or endorsement content, the writer chose only three viral videos which have the content of humor in her instagram account (*vidgrams*). In considering the viral videos, the writer selected three videos with humor content which has the most number of comments in mostly of her posts. Finally, the

videos chosen are humor videos with the topic/issue *Kado Ulang Tahun*, *Laki-Laki Yang Sholeh*, and *Nomer Bikin Baper*. These three selected topic of vidgrams gained the most number of comments and were viral at the time these are posted.

In analyzing Internet language features, the writer used Danet's common features of digital writing (2001) which consists of ten features; multiple punctuation, eccentric spelling, capital letters, asterisks for emphasis, written-out laughter, music/noise, description of actions, emoticons (smiley icons), abbreviations, and rebus writing, and another four additional features; *clipping* and *blending* from Yule's common word formation (2010), *deletion of letter* and *replacement of letter* from orthography of 'Alay' language written by Kelana (2010). The writer applied those additional features because she considered that those features are also found in the language used in Internet, so that she used them as supporting theories in analyzing Internet language features apart from Danet's theory.



1.6 Definition of Key Terms

- Internet Language Features : Features that are used to provide the absences of non-verbal signs in online the setting to make the meaning of context clear due to lack of visual contact (Crystal, 2006).
- Internet linguistics : The study of language on the Internet (Crystal, 2011).
- Gender : A system of meaning; a way of constructing notions of male and female (Eckert andMcConnel-Ginet, 2003).
- Instagram : Instagram is an online mobile photo-video capturing and sharing social networking site which can also send and receive direct message (*DM* and share its posts to another variety of social networking platform such as Facebook, Twitter, Tumblr, and Flickr.
- Vidgram : Video posted in Instagram (*Video Instagram*).
- Commenters :People who give comments or express an opinion orreaction toward something.

LITERATURE REVIEW

2.1 Language and Gender

13

Further explanation of answering question number(1), Lakoff asserted that women and men speak differently because of fundamental differences in their relation to their language, perhaps due to different socialization and experiences early on. Lakoff then, claimed that women tend to use several features in talking or known as ‘women’s linguistic features’ such as the use of hedges (*I guess, kind of, sort of*, and so on.), polite forms (*euphemism*), tag questions, speaking in italics, “empty” adjectives (*Cute, sweet, lovely*, and so on.), hypercorrect grammar and punctuation, avoid profanity or swear words, direct quotations, specialized color terms, question intonation in declarative contexts.

[illegible]

a single person (one-to-one) or for a larger audience (one-to-many). In relation to both different time and scope dimension, the scheme of the examples of each is provided in table 2.1.

Table 2.1 Examples of synchronous and asynchronous.

Audience Scope	Mode/Synchronicity	
	Synchronous	Asynchronous
One-to-one	Instant messaging	Email, texting on mobile phones
One-to-many	Computer conferencing, MUDs, MOOs, chat, Second Life	Newsgroups, Listservs, Usenet, blogs, Myspace, Facebook, Youtube, Twitter, Instagram, etc.

In this thesis, the writer determined Instagram as one-to-many asynchronous communication since it provides free access to information posted and it sometimes needs a time lag between direct messages (dm) sent and the reply, also on the comments replied by the user of the account owner.

In online setting, the way in which the users communicate with others are not that far nor different to everyday face-to-face interaction. The language may also include verbosity, assertiveness, use of profanity, politeness (and rudeness), typed representations of smiling and laughter, and degree of interactive engagement.

In this kind of communication dimension, politeness is one of prevalent tools where gender is cued. Women are more likely to thank, appreciate, and apologize. They tend to keep the conversation they held under the rules of cooperative principle. In contrast, men mostly come up to give less attention to politeness. They bring out *bald face-threatening acts* where they are more likely to use freedom of expressions (Herring 1994, 1996a, 1999). Yule (2006) defined the word ‘face’ as public self-image. This is an emotional sense where every member of society wants to be recognized and valued. Every person wants to be respected by others to maintain their self-esteem in the society. This maintenance is related to the way how one communicates toward others.

[illegible]

often emerges at the end of a sentence. For instance; “*are you sure???*”. “*Hey, that’s cool!!!*” or it can be the combination of both punctuation “*OMG!! Are you silly??!!!*”

2. Eccentric Spelling

According to Danet and Herring (2007) eccentric spelling or intentional reproduction of spoken language used is an expressivity resource. This feature exists by duplicating the letters to pronounce a playful spelling as if they are spoken. For example; “Seruuu yaa”, “yuhuuuuuu”, “lucuuuuuw”, “Asyikkkkkkkkkkk capatuuh pacar baru”

3. Capital Letters

The use of capital letters is to give emphasis to the words which enable to take the reader's attention. According to Danet and Herring (2007), the use of capital letters in online setting is to signify loud speech or shouting. For example: "SEMANGAT!", "NEXT KITA PASTI BISA 20K TEMAN-TEMAN", "OH MY GOD"

4. Asterisks for Emphasis

The asterisks symbol is used to emphasize a word or phrase to improve their speech-like quality (Danet, 2001). For example: “**escape* to Mars*”, “*sama *tos**”

5. Written-out laughter

This device is clearly to express a sound, especially the sound of laughter.

For example: *hehehe*, *wkwkw*, *hahaha*, *lol*.

6. Music/noise

This feature is used to formulate the sounds effect such as *mmm*, *argh*, *ah*.

7. Description of Action

This feature is examined in terms of asterisks that enclose a verb; the verb spelled out between angle brackets and the initial letter alone of the verb in angle brackets (Nishimura, 2003 in Danet & Herring, 2007). For example: *smile*, <Smile>.

