CHAPTER I

INTRODUCTION

This chapter consists of background of study, problem limitation, research questions, research objectives, purpose of research, significance of study, definitions of key terms.

A. Background of Study

Sociolinguistics is a field of study that explores the language used in society. Language can influence social structures, and speakers' use of language can reflect their perception of the world, one of which is gender perception (Wardaugh, 2005). Language is very important for communication. In Indonesia, there are many different languages in each region, such as Javanese, Sundanese, Madurese, and many more. Indonesian is the national language, while English is used as a third language. These languages are used to ensure that individuals within a group can understand each other when communicating. Language is not only a means of communication but also a way of expressing one's emotions and feelings in society (Villaruel, 2023). Therefore, language is not only used to communicate, but also to convey the emotions and feelings people feel. This can prove that language is very important in everyday life.

The language used is often influenced by various factors, such as age, environment, technology, and gender (Kristy, 2022). In this study, researcher will discuss language and gender. Everyday language use varies

and is influenced by location, situation, and culture. In his book entitled "Language and Women's Place" (1975), Lakoff states that there are differences in the way women and men speak. Generally, men talk about traveling, sports, and politics, while women tend to talk about lifestyle, clothing, and food. Women tend to use more polite and subtle language, while men tend to use more straightforward and assertive language. Women are often associated with femininity, which includes emotional, passive, submissive, dependent, and non-assertive traits, all of which arise from women's sexual organization. Consciously or unconsciously, women can make men into dependent, passive, humble, and submissive figures (Sandra & Suharsono, 2012). From some of these perceptions of women and men, it can be concluded that their differences in language can form sexist language. Sexism is a form of discrimination against gender (Rivera & Adriatico, 2022). Sexism in language can be observed through word choice, stereotyping, and unbalanced representation. This can be in the form of insults or derogatory comments, or it can be more subtle towards a particular gender. The impact of sexist language includes perpetuating gender inequality, normalizing discriminatory attitudes, and limiting individual actions. Sexist language can also create a hostile environment and affect how a person views themselves in relation to others, as well as their self-esteem.

Communication can occur anywhere, either directly or through the media. The use of media in communication is not only widespread but also

anytime. Social platform is a modern communication tool that provides space for individuals to express their thoughts, opinions, and feelings about various topics (Rivera & Adriatico, 2022). Many social media are currently widely used by the public, such as Whatsapp, Instagram, Twitter, etc. One of the platforms that many people often use is Instagram. Instagram has become one of the most widely used online platforms. This platform provides a variety of features, such as posting photos, commenting on posts, liking posts, and can also exchanging messages. With the comment field listed, other users can comment on anything in it. They can use various kinds of language based on their own perceptions. This creates disadvantages and advantages; for example, bad comments can affect other people and harm them. As for the good things that can be taken, Instagram users can find out some other people's perspectives on posts. This online platform can be a breeding ground for sexist language and is becoming an increasingly concerning issue because anything can spread widely and quickly.

In this research, the researcher will discuss the influence of gender in a language. There are many studies related to language and gender. There is a similar study, namely 'IDENTIFICATION OF SEXIST LANGUAGE IN YOUTUBE COMMENT PARTS' (2018) by Hendi Pratama. This research uses the same theory, namely Mills' theory (2008). The results of the study revealed that 55 comments were sexist out of 420 comments. Researcher found 6 out of 15 types of overt and indirect sexism

with details: 43.63% in the form of jokes, 25.45% in the form of supposition, 18.18% in the form of humor, 5.45% in the form of reported speech, 5.45% in the form of naming, and 1.81% in the form of insulting women. Those comments use harsh language, demean women, and trivialize the magnitude of sexual harashment.

The second research is titled "The Use Of Sexist Language In Dagelan Account On Instagram" (Rahayu & Meisuri 2015). This study uses the same subject, which is Instagram. Researcher collected data by taking pictures and captions. The results found 24 sentences showing hostile sexism and 26 sentences showing benevolent sexism. Therefore, the most dominant sexist language is benevolent, with women being the most prominent. Thus, this research will address the same issue of sexist language found in the Instagram comment sections of well-known public figures in Indonesia.

The third study is 'Sexist Languages on the Facebook Page Threads of Philippines' Most Followed Female Social Media Influencer' (Rivera & Adriatico, 2022). This study also uses the same theory, namely Sara Mills' theory, because it is associated with sexist language. Researcher found open and indirect forms of sexist language using derogatory terms, sexualizing Ivana's body, and linking it to female stereotypes. The more dominant type of sexism is using humor to insult her subtly.

