

CHAPTER I

INTRODUCTION

A. Background of Study

Communication according to Bovee and Thill (2000) is a process of delivering and accepting messages. Effective communication happens when a person receiving the information has the same understanding as to the one who sends them, and it causes a new way of thinking. Communication is a basic need for humans. By communicating, humans can relate to each other, both in daily life at home, institutions, communities, or wherever humans are. There is no human being who is not involved in communication. Communication is one of the most fundamental activities. Of course, every human being on this earth must have skills in communication. With good communication skills, it will certainly be very helpful in all aspects of life, both in terms of social life, someone will be easy to obtain information from other people and in terms of personal life, communication can bridge the thoughts, feelings, and needs of a person with the outside world.

Everyone needs communication in their daily life, whether male or female. In conveying something or communicating with others, each individual has a different communication style. The gender differences that exist are, of course, very influential in everyday life, including in the language learning process. Many experts believe that men and women have different ways of conveying information. In daily life, males and females differ not only in terms of gender but also in many ways such as how they speak and communicate. As Eckert (2003) stated that gender describes what females and males do, and how they make interaction in their society. Males and females have different characteristics when they speak or different communication styles such as gesture, expression, vocal, and intonation. Moreover, Holmes (2001) said that women and men have

different ways of talking and hence, of realizing and interpreting speech acts. She concluded that the perception of the use of language that is shared between men and women causes them to have different communication styles in their daily lives.

It is said that men and women are very different, they must be from different planets. John Gray's famous book, *Men Are From Mars, Women Are From Venus*, popularized this theory through its very famous title. In reality, we are all from Earth, but men and women have completely different ways of talking, thinking, and communicating. Just think about how to respond to certain stimuli and how someone of the opposite sex might respond if faced with the same situation. Through extensive research on the sexes, many differences have been found. However, most people don't look deeper into why there is a difference. Instead, they magnify stereotypes or focus on surface-level issues instead of delving deeper into why gender acts one way or another. This results in differences in communication between men and women, inclining both genders to communicate for contrasting reasons. For example, men are more likely to communicate as a way to maintain their status and independence, while women tend to view communication as a path to create friendships and build relationships. For men, communication is a way to negotiate power, seek wins, avoid failure, and offer advice, among other things. For women, communication is a way to get closer, seek understanding and find equality or symmetry. Much of this communication takes place using nonverbal cues. In the Holy Qur'an, al-An'am(6): 165 Allah said :

وَهُوَ الَّذِي جَعَلَكُمْ خَلَائِفَ الْأَرْضِ وَرَفَعَ بَعْضَكُمْ فَوْقَ بَعْضٍ دَرَجَاتٍ
لِيَبْلُوكُمْ فِي مَا آتَاكُمْ إِنَّ رَبَّكَ سَرِيعُ الْعِقَابِ وَإِنَّهُ لَغَفُورٌ رَحِيمٌ

From this verse, the researcher concludes that Allah calls each of His servants to become Khalifah (leaders) on this earth. The word Khalifah in the verse does not refer to any particular gender or ethnic group, males and females have the same function as caliphs, who will complete their

caliphate duties on earth, just as they must be responsible as servants of God. In its implementation of carrying out Allah's syariat on earth, male and female must work together in building a good civilization and prospering the earth. The relationship between the two must be well established, although as we both know that between males and females there are many kinds of differences both in terms of appearance, way of thinking, including one of them is communication style. To be able to carry out this law, communication is certainly very important. Therefore, we need to be able to learn how to communicate styles between males and females as the knowledge that we can apply in building good communication to achieve the goals of sharia in becoming caliphs on earth. In the education field, seeing the style of communication between male and female students can also help teachers in the learning process. Teachers find it easier to identify strengths and detect student weaknesses to improve them.

There are some previous studies had discussed about gender differences in communication style. First, is the research conducted by Rahayu (2016) entitled “The Differences In Communication Styles Between Male And Female Students At STKIP Siliwangi”. In this study, researchers used several aspects such as pronunciation, grammar, vocabulary, and fluency as indicators in their research. In her research, she found that was that there a significant difference between the male and the female students’ speaking abilities. Wahyuningsih (2018) Her research discusses about “Men And Women Differences In Using Language: A Case Study Of Students At Stain Kudus”. This paper mainly investigates the differences in using a language for both men and women, especially in the students’ conversations at STAIN Kudus. Regarding the findings of her research, the differences are viewed from some aspects including vocabulary, attitudes, syntax, and non-verbal differences. Suyapit (2017) Her research is entitled “Gender Differences In Conversational Style At Fkip Umsu”. Based on the findings of her research, it can be concluded that females mostly break the rule of turn-taking than males in conversation,

females with higher use standard of form than males, and females use more direct than males.

From some of the previous studies above, in their research they use different methods, those are comparative, descriptive, and case study. Where they try to find data on the differences between men and women in communication. Meanwhile, in this study, the researcher not only wanted to know how the differences in communication style between men and women were but also wanted to measure the truth of Tymson's theory in fifth-semester students of UIN Antasari Banjarmasin.

So, based on that reason, this research aims to know male and female students' communication styles also to identify the differences between male and female students' communication styles.

B. Research Question

Based on the background above, the research questions are determined as follows :

1. How are male students' communication styles ?
2. How are female students' communication styles ?
3. What are the differences between male and female students' communication styles in speaking?

C. Objective of Study

Regarding the research question above, the objectives are determined as follows :

1. To know male students' communication styles.
2. To know female students' communication styles.
3. To identify the differences between male and female students' communication styles in speaking.

D. Significance of Study

The results of this research are expected to give advantages, such as:

1. Theoretical

The result of this research can be used as a profound study to enrich the theory of gender difference due to communication style, especially for the student who wants to observe male and female aspects of communication style, as we know that males and females have a different style of communication. It will also help the teacher in the learning process. Where the teacher will find it easier to know the strengths of students from the way they communicate and the teacher can also detect their weaknesses so that they will be improved and become an evaluation for future learning.

2. Practical

The result of this study can be purposed to introduce the student and lecturer which referred to communication style and its realization in social life, especially in communication between males and females.

E. Definition of Key Term

The researcher defines some important terms used in this research to help the reader in understanding the keyword easily. They can be :

1. Communication style is a person's way of conveying something to his interlocutor such as voice patterns, eye movements, and facial expressions. One of the communication styles used by someone is the choice of words where people will use sentences they usually hear from around them. The communication style used in this study is based on Tymson's theory (1998) said that male focus on information, report style of speaking, goal driven, succinct language while female were focus on relationship, rapport style of speaking, process oriented and storytelling style of speech were applied by English Education Departement at UIN Antasari Banjarmasin.

2. Gender differences refer to something broader and can cover many different things due to social and cultural influences. Gender differences emerge in a variety of domains, such as careers, interpersonal relationships, and communication. The differences between men and women affect the style of communication they use everyday. Male and female students have different speaking styles in the use of language based on the communication strategies they applied. The styles here focus on verbal communication; emphasize, fillers and discourse particles, hedging, intensifiers/boosters, questions, credit claiming and topics (Eunson, 2020)