

ABSTRACT

Dewi Ginarti. 1175030067. *Comparative Study of Language Features Used by Male and Female in #SaveJohnnyDepp on Instagram and Twitter*. An Undergraduate Thesis, English Literature, Faculty of Adab and Humanities, State Islamic University of Sunan Gunung Djati Bandung. Supervisors: 1. Drs. Irman Nurhapitudin, M. Hum. 2. Dr. Hj. Ruminda, S. S., M. Hum.

This study aims to determine the language features used by male and female in social media, especially Instagram and Twitter. This research is a qualitative descriptive study. The writer uses purposive sampling with non-participant observation method to collect data. The data used in this study are based on ten characteristics of women's language features which presented by Robin Lakoff in her book entitled *Language and Women's Place*. This study also uses an additional theory about the characteristics of men's language which is presented by Jennifer Coates as a supporter of the main theory. The data collected comes from Instagram and Twitter posts containing hashtag #SaveJohnnyDepp. The results showed that male and female users use the same language characteristics, but the frequency is slightly different. Male users tend to make posts with the characteristics of swearing and taboo language, command and directive, and declarative sentences, while female users tend to make posts with the characteristics of empty adjectives, hedges, intensifiers, rising intonation, superpolite form, avoidance of strong swear words, and empathic stress. The difference lies in the focus of the topics discussed and the use of language features proposed by Lakoff and Coates. The most dominant language feature used by female users is empathic stress which serves to strengthen statements, and the most dominant language feature used by male users is declarative sentences. This study also found that the purpose of using #SaveJohnnyDepp on Instagram and Twitter both male and female users is to provide support and ask for the justice that Johnny Depp deserves.

Keywords: language and gender, language features, Instagram, and Twitter