The fourth research is 'SEXIST LANGUAGES IN "PITCH PERFECT" MOVIE SERIES' (Fandari, 2021). This study also uses Sara

Mills' theory, because it is associated with sexist language. Researcher found open and indirect forms of sexist language. The result found 81 data from the movie. A total of 62 data are overt sexism and of the types of overt sexism the most common is Insult Terms for Women which amounted to 21. While the other 19 data are indirect sexism data and the type that appears most often is Conflicting Messages which amounted to 10.

In conclusion, the researcher chose the topic of sexist language because previous research indicates that most people are not fully aware of the sexist language that develops in daily communication and also confirms that sexist language can be found in various media, including YouTube, Facebook, and Instagram, which have become the most popular platforms in recent years for communication and expression of ideas. This research also aims to uncover the reasons behind the use of sexist language in such content (Pratama, 2018; Fandari, 2021; Rivera & Adriatico, 2022). Therefore, the researcher decided to focus on analyzing sexist language found on Instagram, considering that this platform is the main means for people to convey their ideas.

Considering the objects of research, Denny Caknan, who has around 3.9 million followers, and Bella Bonita, who has around 1.3 million followers, with the most comments reaching 1,107,609 related to their wedding posts, researcher found that some comments contain sexism against women and men. This difference can be seen in the way the

comments are written, either directly or indirectly. Therefore, in analyzing the comments that contain sexism, researcher used Mills' (2008) theory, which categorizes sexist language into two types: overt sexism and indirect sexism. Researcher used Mills' (2008) theory to analyze the types of sexist language because this theory can reveal gender representations where women and men are positioned differently. This theory allows researcher to look at various aspects of sexist language, including word choice, sentence structure, and cultural context. Thus, this theory is more effective in identifying and analyzing forms of sexist language.

In addition to the types of sexist language, this study discusses the social factors that influence the use of sexist language. In analyzing these social factors, the researcher used Holmes' (2013) theory, which includes four main components: participant, topic, setting, and function. Researcher chose Holmes' theory to analyze the social domain of sexist comments because it is able to reveal various social factors that influence the use of sexist language in comments, such as the context of the situation, gender, and interpersonal relationships. Holmes' theory also helps to identify the purpose behind the use of sexist language, thus providing a deeper understanding of the motivation behind the comments. Therefore, a social factor analysis based on Holmes' theory is useful in this study, as it can reveal how social context plays a role in the formation and spread of sexist language on social media.

The researcher also discussed the meaning of sexist language using the theory of Yule (1996). According to Yule (1996), there are five types of speech acts: declaration, representative, expressive, directive, and commissive. The use of Yule's theory in analyzing the meaning of sexist comments is done because this theory can understand the intent and implied meaning of an utterance. This is particularly relevant in analyzing sexist language, where words are often used to perform certain actions such as demeaning, insulting, or reinforcing gender stereotypes. In addition, this theory can also analyze words used to perform actions through sexist language, such as expressing opinions, giving orders, or expressing feelings. This research uses descriptive qualitative research methods and collects data from existing comments. Data collection was done by documenting the comments on some of their wedding posts.

B. Problem Limitation

Based on the identification above, the researcher limited the problems that emerged as follows:

1. The use of sexist language in Instagram comments

2. Sexist language from comments on Denny Caknan and Bella Bonita's wedding post on their Instagram account.

3. Researcher used a sociolinguistic approach to analyze sexist language in Instagram comments.

C. Statement of the Problem

Based on the description of the problem statement above, the issues to be addressed are as follows regarding the influence of gender on language used in social media:

1. What types of sexist language are found in netizens comments regarding the marriage of Denny Caknan and Bella Bonita?

2. What are the social domain of sexist language based on theory Janet Holmes?

3. What are the meaning of sexist language in netizens comments regarding the marriage of Denny Caknan and Bella Bonita?

D. Objectives of the Study

The objectives obtained in this research are as follows:

a. To describe the types of sexism language in Instagram comments

b. To clarify the social domain from sexist language in Instagram comments

c. To explain the meaning from sexist language in Instagram comments

E. Significance of Study

The findings of this research are expected to provide information related to the linguistic study of sexist language. This research also serves to enrich academic knowledge in understanding the use of topics in an interaction. Furthermore, this research is expected to contribute by serving as an example for others interested in conducting similar research in the future.

F. Review of Literature

1. Language

   Language is a communication tool used by speakers to communicate and is spoken by a particular community (Wardaugh, 2006). Language must be learned because it is one of the most important things in a society to know the best way to communicate in everyday life. Humans are social creatures; language plays an important role in their development process and forms social interactions as a tool to convey messages or ideas (Saraswati & Ayu, 2021). Not only that, but language also conveys emotions and feelings. Indonesia is rich in a variety of languages used to communicate, with striking differences in each region, including Javanese, Sundanese, Madurese, and so on. Indonesian occupies the position of a national language that becomes a means of communication across regions. In addition, English also plays an important role in Indonesia as a second language after the mother tongue. Knowledge of English is generally acquired through the formal education system at school.