8. Emoticons

According to Crystal (2006), emoticon is a combination of keyboard characters designed to show an emotional face expression; they are typed in sequence on a single line, and placed after the final punctuation mark of a sentence.

For example: :) = 😊, :(= ☹.

9. Abbreviations

Abbreviation is a shortened word or phrase which functions to save valuable typing time in online setting. For example: LOL stands for “Laughing Out Loud”, BRB stands for “Be Right Back”, GWS which means “Get Well Soon”.

10. Rebus Writing

The use of letters or numbers to represent the phonetic sequence that constitutes its realization in spoken language (Anis 2003 in Danet & Herring, 2007). Crystal (2006) stated that in this feature of online communication, the sound value of the letter or numeral acts as a syllable

of a word. For example: *CU* for “see you”, *2nite* for “tonight, *2moro* for “tomorrow”.

Apart from these features by Danet (2001), the writer also used another features that are considered include in Internet language to identify the language used on Instagram. The additional features are *clipping* and *blending* from common word-formation that will be explained further in the following paragraph.

2.4 Common Word-Formation

Yule (2010) defined word formation as the formation of a new word or term which is different from the use of the old word. There is a lot of regularity in the word-formation process in a language either spoken or written. This formation appears to save time both in speaking and typing. Moreover, this research talks about language used in the Internet where common word-formation is most encountered to type or to write faster and more efficiently. The word-formation methods of Internet language that are used as additional features are clipping and blending.

2.4.1 Clipping

Clipping is the reduction or shorten form of a word which has more than one syllable (Yule, 2010). One is likely to clip words that are frequently used to save time, e.g. *bike* for *bicycle*, *math* for *mathematics*, *ad* for *advertisement*. The same thing in Indonesia language, for instance *makasih* for *trimakasih*, *motor* for *sepeda motor*, even some clipping words in English have been adapted and

Clipping can be classified into four types: front clipping, back clipping, front and back clipping, and phrase clipping (SUN Hong-Mei, 2010).

Front clipping is the shortening form of a word with the front part clipped.

Black clipping is the shortening form of a word with the back part clipped.

Front and back clipping the shortening form of a word with the front and back part clipped. In this case, the middle part of the word is taken. For example, *cuz* for *because*; *flu* for *influenza*, etc.

Phrase clipping is the shortening form of a phrase that consists of two words with the front part of the first word taken, while the remaining parts are clipped. For example, *pub* for *public house*, *pop* for *popular music*, *typo* for *typographical error*, and more.

2.4.2 Blending

Blending is the formation of a new word or term by combining two separate forms (Yule, 2010). For example, the word *smog* is derived from the combination of two separate words *smoke* and *fog*, *gasohol* (gas + alcohol), *brunch* (breakfast/lunch), *motel* (motor/hotel) etc.

SUN Hong-Mei (2010) categorizes word-formation processes in mainly two types of blends that she found in Internet English:

1. The combination of one part of one word and one part of the other word
ora word plus a part of another word. For Example;

Netizen = *net citizen*, *infochannel* = *informal channel*, *Webster* = *web master*, *commernet* = *commercial network*, *netzine* = *net magazine*, and so on.

2. The combination of a letter of one word and another word. For example;

e-mail = *electronic mail*, *e-book* = *electronic book*, *e-cash* = *electronic cash*, and so on. We have *e-ktp* in Indonesia language for *elektronik KTP* (*kartutandapenduduk*) or *Electronic identity card*.

Further, the writer also examined the availability of another type of blends in Internet Indonesian since the research object is in bahasa Indonesia. The following another two additional features that are used to analyze the features of Internet language come from playful language sound that will be explained in the following paragraph.

of written language especially in short message service (SMS) and facebook. It was the unification of uppercase and lowercase in a word, also the use of numbers instead of some letters.

Q 9Hy d'HumMzZ!!! (Aku lagi di home = i'm at home)

kNp ci3 qMue M4r4h eA ?? (Kenapa sih kamu marah ya? = Why are you angry?)

CiNt4 i2 M9Kn bUt4, L0v3 i5 bLiNd!!! (Cinta itu mungkin buta = Love is Blind)

Early emergence of alay language is characterized by widespread of the use of abbreviations in sending short message or SMS (Kruliane, 2012). Later on, it develops along with the development of technology. The use of social media such as Friendster, Facebook, Twitter, BBM and Instagram is supposed to increase style and variety of language in virtual world where it is all connected with Internet network. Therefore, there comes up the term *Internet language*.

Alay language mostly appear in social media where the users can share their ideas or feelings in a freer language, compared to those in a formal language which is used in a text-book, business letter, correspondence, research, journals, and so on, which deals with scientific language such as those used in the school, in the office or an institution.

Here are the examples of ‘alay’ language in Indonesia language;

Semangat may become *cemungut* or *mangats* (fighting)

Terimakasih = *makasih, maaci* (Thank you)

Banget = *bingits, ngets* (so much)

2. Replacement of Letters

The process of this replacement is by replacing one or more phoneme of a word into one or more other phoneme. The replacement of letter with another is supposed to give excessive impression, flirtatious, and childish. The common phonemes replaced of a word are generally the phonemes with similar articulatory. For example;

- a. Phoneme /s/ is changed into phoneme /c/ or /z/

e.g. *Makasih* $\rightarrow$ *Makaci*, *kesel* $\rightarrow$ *kezel*.

