

CHAPTER I

INTRODUCTION

A. Background of The Study

According to Ehrlich (2019) stated that humans can exchange ideas, opinions, and other things maintain the ability to communicate. They are able to express their position and point of view in this way. Languages are necessary for human communication. Language is an important tool that humans use to communicate with one another. It implies that language is a person's natural means of expressing an idea, fact, opinion, feeling, etc. As explained in QS Ar-Rahman verse 1-4:

الرَّحْمَنُ . عَلَّمَ الْقُرْآنَ . خَلَقَ الْإِنْسَانَ . عَلَّمَهُ الْبَيَانَ

In QS Ar-Rahman verse 1-4, the introduction of the surah makes the point that Allah SWT is not a cruel being but the Most Generous, to pique the interest of the unbelievers. But only His obedient/believing creatures receive Allah's Most Gracious Mercy. And Allah SWT gives humans the capacity to learn to communicate well, reason well, speak well, process well and express themselves. Only humans are capable of using this ability. This ability allows human civilization to advance quickly and develop. According to Bloomfield (1964) argue that our lives are significantly impacted by language. It demonstrates how language is a necessity for human interaction when people are

communicating with one another. Technology advancements have made it simple to communicate even with far-off parties.

The internet will make it simple for everyone to connect with one another. According to Pratiwi (2019) stated that the technology known as the Internet works with websites that are accessible to people all over the world. Humans can communicate with each other while being in different locations and access some news through websites. According to the statement above, communication between people can be facilitated by the internet, particularly social networking sites. Social networking sites, enables users to connect with their relations by sharing their thoughts, feelings, and opinions. Since language is necessary for communication in the internet society, it is still possible that there are linguistic differences in the internet language.

According to Putra and Prayudha (2019) stated that humans use language as a means of communication that takes the form of sounds and utterances. Language and gender discussions offer an intriguing illustration of the relationship between language and interpersonal relationships. Since language is necessary for communication in the internet society, it is still possible that there are linguistic differences in the internet language. The gender difference in language usage on the internet is one of the contributing factors.

One factor that affects language in society is gender. Typically, the ways that male and female produce language differ. Language variation is influenced by gender, particularly in terms of word choice. When communicating, male and female both have different ways of producing language. (Wardhaugh 2001 as cited in Nabilah 2019). Female tend to speak more formally, use question marks and hedges more frequently, and express their emotions through language. Male's language, on the other hand, is frequently associated with slang and is more direct than that of female. Conclusion: Their use of language can vary depending on the circumstance, the context, and their communication objectives. (Holmes 2001).

According to Rachmijati (2018) stated that one of the most widely used social networking platforms, vlog or video vlog is utilized by people of all ages and socioeconomic backgrounds, including both younger and more adult generations. One of the most well-known and frequently used vlogs is one that can be found on the YouTube platform. Registered users can share videos for public viewing through the platform YouTube, which was formally launched in late 2005. Each video is displayed on its own page, which includes a number of different elements, one of which is a field beneath the video where signed-in users can submit written comments. Registered users have the ability to reply to comments made by other users. Also, only on youtube

that let its users upload their videos beyond 10 minutes, and YouTube has a transcript feature in its user videos.

Based on the explanation above, the purpose of this study is to examine how male and female use language features on YouTube applications, particularly on the vlog. The researcher uses Coates' (1986) theory about seven aspects to differentiate males' and females' language features and its function to use it to address the differences in language features used by male and female on YouTube vlogs. So, in this research, the researcher will conduct a study entitled "Gender Differences in Using Language Features on YouTube Vlogs".

B. Definition of Key Terms

To further add the understanding of this research, the researcher would define several terminologies related to the title of this research, as follows;

1. YouTube

YouTube is a platform that allows viewers to watch, like, share, comment on, and upload videos. In this study, the researcher will watch and analyze several videos on YouTube.

2. Vlog

The term "vlog" combines the words "video" and "blog." It refers to producing and publishing video blog content. The term "vlogger" refers to someone who vlogs. And in the vlog there are various types of vlogs,

some contain vlogs about food, beauty, traveling, and vlogs about daily life. In this study, the researcher chose a daily life vlogs.

3. Language and Gender

The relation between male and female languages is referred to as language and gender. Gender differences are reflected in both male and female's speeches as well as in how they live their lives. In this study, researchers will examine how gender differences in language features through their vlogs on YouTube.

4. Language Features

When a person uses a particular language feature to communicate with another person, they are referring to that particular feature of the language. In this study, the researcher will use the theory of language features from Coats (1986).

C. Research Questions

Based on the background above, the questions of the study are:

1. What types of language features do male have on YouTube vlogs?
2. What types of language features do female have on YouTube vlogs?

D. Research Objectives

1. To describe the types of language feature do male use on YouTube vlogs.
2. To describe the types of language feature do female use on YouTube vlogs.

E. Significance of Study

This study's findings significantly contribute both theoretically and practically, including the following:

1. Theoretically

The result of this study is expected that readers can learn about the differences between the language features used by male and female, as well as the reasons behind each gender's use of these features and that reading this article will enhance their knowledge of these topics.

2. Practically

In this study, it is expected that particularly for English Department students who want to use sociolinguistics and its parts for their future research, this analysis can be beneficial to readers. Students who conduct research in the same area may be able to identify inadequacies in this study's findings and expand upon them by utilizing a fresh viewpoint on the study's findings about gender-specific language features.