   Language is the expression of sound. This concept is particularly relevant in learning phonology for its role in analyzing and understanding the structure and patterns of a language, which includes the complex relationship between speech sounds, their mode of production (phonetic articulation), their mode of perception (phonetic hearing), and their physical basis (phonetic acoustics) (Maharani et al.,

2023). The field of phonology also investigates individual utterances within a language, which includes analyzing the linguistic framework of phonemes, syllables, and phonological rules. For example, phonology examines how sounds can be combined, the relationship between them, and the way they interact and influence each other. Understanding phonology can open up insights into the way language is constructed and language variation in various linguistic contexts. Meanwhile, phonetics is a field that studies the nature of language sounds and how they are produced, heard, and measured. By studying these two fields, it can add to the amazing knowledge of how to organize sounds to convey the meaning of the language used by humans.

According to Chaer (1995), language is characterized as a sound system symbol that is arbitrary, production, dynamic, diverse, and humane. A system used by people to communicate and express their ideas is referred to as language (Tektigul et al., 2023). As a system, language consists of fixed and patternable components. Language is not only systematic but also systemic. This means that language is not only organized haphazardly but also follows certain pattern rules. Systemically, language is structured through several subsystems, such as phonology, morphology, syntax, and lexicon (Rabiah, 2012). Language is not something static and is always bound to certain rules.

However, language variations always appear around us, but the meaning of a word depends on the context in which it is placed.

Human interaction through language is not limited to simply speaking; instead, it involves the use of existing rules. Swarniti (2021) states that the meaning of an idea can be conveyed to the listener by the form of language. Every expression of language always has an implied meaning in it. One approach to understanding meaning in language is through a field of study known as semantics. Semantics is a branch of science that explores meaning in language, both in spoken and written form. The study of semantics is important because it provides in-depth insight into the meaning of words and concepts conveyed through language. Through semantics, we can explore the detailed meaning of a statement in order to help avoid misunderstandings that arise and improve communication skills to be more effective. Therefore, semantic understanding plays a key role in understanding the message a speaker or writer is trying to convey.

The term "arbitrary" refers to the relationship between words or symbols and their conventional meanings. Language is considered an arbitrary vocal symbol used by all people to interact with each other (Muin et al., 2021). Language can be called an arbitrary vowel because the sounds produced by human speech organs are based on conventional agreements. Likewise, the meanings behind the words are also the result of agreement, forming the language itself. For example,

in the word "cat," language is used without having an intrinsic meaning to describe that it is a feline animal; however, it is an agreement drawn from a language community. This creates a system that allows humans to communicate and understand each other through agreed-upon symbols.

Language, as a bridge between people, extends across the boundaries of culture, generation, space, and time. The dynamics of language are not limited to a static framework but rather undergo changes along with the evolution of human life. English is a lingua franca used for communication between speakers, even though English is not the first language (Baker, 2012). English is an international language, so it can be understood by various communities. The study of language is not just about increasing vocabulary but also involves broadening perspectives and understanding of the world and oneself. Language reflects reality, which is also a creation tool to express emotions and paint the world with productivity, such as scientific works, poems, novels, etc. With changing times, language undergoes transformation to reflect shifts in technology, culture, and social influences. Old words that may have faded away can give way to new terms that reflect the progress of the times. This process, bridged by language, enables the transmission of knowledge and values from one generation to the next. Therefore, language is not only the key to

communication but also a means to unite generations, pass on stories, and maintain the sustainability of invaluable cultural treasures.

Linguistics is a field of study that investigates all aspects and concepts of language. Linguistics is the study of every language in the world, including English. Language serves as a mirror, reflecting the dynamics of a society. The choice of language within a community acts as a portrayal of the interpersonal communication patterns among its members. Sociolinguistics is a branch of linguistics that studies the relationship between language and society (Wardhaugh, 1984). This science discusses the characteristics of language whose structure only develops in certain societies. In this context, social aspects have certain characteristics, such as unique social properties and language sounds related to phonemes, morphemes, words, compound words, and sentences. Sociolinguistics can distinguish the language used in society, as in the language used by each gender.

2. Speech Community

Communities, as social entities that go beyond the household scale, cover a wide range of levels, from the local to the national and even international levels. According to Anthony Cohen's (1985) a community is identified as a group that specifically has something in common among its members, which in turn distinguishes them from other groups. The term not only refers to physical and geographical groups but can also refer to online communities where members can

number in the thousands and interactions between members can occur without physical, visual, or auditory contact. This approach reflects a deeper understanding of the distinctive nature of community, which involves not only geographical dimensions but also social, cultural, and often digital dimensions in an era of technological development.