- b. Phoneme /t/ is replaced with phoneme /d/

e.g. Banget → Banged

- c. Phoneme /ng/ [ŋ] is replaced with phoneme /nk/

This replacement happens due to some English vocabularies in which phoneme /nk/ is pronounced as /ng/ [ŋ] such as in the word *think* and *drink*. This later on, played by some Indonesian people to produce alay language such as in the writing of a word *seneng* → *ceneng* in which phoneme /ng/ is replaced into /nk/.

Both features are considered as Internet language features seeing that they usually appear in online setting. Thus, the writer used the two features as additional features in analyzing Internet language features on Instagram. In addition, the writer also examined the new forms or terms of language which are found in Internet – Instagram.

31

There are several previous studies examined the language used by male and female on the Internet. The studies that closely related to this study entitled *Gender Similarities and Differences in Online Identity and Language Use Among Teenage Bloggers* by David Huffaker, B.A. (2004) from Georgetown University, Washington, DC, and that by Avrilla (2014) from Airlangga University with title *The Internet Language Features and Dictions of Male and Female Commenters on Music Videos: A Case Study on Videos “Adore You” by Miley Cyrus and ‘I’m A Freak” by Enrique Iglesias on Youtube.*

Huffaker (2004) examined issues of online identity and language use among teenagers (ages 13 – 17) who create and maintain weblogs or blogs, which are personal journals created by individuals and made publicly accessible on the Internet. His findings show that males in average use more emoticons in their posts than females. Males also reveal their sexual identity (homosexuality) more often than females. Males expose their location more often than females, while females provide a link to a personal web site more often than males. Finally, the significant conclusion of the whole on his thesis is that males use a more active and resolute language than females.

The second study by Avrilla (2014), investigated the typical Internet language features and dictions used by different Youtube users sexes in they way they comment controversial music videos from a female and a male singer that have contents of female's body exploration. The results indicated that males and

Another research about Internet language used by male and female coming from this department has been conducted by Badriah (2015) with the title *Internet Language Features Used By Male and Female Online Shopper on Instagram*. In her research, she identified the difference typical Internet language features used by male and female online shopper on Instagram when they were giving comments. The results show that both users (male & female) frequently use abbreviations to save time and multiple periods to express pause. The difference of both lied on the use of eccentric spelling which displayed male users use more vowel extension while female users tend to use consonant repetition. Besides, female users tend to use more varied emoticons than male users.

[illegible]

This study then, also discusses on how male and female, without specific age, express their ideas, feelings or thoughts through comments, yet the writer focused in examining the comments they write toward humor video content posted in Instagram or what has come to be known as *vidgram* (video instagram) and how they give respond to it.

To sum up, in examining the typical Internet language features, the writer used common digital writing proposed by Danet (2001) as the main theory and another additional features coming from word-formation by Yule (2010) and playful language sound which noticed on orthography of '*alay*' language by Kelana (2010).

METHOD OF THE STUDY

3.1. Research Design

34

3.2. Data and Data Sources

The writer used Instagram to collect the comments on humor *video Instagram* (vidgram). Instagram is a mobile photo (and video) capturing and sharing service, quickly emerged as a new medium in spotlight in the recent years. Since its launch in October 2010, it has attracted more than 300 million of Instagram active users, with an average of 70 million photos uploaded daily worldwide, attracting 2.5 billion “likes”(Instagram 2013 as cited in Paramboukis, Skues & Wise, 2016).

Humor vidgrams posted by Ria Ricis in her account, @riaricis1795, is chosen as the data source because its content is mostly about humor which tend to provide a representation on topical issues happening in the society or relating to people's life experience. In this case, the writer wanted to know people's response toward humor content, in the form of video in particular. As stated by Ross (1998) that response is an important factor in counting something as humor.

@riaricis1795 is an Instagram account of a 22 year-old Indonesian university student, Ria Ricis, who became famous like a celebrity on Instagram or what is known as a *celebgram*, because of her videos on Instagram which is well-known as creative and amusing. Most of her Instagram posts are videos with humor contents or photos with creative meme which are related to current issues or common things happened in the society. The video recently lasts for 1 minute, while the former only lasted for 30 seconds. That short duration made the video-maker more creative in choosing the topic and the content of the video as short as

Further, the sample taken is based on purposive sampling or judgmental sampling method. According to Neuman (2012), purposive sampling is used in situations in which a researcher uses judgment in selecting cases with a specific purpose. In this case, the writer determined some criteria in selecting data which does not include anonymous user, comments dealing with advertisements, spam links, repeated comments (comments written by the same person) and mentioning comments only @ (e.g., magustiyani @boywilliam17). If these criteria are found, the writer skipped them and head to the other following comments. Besides, in dealing with the gender of commenters, the writer chose the accounts of commenters which contain real personal data to determine the gender (whether it is male or female user) who commented on the post that is by checking the accounts and noticing their profile picture, profile information, and the posts.

of Data Analysis

lecting the data, several steps are taken in anal

identified the Internet language features based o

nal features coming from word-formation and p

multiple punctuation, eccentric spelling, capital l

itten-out laughter, music/noise, description of acti

ebus writing, clipping, blending, replacement

of Data Analysis

lecting the data, several steps are taken in anal

identified the Internet language features based o

nal features coming from word-formation and p

multiple punctuation, eccentric spelling, capital l

itten-out laughter, music/noise, description of acti

ebus writing, clipping, blending, replacement

of Data Analysis

lecting the data, several steps are taken in anal
identified the Internet language features based o
nal features coming from word-formation and p
multiple punctuation, eccentric spelling, capital l
titten-out laughter, music/noise, description of acti
ebus writing, clipping, blending, replacement

The last, interpreting the result. The writer compared the findings of Internet language features used by males and those used by female commenters toward humor vidgrams on Instagram.

