

Women's Language and Gender Positioning in the Discourse of Indonesian Instagram Videos

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Abstract : The way women and men use language is an interesting topic to discuss. Nowadays, Instagram shows many videos which illustrate the difference of women's and men's language. Furthermore, the videos show how different genders behave in daily communication. This research aims to (1) investigate conversational characteristics of women represented in Indonesian Instagram videos, and (2) investigate how different genders behave in daily communication. To analyze the two research problems, this research employs Tannen's theory of language and gender (1996). This is a descriptive qualitative research which describes phenomena of language and gender shown in Indonesian Instagram videos. The data were collected through observation. The collected data were then analyzed by employing ethnography and textual analysis. The research results show that in Indonesian Instagram videos, women dominate the conversation than men. Women's are portrayed as a figure who are talkative, never wrong, and sensitive. Women's dominating men proves that women always want to be understood, produce more words than men, and are more creative in producing verbal communication. Meanwhile, men are portrayed as calm, gentle, and patient creature who listen to women's talk. Furthermore, men are portrayed to prefer being silent for avoiding conflict.

Keywords : gender, Instagram videos, language variety, women's language

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