Each community in society has a unique language identity. Bloomfield (1933) states that speech community is the speech used by a group of people to interact. The term community refers to the language or dialect used by everyone. It can be concluded that a speech community is the speech of a group of people who interact using a language or dialect. The existence of a community is not only determined by similarities in views, beliefs, or activities but also by the language used. Speech is not just a series of sounds that come out of the mouth; instead, it becomes the means by which complex meanings are conveyed. Even a moan or a scream can have profound significance. This phenomenon shows that people have an awareness of the importance of understanding the meaning of every expression, including sound. Therefore, the human voice, which serves as a symbol to communicate within a community, must be regulated and agreed upon in terms of the symbol system used. This reflects a shared understanding of how certain sounds can be interpreted and responded to within the cultural and social context of the community.

The concept of language community, or "speech community," refers to a group of individuals who are not required to use identical languages with each other. This understanding illustrates that within a human group, there may not always be uniformity in the language used, but the norms and rules of communication can still be jointly recognized and followed. Language, according to this view, forms the essence and identity of an individual. Therefore, individuals have the freedom to use language and express themselves as they see fit. In the context of bilingual countries, variations in language use can arise due to various factors, such as phonetic changes, language mixing, word borrowing, and language shift (Wardaugh 2006). Thus, understanding language freedom and language variation is crucial, especially in societies where both are an integral part of their daily lives.

3. Dialects

Dialect is a more specific part of a language, representing a more limited variety (Anjelia & Rosa, 2019). Over time and with the use of language as a means of human communication, languages naturally evolve. These changes include different ways of using the language, known as dialects. Dialects can be recognized through differences in pronunciation, lexicon, and language structure among speakers. Usually, speakers of dialects come from the same region but have variations in the way they convey the language. This is what is

identified as a dialect, reflecting a more specialized and local variety of a larger language.

People have their own language variations when dealing with and adjusting to their social context. According to Holmes (2013), the way people speak is influenced by the social context in which they find themselves. This shows that people cannot speak aimlessly; there is always a context behind it. Therefore, there are four components to analyzing social factors: participant, setting, topic, and meaning. Each of these components has an important meaning. Participants are the people involved in the conversation and will usually influence the way we speak. The setting greatly affects our language style. People should understand the proper use of words in each condition; for example, in formal situations, speakers should be careful in choosing words, whereas in non-formal situations, they can be more relaxed. The topic is at the core of a conversation. For example, conversations with friends are more likely to be gossip in a casual style, whereas in a formal context, the grammar should be appropriate. Through communication, people intend to convey a message; function refers more to their purpose when communicating. Communication can be used to express feelings and provide information.

Dialects refer to language variations that appear within a group so that they can be understood by the group (Marzona, 2021). Indonesia, with its vast territory, displays a variety of regions with their own

characteristics, including in the aspect of language. For example, in the context of Indonesian, Javanese ethnic groups use Javanese dialects, Sundanese ethnic groups communicate with Sundanese dialects, while in Madura, the people use Madurese dialects, and so on. This shows the linguistic richness of Indonesia, which is reflected in the diversity of languages in various regions.

Language use in different regions shows differences in the way speakers pronounce it, even though they use the same language. The dialect used by them includes variations in vocabulary, syntax, pronunciation, and accent, where accent is considered a special variation in pronunciation that adds its own characteristics (Siregar, 2017). Language is therefore an essential element in shaping the identity and distinctiveness of a dialect. According to Wardaugh (2006), dialect can be divided into two categories: regional dialect and social dialect.

a. Regional Dialects

Regional dialects reflect variations in language use that depend on geographical location. Language differences can be easily identified through these regional variations. If a language has been spoken in a region for centuries, differences will emerge in terms of pronunciation, form, and language choice. When moving from one place to another, we often encounter residents who use the language unique to their own region. The

term "dialect geography" is used to describe differences in linguistic features that indicate geographic origin. These geographical factors are generally influenced by events such as migration, colonialism, war, and so on. The impact is seen in the variations in pronunciation, sentence structure (syntax), and vocabulary choices that emerge.

b. Social Dialects

Social dialects arise from language variations associated with the identity of a particular social group or class. Each group has differences in spoken expression, which are influenced by a number of factors such as type of occupation, level of education, location of residence, racial or ethnic identity, and so on. For example, in India, language differences are often related to the existing caste system. In the city of Baghdad, which is inhabited by various religious groups such as Christians, Muslims, and Jews, they use Arabic with different nuances. In this context, Arabic became the common means of communication, while Christians and Jews, when interacting with Muslims, used two styles of language: one according to the way they spoke at home and one according to Islamic language norms, especially in the context of trade.