FINDINGS AND DISCUSSION

4.1 Findings

Further, to answer the problems of research, the writer explained about what Internet language features are used by male and female commenters toward humor vidgrams as found in the data and how the comparison is that between those used by males and females in giving respond to it.

[illegible]

do not fall into any types of Internet language features mentioned by Danet (2001) or Internet language features mentioned by the writer which refers to common word formation and orthography of alay language. Thus, in categorizing the type of the remaining features of Internet language, the writer consequently created another terms. The terms are combination of deletion and extra letters, extra letters, abbreviation spelling, and repeated spelling.

Before going to the specific discussion on the next topic, the writer need to explicate in brief each of new findings of Internet language features as follows;

1. Combination of Deletion and Extra letters

The writer created this term for he found some items in the data which undergo a letter removal and addition on a word. For examples, in the word *ugha* for *juga*, letter *j* is deleted, and letter *h* is added in the midst.

2. Extra letters

The writer named extra letter on a word that is added by the other letters.

For instance, in the word *iyah* for *iya*, letter h is added in the ending.

3. Abbreviation spelling

Abbreviation spelling is a term to describe an abbreviation that is spelled based on its alphabet's sound in written form, like an Indonesian child learns spelling words. For example, PD stands for 'percaya diri' or 'self-confident', is written *pede* as instead.

4. Repeated spelling

The writer created this term to represent a word that is repeated twice. This is usually accompanied by the symbol [“] and the numeral [2] to repeat the word.

For examples,

Laki-laki	→	Laki''
Kira-kira	→	Kira2

4.1.1 Internet Language Features Used by Male Commenters in Commenting Ria Ricis' HumorVidgrams.

In the findings, the writer found 101 comments by males from three selected videos which include in Internet language features. The recapitulation is shown in table 4.1 while the complete data can be seen in the appendix.

Table 4.1 Internet Language Features used by Male Commenters on Ricis' humor vidgram.

No	Internet Language Features	Examples	Presence ✓=availability ✗=absence
1.	Multiple Punctuations	• Insyallah ya syang . . . :-) • Sholeh ???	✓
2.	Eccentric Spelling	• Mauuu mauuuuu baperrr • musti lihat yang sholehhh • kocakkkk	✓
3.	Capital letters	• Kitanya kan udah pasti CINTA (¯ 3 ¯)(¯ 3 ¯) • Sebrangi Lautan Kaya Yang Iyah Hahaha Kopi Panas Aja Masih Di	✓

From table 4.1 we can see there are 14 features of Internet language used by male commenters in giving respond toward Ria Ricis' humor vidgram, they are; multiple punctuations, eccentric spelling, capital letters, written-out laughter, music/noise, emoticons, abbreviations, rebus writing, clipping, blending, replacement of letter, deletion of letter, extra letters, and repeated spelling. Meanwhile 4 others, not found in the comments are asterisks for emphasis, description of actions, combination of deletion – extra letters, and abbreviation spelling. Those four features are not used because they may be substituted by other features that have the same functions.

Asterisks for emphasis can be substituted by capital letters since they have the same function that is to give emphasis on a word or phrases. For example, the users prefer to write PERHATIKAN instead of *perhatikan*.

Next, Description of Actions can be substituted by Emoticons. Both have function to express feeling and emotion and to represent an action. According to Danet (2001), both features supply information about non-verbal aspects of communication which would have been discernible if the words had been uttered aloud in face-to-face encounter. So, it is only a matter of preference. The users would prefer use emoticons and symbols rather than describe an action in a form of words because it is more simple. The users do not need hard effort in describing what they are feeling or doing. For example, it is efficiently to write :D instead of (laugh) or *laugh*.

Furthermore, combination of deletion and extra letters might be substituted by the use of its separation, the use of deletion of letter or the use of extra letter. The users might only use one of both features. For example, the users would prefer write *iy* (deletion of letter a) for *iyah* (the combination of both) instead.

The last feature that is not found is abbreviation spelling. It is sometimes rarely to find this kind of feature in written form but some might prefer to use this to play with the words. In this type, an individual writes abbreviation like how Indonesian child learn how to spell words. Another case to illustrate it, is the spelling of the word *Harimau*. In order to make the child easy to spell, the teacher separates the letters into *Ha – ri – ma – u*. However, Internet users might sometimes prefer to play the abbreviated word *PHP* as *pehape*, for instance. If we notice it further, this writing form looks like children's spelling *pe-ha-pe*.

However, the writer also noticed that some words in the comments can be categorized into more than one feature. Further discussion for each Internet language feature found in the data, is provided in the following paragraphs.

4.1.1.1 Multiple punctuations

Multiple punctuation, as stated by Danet (2001) is a strategy to enhance readers' and writers' ability to experience the words as if they were spoken. It has the function to give emphasis to a word or phrases. Multiple punctuations found in male commenters on Ria Ricis' humor vidgram are multiple period, multiple exclamation mark, and multiple question mark. Generally, they come at the end

capitalized such as the name of person, country, town, days, years, abbreviation, and more. However, In non-formal paper-based writing sytem, they can be used more freely without paying more attention to the system of capitalization. As we talk about Internet language, where the users can compose more freely in expressing their ideas, thought and feelings, capital letter is used to give emphasis on a word or a phrase. The Instagram users are likely to use capital letter to make the readers attracted and pay more attention on the word or phrase they write. The way in using capital letters may also vary. An individual may capitalize all his or her words within the sentence, while the other may prefer to apply it on a word or several words within his or her sentence. Yet, apart from this, there found a non-prevalent style that is used by Instagram user in giving respond to humor vidgram, that is by capitalizing the first letter of each word in a sentence. The examples are shown in the picture below.