According to Peter Trudgill's definition, sociolect (sociodialect) is a language variation that arises from a person's

social group, not from their geographical area. Sociolect includes basic concepts of communication that refer to members of certain social groups, such as ethnic groups, gender, age, and so on. William Labov, in his sociolinguistic view, suggests that a person's way of speaking conforms to the general pattern in his community. Therefore, the social environment has a significant influence on a person's speaking style and language behavior.

4. Sexist Language

The language used is often influenced by various factors, such as age, environment, technology, and gender (Kristy, 2022). Perceptions of gender are influenced by a society's culture. The term "gender" refers to societal norms, standards, and expectations relating to masculinity and femininity. Gender bias, especially in English, is still an issue with gender in texts. In this situation, the term "sexism" is used to describe the inequality in the presentation of both sexes so that one of the sexes is given an advantage. They believe that men have greater authority than women. This perception influences the general theory of how particular gender behaves, looks, and presents itself, which results in sexist language (Wardaugh, 2005).

Sexism learning is one of the areas of linguistic study, like any other language. The study of gender representation in linguistic contexts is known as sexism. Gender bias is also present in sexism,

gender discrimination, or gender-specific discrimination. Gender bias refers to gender stereotypes, discrimination based on gender, or conditions that reinforce gender stereotypes in social interactions (Baslow, 1992). Sexist language is a categorization of facts that puts the social concepts of men and women into a dehumanized world, incorporating the principles of gender roles and identities into language. This topic is still a discussion of the pros and cons of society. There are positive and negative sides to sexism; some consider men and women to be equal. On the other hand, men and women are destined to have differences between them. Both statements will always exist in society.

According to Mills (2008), there is a model of sexism in language that covers three levels: individual, institutional, and public. In this framework, sexism in language arises due to differences in the way women and men speak. For example, one form of sexism is that women often talk about their appearance more than men. Mills' (2008) theory of sexist language underlies the division of sexism into two main categories. According to Mills, the first category consists of language that explicitly points out differences between men and women, referred to as overt sexism. The second category consists of language that does not indicate such differences, referred to as indirect sexism. A guide to identifying differences in linguistic structures in

English is given by Sara Mills and some supporting linguists; we can analyze them morphologically in the following way:

4.1 Overt sexism

Overt sexism, also known as direct sexism, refers to the type of sexism that is overtly described. Linguistic markers or presupposition analysis are often used to identify sexist language use. In this context, sexism is often related to prejudicial inferences against women, resulting in the view that women are considered inferior to men, as outlined by Mills (2008). Overt sexism includes the use of word and meaning and processes. Generally, this is reflected in the dominance and prioritization of men over women.

4.1.1 Words and Meaning

According to Mills (2008), sexist language in the use of common pronouns or specific terms to refer to women is often found in dictionaries, government reports, policy documents, and grammar books. This type of sexism is constitutional because it comes from the norms that apply in institutions through individuals. Conventional speech is influenced by past and future moments that shape a set of words and are passed down to reflect society. Although stereotypical views of women were acceptable in the past, today equality and feminism are opposed. The use of sexist language seems discriminatory because it contains negative

connotations and is outdated, but it is still a source of public discourse.

a. Naming

Some words are considered sexist, so many people may want to change or reject their use. The language system contains stereotypical beliefs about women that influence its use. These words often have negative connotations towards women. For example, the word "honey" can have different connotations when used by foreign men. The terms such as "honey," "babe," and "dear" are words that are typically used to denote affection between people in equal relationships.

b. Dictionaries

Dictionary is a grammar. Many feminists have criticized dictionaries that contain offensive sexist terms. A dictionary is essentially a collection of one's words in one's book as an objective tool that describes language as it is used (Dewi & Pratama, 2023). For example, in the dictionary word 'cosmetics', cosmetics are more identical to women as a mask to add beauty to their appearance as a standard of beauty.

c. Generic Nouns and Pronouns

Overt sexism is communicated explicitly and is usually portrayed through various means or linguistic characteristics. The generic use of the words "man" and "men" to denote men and women. In the first example, the word "men" denotes a human being, while the word "man" denotes a human species or animal. The word "men" is therefore a generic noun that can include all people, including both men and women. The sexist is meant to reinforce the existence of men over women.

A series of words of the same gender that can refer to both men and women, such as students, teachers, doctors, and etc. The use of the words "he", "his", and "him" can mean both male and female; as in the example (a students has complete an assignments, he has report to the teacher), the use of the word he can cause confusion. The command is addressed to men only or all students. It is recommended that the use of the word "he" be replaced by the word "they" to be clearer and more specific. English ignores women with masculine terms by referring to men in general, but the words "he", "his", and "him" are only found in American English.

d. Insult Term for Women

This type of gendered slur is a word or phrase that is applied inappropriately to a particular gender and relates to the societal norms applied to that gender. For example, the word "bitch" is often used as an insult against women (Mills, 2008). Such slurs are not limited to gender but can also refer to other aspects of identity, such as race (e.g., "nigger"), sexual orientation (e.g., "faggot" and "bencong"), ethnicity, religion, social class, and so on. These insults reinforce existing negative stereotypes and discrimination in society and reinforce social norms that oppress certain groups.

e. Semantic Derogation

Terms related to the undervaluation of women or femininity. There are words or phrases that have a negative impact through a systematic process and are associated with women, called semantic contempt for women. This phenomenon illustrates how terms that are initially neutral undergo a change in meaning to become negative or demeaning when associated with gender, resulting in sexist language. For example, in the word "old woman," they often say 'don't be like an old woman' which describes a woman who is fussy and weak.

f. First name, Surname, and Titles

The use of last names is a form of ownership of women by their husbands after marriage, along with the use of titles that identify women based on their relationship to men (Mills, 2008). In 1990, the law allowed parents to choose the order of their child's surname, both paternal and maternal. This can be seen in the name 'Victoria Beckam' which was taken from the husband's name 'Beckam' after they had a relationship with marriage.

4.1.2 Processes

a. Transitivity

Transitivity emphasizes who does what to whom. In this analysis, female characters are often portrayed as more passive, more often in the position of objects subjected to actions rather than subjects performing actions (Mills, 2008; Wareing, 1994). For example, women are more likely to say "You'll never guess what happened to me" rather than "You can't guess what I've done." This suggests that women more often present themselves as recipients of actions. In other words, women's position is often determined by men, and they are perceived as having a weaker position than men.

b. Reported Speech

The tendency of women's speech is represented in indirect speech rather than direct speech. This means that women's statements are more often conveyed through narrators or third parties instead of being expressed directly by the women themselves. Usually, women's statements in newspapers that seem evaluative use the words 'claim' and 'argue'. Women's voices seem to be relatively 'inaccessible' because, unlike men, who are given professional positions, they are only heard as the voices of children, mothers, and wives (Mills, 2008).

c. Jokes

Jokes make women a minority group with no responsibility for their exclusion. This is an unacceptable view of women even if the person expressing it is not making up what they are saying, but is coming out as a joke (Mills, 2008). Jokes that blame women for their exclusion can make women feel depressed and helpless. This can worsen the already marginalized situation of women.

4.2 Indirect Sexism

It is called indirect sexism because it is not overtly shown, but rather maintained. It is usually mediated with irony or disguised with humorous remarks, innuendo, or presupposition

(Mills, 2008). Indirect sexism is particularly difficult to address because it is difficult to identify and respond to. For example, the use of the word 'girl' often refers to adult women, especially in phrases such as 'girls' night out'.

a. Humour

Sexist humor often exaggerates certain characteristics of a group to play on stereotypes. This is the case with humorous remarks about the differences between women and men. These remarks are also used to increase solidarity among men. For example, in the statement "If a woman is harassed by a man, she will cry," But if a man is harassed by a woman, he will be happy." There is a derogatory inference that women tend to be weak and cry easily. But in reality, men can also be traumatized if they are involved in unwanted sexual situations.

b. Script and Metaphor

In the concept of metaphor, the use of phrases should reflect the implication of an analogy between two subjects. This depiction is especially relevant when understanding stereotypes. For example, in the context of women, society often holds the view that women are expected to have both good looks and good character and

behavior. In other words, there is an indirect expectation that women should maintain their dignity, as non-compliance with this norm may result in a negative judgment of the woman. The second example is found in the statement that "men are like land crocodiles." In this statement, the crocodile is a metaphor for men who like to play with women.

c. Presupposition

This type of indirect sexism is a difficult assumption to challenge. Mills (2008) explains that implicit sexism occurs when arguments contain gender stereotypes that are not always directly visible. In many cases, assumptions about gender are contained within the argument, so the reader must make certain assumptions to identify this sexism. For example, in the statement "He's British, so he's brave," there is an assumption that all British people intrinsically have the trait of bravery.

d. Conflicting Message

There are texts and situations where messages relate to gender and feminism. Given the pressures of feminism and general changes in representational practices, organizations need to change the way they present themselves to the public in order to avoid conflict. For

example, in the dating agency application, when filling out the questionnaire, men and women are seen as equal, and there is no 'housewife' option when registering.