Figure 4.3 examples of Capital Letters used by males



Based on figure 4.3 the user in the first example, **andezzz93**, used capital letter to emphasize the word CINTA for his lover, **gabyellena** as she asked for

show the respond after watching the videos just like in face to face interaction, people usually respond to the something humorous directly after the joke ended up. In contrast, the writer argued that it is a common thing if we respond to humorous things by laughing at the end of sentence. It is only a matter of humor level which determines the level of laughter. In this case, the user in the first sentence did laugh in the normal level responding to humorous vidgram with the topic “kado ulang tahun” or *birthday gift*. The second example, **d_oners** did laugh out loud responding to his friend **vivinyuliansih**’s statement after watching humor vidgram with the topic “laki-laki yang sholeh” or *a pious man*, so that he typed the laughter both in the beginning (*wkwkwkwkw*) and in the end of sentence (*wkwkwkwkw*), and the third example, **oche_tren** only typed *hhhhhh* in commenting humor vidgram with the topic “nomer bikin baper” which means *number drives the feelings deeper*. This laughter level is stronger (after *wkwkwk*) than *haha* in the first example because it sounds longer which means the laughter lasts longer.

4.1.1.5 Music/Noise

This feature marked by formulation of sound effect. Here are the examples of music/noise.

Figure 4.5 examples of Music/Noise used by males.



3

The first example indicates the sound *Hm* produced when a person finally understood something after thinking a little louder. The second sound *Wee* shows the amusement of the user toward the craziness of the video by complimenting it. The last example *Alamak* also represents the amusement of the user toward the craziness of the video. The three examples of music/sound, however, have the similarity that it is followed by the laughter (emoticons and written-out laughter) after the sound effect made.

4.1.1.6 Emoticons

Emoticons are used to convey feelings or current mood in electronic communication by combining various keyboard character such as :), :(, :D, ^_^, T_T, and any other. There are two kinds of emoticons, they are Asian emoticons and Western emoticons. Yamakazi (cited in Indah, 2015) uttered a major difference between both styles of emoticon. Asian-style is read-side up or vertically, while Western-style is read sideways or horizontally. Here are the examples of the difference between Asian and Western emoticons.

Asian Emoticons	Western Emoticons
(^ _ ^) = A happy face	:) = A happy face
(; _) = A sad face	: (= A sad face
(^ ~) = A winking face	:) = A winking face

4.1.2 Internet Language Features Used by Female Commenters in Commenting Ria Ricis' Humor Vidgrams.

Based on the data collected, the writer found 99 comments by females from 210 comments collected, in commenting Ria Ricis' humor vidgrams. From 18 types of Internet language features, there are only two features that are not used by female commenters, they are asterisk for emphasis and description of actions. The recapitulation data of Internet language features found in female comments can be viewed in table 4.2.

Table 4.2 Internet Language Features used by Female Commenters on Rici's humor vidgram.

No	Internet Language Features	Examples	Presence ✓ = availability ✗ = absence
1.	Multiple Punctuations	- Ih watdehel - wkwkwkwkwkk - Uncchhh <3 <3. Mau ngg digituin ?? - gw bngtt,,wkkwwk	✓
2.	Eccentric Spelling	- apikkkkkkkkkkkkk - Jan ampe gini yaa mbloo	✓
3.	Capital letters	- WAJIB LIAT :V - Lagu Gfriend kan judul nya ROHG	✓
4.	Asterisk for emphasis	-	✗
5.	Written-out Laughter	- Wkwkwkw upil - Njirr ngakakkkk - hahahahahahah - Bhahhaa - kwwk	✓
6.	Music/Noise	- Uhhh - Hmmm	✓

		• Hadeeeh • Isshhh-_-	
7.	Description of Actions	-	✗
8.	Emoticons	• :-) • -_- • :D • (;_;	✓
9.	Abbreviations	• yg • udh • ngjk	✓
10.	Rebus Writing	• y • Gw • dy	✓
11.	Clipping	• yank • gini • mbloo • leh	✓
12.	Blending	• baper • ultah • watdehel	✓
13.	Replacement of Letter	• Baver • Gays • yank	✓
14.	Deletion of Letter	• Akkkk • dah • gni • ampe	✓
15.	Combination of Deletion and Extra Letters	• Nih • uguh	✓
16.	Extra Letters	• suabar • nguakak	✓
17.	Abbreviation Spelling	• Pede	✓
18.	Repeated Spelling	• laki2	✓

4.1.2.1 Multiple Punctuation

There are three types of multiple punctuations that are used by female commenters, they are: periods, question marks, and commas. The following examples are the examples of multiple punctuation found in the data.

Figure 4.15 example of multiple punctuations used by females.



The first example indicates a question. By multiplying the punctuation, it is supposed to give stronger question. The second shows the use of multiple periods in the middle of a sentence which is contrast to general use stated by Danet and Herring (2007) that multiple punctuation is used in the end of a sentence. From the data found, it is accounted that multiple punctuation can also appear in the middle of a sentence. This functions to indicate a pause before the user continues to type the next sentence. After that, the third displays multiple punctuation that is shown in between the sentence and written-out laughter, that is commas. They have almost similar function as the use of multiple periods in the

They feel a great amusement and pleasure from the ongoing jokes in the video.

ns

kinds of emoticons presently provided in the gadget presentation of facial expresses. Yet, in social media are many features of emoticons include in icons, and various pictures such as things, food, and more. However, in this kind of Internet feature

They feel a great amusement and pleasure from the ongoing jokes in the video.

ns

kinds of emoticons presently provided in the gadget presentation of facial expresses. Yet, in social media are many features of emoticons include in icons, and various pictures such as things, food, and more. However, in this kind of Internet feature

They feel a great amusement and pleasure from the ongoing jokes in the video.

ns

kinds of emoticons presently provided in the gadget presentation of facial expresses. Yet, in social media are many features of emoticons include in icons, and various pictures such as things, food, and more. However, in this kind of Internet feature

They feel a great amusement and pleasure from the ongoing jokes in the video.

ns

kinds of emoticons presently provided in the gadget presentation of facial expresses. Yet, in social media are many features of emoticons include in icons, and various pictures such as things, food, and more. However, in this kind of Internet feature

In this example, numeral 2 is used to repeat the word *laki*. The user used this mark to avoid writing the repetition of a word to save time in typing. She prefers to type *laki2* instead of *laki-laki*.

4.1.3 The Comparison of Internet Language Features used by Male and Female Commenters.

In this part, the writer examines the similarities and differences of Internet language features used by male and female commenters toward humor vidgrams. From the finding explained above, we can see that both male and female commenters use a great number of Internet language features to express their thoughts and impression toward humor videos posted by Ria Ricis in her instagram account, @riaricis1795.

From the table 4.1 and 4.2 in the findings, it can be seen that females used more features than males. Females used 16 features of Internet language, while males used 14 features of Internet language. This showed that females are more expressive than males in expressing their feelings and thoughts in Instagram. Males did not use two features apart from the Internet language features by Danet (2001) that is used by females, they are; combination of deletion – extra letters and abbreviation spelling. The similarities, however, both males and females did not use the same two features, that is asterisks for emphasis and description of actions. Another similarity found in the findings is the use of replacement of letter, combination of deletion – extra letters, extra letters and abbreviation

spelling have the same function that is to give excessive impression to get the readers attracted.

In the use of multiple punctuations, both males and females used similar ways. It may appear either in the end or in the middle of a sentence. Multiple punctuations, in general, come at the end of a sentence as stated by Danet & Herring (2007). The use of this feature in the middle of sentence is to express a pause. Multiple punctuations that occur in the middle of sentence in males and females' comments are ellipsis dots or periods. The number of the types of multiple punctuations that occurs in the comments is also the same. Males used three types of multiple punctuations and so did females. However, the difference lies on the types of this feature. Males used multiple periods, exclamation marks, and question mark. Whereas females used multiple periods, commas, and question mark. The use of multiple punctuations exclamation marks and commas made the difference.

In the use of capital letters, both males and females used it for the same function. That is to give emphasis on a word or phrase. However the difference spotted on the way in using this feature as the way in capitalizing rose in a number of variations. The user may capitalize one or several words in the sentence, the other may capitalize the whole words in a sentence. Nevertheless, from the data found that males applied capital letters not only to emphasize the word or phrases but also to beautify the style of writing in order to get the readers attracted. It is found in one of male commenters that capital letter is also applied on every first

letter on each word in a sentence. This application of capitalization is not found in female commenters.

The use of emoticons is one of Internet language features that is mostly used by both males and females in giving respond toward humor vidgrams. This can be understandable because the videos contain humor which can cause laughter. From the data found that both males and females used two forms of emoticons, they are facial expressions and pictures. Two kinds of facial expression emoticons – Western emoticons and Asian emoticons, are also found in both gender. A slight difference only lies on the use of Asian emoticon. It is found in the data that a male commenter used Asian emoticon ^_^ which expresses smiley face, whereas a female commenter used the opposite expression -_- which shows a flat expression

The use of Blending among Internet users may also contribute a variation in writing style. The way both males and females in using blending is similar. They created blending by combining one part of one word and one part of the other word, and combining one word and the other word fully without a space. However, there is a distinct case in forming blending that occurred in females' comments which is not found in males'. That is by blending English phrase but written based on Indonesian alphabet spelling such as *watdehel* which is found in females' comments.

The aim of using extra letters in both male and female commenters has a resemblance. As discussed in the findings that other than making a playful sound

to give an excessive impression, it is also to stress the word. However, the distinction is seen from the letter choice that is used as additional letters, whether consonant or vowel. In male comments as found in the data, a consonant /h/ is used to stress the word *iyah*. In contrast, a vowel is used in female comments to stress the word *suabar*, while another consonant found is considered as a typographical error.

In repeated spelling, both males and females applied repeated spelling to save valuable typing time. However, as discovered in the data, it is showed that males used both quotation mark (“”) and numerical (2) as a mark to repeat the word twice. Yet, females only used numerical (2) to repeat the word.

To conclude, Females used more Internet language features compared to males as it can be seen from the table 4.1 and table 4.2 which shows the occurrence of Internet language features used by males and females. Moreover, there are two new features that is mentioned by the writer coming from the comments of females, they are 'combination of deletion and extra letters', and 'abbreviation spelling' as have already been discussed in the findings. Both features are created merely as a result of playing with words to produce a playful sound. As stated by Danet & Herring (2007) that new orthography feature is the new forms of expressivity. Then, it can be assumed that females are more expressive in delivering their thoughts and feelings toward humor videos in Instagram.