e. Collocation

Usually, written words do not directly contain sexism, but when combined with negative connotations, they can give rise to harmful gender assumptions (Mills, 2008). For example, the word "woman" is combined with the words "protected" and "harassed." Not only that, the word'mother' is not actually sexist, but when associated with their responsibilities, it creates negative connotations. Very often, the media uses conflict situations between a person's actions, which are then associated with the roles and responsibilities of mothers, such as 'divorcees' and 'single mothers'. Hence, the sexist connotations are directed towards women.

f. Androcentric Perspective

Androcentric perspective emphasizes the male point of view (Mills, 2008). Some of the terms refer not only to women's shortcomings in various deviations, but also to men's position as representatives of the human experience. It also includes misogyny and patriarchy, where men are given more power and influence, such as

bishops. So far, there is no rule prohibiting women from becoming bishops. However, implicitly women are not suitable to be bishops, because there has never been a female bishop. So this can reduce the value of male bishops.

5. Instagram

In this ever-evolving era, communication is not only limited to direct interaction but also involves indirect forms. One of the means that enables this communication is the use of social media, which has become a popular facility for community interaction and is more flexible (Anggraeni & Damanhuri, 2017). Social media is related to the internet, which is a technology that is spread all over the world and works together with websites. Through available websites, users can watch movies, exchange messages, shop, etc. In social media, there is no such thing as social class; they are just fellow users who want to exchange thoughts, ideas, and experiences. The appeal of the ease of use of social media makes it widely popular. Information can be obtained quickly through these platforms, exceeding the speed that can be achieved through in-person interactions. The ease and availability of access to social media anywhere and anytime has led to an increase in its use among the public, not only limited to young people but also involving adults and the elderly.

Various types of social media are becoming popular tools among the public, including platforms such as Youtube, Whatsapp, Instagram, Shoppee, and so on. The focus of the research will be on the use of Instagram. This platform offers various features, initially allowing users to share, upload, and search amount of photos and videos (Rasyiid et al., 2021). In addition, users can communicate through messages and make video calls with other users. Interaction through the comment section on Instagram creates variety in language use and purpose. These include a relaxed communication style, informal use of language, the utilization of emoticons, and the use of hashtags. This phenomenon reflects that anyone, with various backgrounds, can easily adopt this social media, especially because of its attractive features, thus attracting people to integrate it into their daily lives.

G. Research Method

The research method of this study is present the following topic:

1. Research Approach and Type

   The researcher used a descriptive qualitative approach. The qualitative approach includes collecting, grouping, analyzing, then drawing conclusions. According to Moleong (2018) this technique is a type of data collection that produces information in the form of words. Qualitative methods are methods for analyzing human problems and exploring phenomena.

a. The researcher chose a descriptive qualitative research approach to describe the problems being studied more clearly and specifically. This decision is based on the characteristics of the data collected in the form of words, phrases, and clauses. By using this approach, researcher can carefully detail and analyze every aspect of the data collected. A descriptive-qualitative approach provides the freedom to explore the complexity of the phenomenon under study, allowing researcher to describe in detail and understand the context involving the use of sexist language in Instagram comment columns.

b. Researcher type qualitative data by utilizing document research. The form of documentation used is a series of screenshot images, which were taken carefully to illustrate and record the presence of sexist language in the Instagram comments column. This approach provides a rich visual dimension and brings to life the phenomenon of sexist language, allowing researcher to deeply analyze the context and substance of the use of such language in online interactions.

2. Place and Time of Research

The researcher conducted the research about 6 month, start from January until June 2024. This research was not carried out using field

research, but instead utilized social media, especially Instagram. Researcher used documentation from the Instagram comment section as research data.

3. Data source

Data sources refer to anything that helps researcher obtain information. According to Creswell (2002), qualitative data sources can come from observation, documentation, recordings, interviews, and physical artifacts. In this study, researcher tried to analyze sexist language from comments on Instagram. Therefore, researcher utilize data sources from documentation, which involves screenshots of images related to Instagram comments on Denny Caknan and Bella Bonita's accounts. The reason the researcher chose Denny Caknan and Bella Bonita's accounts because they are famous person and have the most views among other post, whose likes reach 1.108.588 views and the comments have reach fourty eight thousand comments. The researcher only took 50 comments from the comment column on the photo from their wedding post, which was posted on July 8, 2023.