4.2 Discussion

In this study, the writer analysed the typical Internet language features used by male and female commenters toward humor vidgrams (video instagram). Besides, the writer also compared the features used by male and those used by female in giving comments to know if both gender use different style of digital writing especially in reacting to something humor on Instagram. In analyzing the Internet language features, the writer applied Danet's theory (2001) of common features of digital writing which consist of ten features, they are: multiple punctuation, eccentric spelling, capital letters, asterisks for emphasis, written-out laughter, music/noise, description of actions, emoticons, abbreviations, rebus writing, two additional features by Yule's word-formation (2006), they are: clipping, blending, and two more features by Kelana's orthography of alay language (2010), they are: deletion of letters, and replacement of letters.

Instagram is a mobile photo-video capturing and sharing social networking site which is 'increasingly popular among young people in particular' (Paramboukis, Skues & Wise, 2016). Moreover, it had added more features in sharing service than ever before with Instagram stories, live video and disappearing photos and videos in Direct as claimed by Instagram press (2016). Nevertheless, because the focus of this study is about orthography, the comments which contain various styles of digital writing is analyzed. Additionally, it will be particularly interesting if the next researcher can compare Internet language features used as the caption that the account user wrote and those by the other account users with different gender to know how they construct their identity

through giving caption on the the posts they upload on Instagram. Otherwise, the next researcher can compare how people react and give comments to still pictures and moving pictures as an alternative. The weakness of this research is that the writer examined video-sharing only, especially on the comments toward it because as far as the writer have inspected, video posts, particularly on humor videos, are able to gain more responses from people then compared to photo-sharing.

This study explains about Internet language features used by male and female commenters toward humor vidgrams in Indonesia language. By reading this study, the writer was trying to connect nearly issue about something ‘lebay’ which is derived from *berlebihan* (Indonesian) or *something exaggeration* (English). The exaggeration things seems not only lied on the way people dressed up, the food they eat and drink, the things they spent, but also the way they speak and express their feeling, moreover this exaggeration also exists in written language they compose. What i mean here is the use of ‘alay’ language on social networking site (SNS), especially on Instagram which is meant to give excessive impression to get the readers attracted. This excessive writing form on ‘alay’ language definitely ignores the spelling rules of the correct writing system. As what has been discussed in the findings, it includes, replacement of letter, combination of deletion-extra letter, extra letters, and abbreviation spelling. These features all have the same function that is to create a playful language sound in order to give excessive impression.

Dealing with the issue, the writer tried to correlate the Internet language features used by male and female on the comments with the degree of

Then again, the similarity of Internet language features used by male and those by female commenters is the absence of the two features; atresisks for emphasis and description of actions. The absence of those two features might be substituted by another features which has the same function. Asterisks for emphasis can be replaced by the use of capital letters while description of actions can be replaced by the use of emoticons. Meanwhile, the difference lies on the use of new features in the findings, that is combination of deletion-extra letters and abbreviation spelling. The two features are found in females' comments but not in males. In addition, the two features are merely used to create a playful sound to avoid boredom in a normal writing system.

[illegible]

vidgram, is about something humor that can create laughter eventhough people's response toward humor is different from one to another.

5.2 SUGGESTION

This study has focused on the features of Internet language used in the comments toward video instagram. For further research, the next researcher can do a research on Internet language features in any other social media such as facebook and twitter since they are included in the top popular social media. In addition, It will be interesting if the data comes from the status or the caption made by some people without age limitation. Moreover those people are from different areas, ethnics or custom for another possible further reasearch to see how they deal with the the language features they use in online setting to construct their identity, especially in making or updating status. Furthermore, it will also be particularly more interesting if the object of the research is not only moving pictures but also still pictures, to compare how the SNS users update their status or give caption toward moving pictures and still pictures. Another Alternative, a new research can be done on another messenger application such as BBM, Line, Whatsapp, and any other.

REFERENCES

- Avrilla, V. (2014). The Internet Language Features and Dictions of Male and Female Commenters on Music Videos: A Case Study on Videos "Adore You" by Miley Cyrus and "I'm A Freak" by Enrique Iglesias on Youtube. *Unpublished Thesis*. Surabaya: Airlangga University.
- Badriah, W. (2015). Internet Language Features Used by Male and Female Online Shopper on Instagram. *Unpublished Thesis*. Surabaya: State Islamic University of Sunan Ampel Surabaya.
- Baron, N. S. (2004). See You Online: Gender Issues in College Student Use of Instant Messaging. *Journal of Language and Social Psychology*, 23(4). Sage Publications, 397-423.
- Baron, N. S. (2008). *Always On: Language in an Online and Mobile World*. New York: Oxford University Press
- Cameron, D. (1995). Rethinking Language and Gender Studies: Some Issues for the 1990s. In S. Mills (Ed.), *Language and Gender: Interdisciplinary Perspectives*. London & New York: Longman.
- Coates, J (1995). Language, Gender and Career. In S. Mills (Ed.), *Language and Gender: Interdisciplinary Perspectives*. London & New York: Longman.
- Crystal, D. (2001). *Language and the Internet*. Cambridge: Cambridge University Press.
- Crystal, D. (2005). The Scope of Internet Linguistics. *American Association for the Advancement of Science Meeting*. Retrieved December 2, 2016, from www.davidcrystal.com.
- Crystal, D. (2006). *Language and the Internet* (2nd edition). Cambridge: Cambridge University Press.
- Crystal, D. (2011). *Internet Linguistics: A Student Guide*. London & New York: Routledge

- Cvijetkovic, S. (2010). Computer-Mediated Communication: A Study of Language Variation on Internet Chat. *A Thesis*. Germany: Gothenburg University.
- Danet, B. (2001). *Cyberpl@y: Communicating Online*. Oxford & New York: BERG.
- Danet, B., Herring, S. C. (2007). *The Multilingual Internet: Language, Culture, and Communication Online*. New York: Oxford University Press.
- David, R. (2011). *Practical Statistics for Educators*. New York: Rowman & Littlefield Publishers, Inc.
- Dewing, M. (2010). *Social Media: An Introduction*. Ottawa: Library of Parliament.
- Eckert, P., Ginet, S. M. (2003). *Language and Gender*. Cambridge: Cambridge University Press.
- Eisikovits, E. (2011). Girl-talk/Boy-talk: Sex Differences in Adolescent Speech. In J. Coates & P. Pichler (Eds.), *Language and Gender: A Reader* (2nd edition). United Kingdom: Blackwell Publishing Ltd.
- Gnanadesikan, A. E. (2009). *The Writing Revolution: Cuneiform to the Internet*. United Kingdom: Wiley-Blackwell.
- Haidar, F. A. (1995). Dominance and Communicative Incompetence: The Speech Habits of a Group of 8-11-year-old Boys in a Lebanese Rural Community. In S. Mills (Ed.), *Language and Gender: Interdisciplinary Perspectives*. London & New York: Longman.
- Heigham, J., Croker, R. A (Eds.). (2009). *Qualitative Research in Applied Linguistics: A Practical Introduction*. UK: Palgrave Macmillan

Danet, B. (2001). *Cyberpl@y: Communicating Online*. Oxford & New York: BERG.

Danet, B., Herring, S. C. (2007). *The Multilingual Internet: Language, Culture, and Communication Online*. New York: Oxford University Press.

David, R. (2011). *Practical Statistics for Educators*. New York: Rowman & Littlefield Publishers, Inc.

Dewing, M. (2010). *Social Media: An Introduction*. Ottawa: Library of Parliament.

Eckert, P., Ginet, S. M. (2003). *Language and Gender*. Cambridge: Cambridge University Press.

Eisikovits, E. (2011). Girl-talk/Boy-talk: Sex Differences in Adolescent Speech. In J. Coates & P. Pichler (Eds.), *Language and Gender: A Reader* (2nd edition). United Kingdom: Blackwell Publishing Ltd.

Gnanadesikan, A. E. (2009). *The Writing Revolution: Cuneiform to the Internet*. United Kingdom: Wiley-Blackwell.

Haidar, F. A. (1995). Dominance and Communicative Incompetence: The Speech Habits of a Group of 8-11-year-old Boys in a Lebanese Rural Community. In S. Mills (Ed.), *Language and Gender: Interdisciplinary Perspectives*. London & New York: Longman.

Heigham, J., Croker, R. A (Eds.). (2009). *Qualitative Research in Applied Linguistics: A Practical Introduction*. UK: Palgrave Macmillan

- Herring, S. C. (2003). Gender and Power in On-line Communication. In J. Holmes, & M. Meyerhoff (Eds.), *Handbook of Language and Gender* (2nd edition). Hoboken, NJ: Wiley-Blackwell Publishing. USA: Blackwell Publishing Ltd.
- Herring, S. C., Stoerger, S. (2013). Gender and (A)nonymity In Computer-Mediated Communication. In J. Holmes, M. Meyerhoff, & S. Ehrlich (Eds.), *Handbook of Language and Gender* (2nd edition). Hoboken, NJ: Wiley-Blackwell Publishing.
- Holmes, J. (1995). *Women and Politeness*. London & New York: Longman.
- Holt, R. (2004). *Dialogue On the Internet: Language, Civic Identity, and Computer mediated Communication Civic Discourse for the Third Millennium*. London: Greenwood Publishing Group.
- Hong-mei, S. A study of the Features of Internet English from the Linguistic Perspective. *Journal of Studies in Literature and Language* Vol. 1, No. 7, 2010, pp. 98-103. Retrieved October 10, 2016, from www.cscanada.org.
- Hu, Y., Manikonda, L., & Kambhampati, S. What We Instagram: A First Analysis of Instagram Photo Content and User Types. *Journal of Computer Science, Arizona State University, Tempe AZ 85281*. Retrieved November 6, 2016, from rakaposhi.eas.asu.edu.
- Huffaker, D. (2004). Gender Similarities and Differences In Online Identity and Language Use Among Teenage Bloggers. A Thesis. Washington, DC: Georgetown University.
- Indah, W. I. (2015). Internet Language Features Used by Male and Female Commenters in Dagelan's Account on Instagram. *Unpublished thesis*. Surabaya: Airlangga University.
- Instagram Press (2016, 15th of December) Retrieved from <http://Instagram.com/press/>

- Stake, R. E. (2010). *Qualitative Research: Studying How Things Work*. New York: The Guilford Press.
- Sunderland, J. (2006). *Language and Gender: An Advanced Resource Book*. London & New York: Routledge.
- Swann, J. (2011). Talk Control: An Illustration from the Classroom of Problems in Analysing Male Dominance of Conversation. In J. Coates & P. Pichler (Eds.), *Language and Gender: A Reader* (2nd edition). United Kingdom: Blackwell Publishing Ltd.
- Yule, G. (2006). *The Study of Language* (3rd edition). New York: Cambridge University Press.
- Zhao, L., & Zhou, X. (2014). Correlation between Implicature and Humor: A Study of Friends' Subtitles. *A Journal of Language, Culture & Education*, ISSN 2050-7453. Beijing: Beijing Information and Technology University.