4. Data Collection Techniques

Data collection techniques are researchers' way of collecting data. To collect data, researcher used the documentation method. According to Sugiyono (2008:40) documentation can take the form of someone's drawings and writings to obtain information. Research data is in the

form of images and transcripts of comments taken from Instagram. The techniques used by researcher in collecting data in this research are:

1. Read and understand comments written on Denny Caknan and Bella Bonita's Instagram accounts.

2. Understand the context of written comments and collect data.

3. The collected data is then classified into types of sexism based on the chosen theory.

5. Data Analysis Technique

The data analysis technique used for Denny Caknan and Bella Bonita's social media posts on Instagram is the Miles and Huberman Data Analysis Technique using flow model.
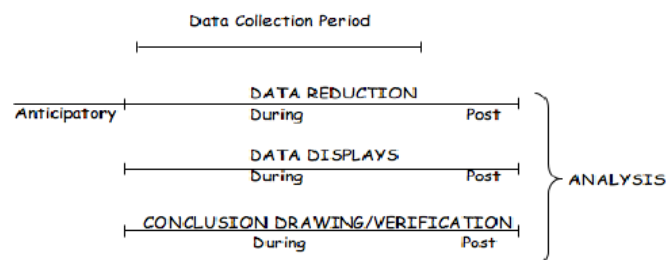

Figure 1.1 Flow Model

According to Miles and Huberman state that there are three types of qualitative data analysis activities, namely

1. Data reduction

Miles Huberman (1994) explains that in the data reduction phase, the process includes selecting, focusing, simplifying, abstracting and transforming field data or transcripts. Moreover, not only to make management easier, data must also

be summarized and changed so that it can be better understood according to the problem at hand. In the context of this research, the data used is in the form of screenshots from the comments column on Denny Caknan and Bella Bonita's account wedding post in 2023. Referring to Miles' theory, at this stage the researcher analyzed the data by reading and observing the comments column to understand the context. After that, based on the analysis, researcher classified the comments into two types of sexist language, namely overt sexism and indirect sexism. Researcher also record information related to theory which is used as a guide for the next steps in the research.

2. Data Display

The next step according to Miles' concept is to present the data that has been collected in a structured manner, allowing clear conclusions to be drawn. At this stage, researcher present data regarding overt sexism and indirect sexism in a detailed and specific way. The researcher highlighted the sentences in the comments, differentiated which ones fell into the overt sexism category and which ones fell into the indirect sexism category, explained the reasons why the sentences were classified that way, and explained the meaning contained in these sentences in the comments column of Denny Caknan and

Bella's wedding post Bonita. Researcher also used a data sheet in the form of a table as secondary instrument. The table is used to write the amount of the data. There are two data sheets presenting tables about the focus of thi research, namely the types of sexist language and the function of sexist language. The width of the data is as illustrated in the table below.

Table 2.1 The types of sexist language

No.	Types of Sexist Language		Frequency	Percentage
1	Overt Sexism (Word and Meaning)	Naming		
		Dictionary		
		General Nouns and Pronouns		
		Insult Term for Women		
		Semantic Derogation		
		First name, Surname, and Titles		
	(Processes)	Transitivity		
		Reported Speech		
		Jokes		

2	Indirect Sexism	Humour	
		Metaphor	
		Presupposition	
		Conflicting Message	
		Collocation	
		Androcentric Perspective	
	Total		

Table 3.1 The social domain of sexist language

No	Data	P	T	S	F

Table 4.1 The meaning of Instagram Comment

No	Data	Meaning

3. Conclusion Drawing and Verification

The closing step in research analysis is carried out by formulating conclusions and carrying out verification. At the beginning of the data collection phase, researcher must make tentative conclusions because strong conclusions cannot be generated before all the data is collected. The data triangulation that is the focus of this research was obtained through documentation on Denny Caknan and Bella Bonita's Instagram accounts, especially regarding comments on their wedding posts. Drawing conclusions is the closing stage in data collection, where researcher begin to evaluate important variables that support drawing conclusions. Thus, the final conclusions produced can be relied upon and are supported by valid and consistent evidence throughout the research process.

6. Research Procedures

This research contains sexist language in the Instagram comments column. It more detail, the researcher used several research procedures as follows:

1. Preparing

This research has to prepare the research materials before doing the research activites. There are some preparations done by the researcher.

   a. Arranging the plans of the research

   b. Arranging the research methods

2. Application

The application activities of the researcher are :

a. Collecting data is a follows :

　　1. Choose posts and comments that match the research

　　2. Taking shots at comments related to sexist language

b. The data analysis

After collecting the data, the researcher makes the data analysis. The result of collecting the data is classified based on the research question. Then, it analyzed to get the resultof the data research.

c. Conclusion

After analyzing the data, the researcher concludes the data research.

d. Reporting

After collecting the data, the researcher arranges the result of the study. All of the data that have been analyzed are reported and written through proposal entitled "The Sexist Language in Instagram Comments Regarding the Marriage of Denny Caknan and Bella Bonita"