THE INTERNET LANGUAGE USES FOUND IN TAYLOR SWIFT AND HARRY STYLES' TWEETS: A GENDER PERSPECTIVE STUDY

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ABSTRACT

The goal of this study is to compare the language uses between two different genders who are communicating in twitter. The data were taken from Taylor Swift and Harry Styles' tweets; 50 random tweets from each gender were collected to be analyzed. The data were analyzed using internet language theory by Danet (2001). The descriptive and qualitative method was used. The result showed that two similarities found in their tweets; there were four types of internet language they took and two were not used. While, the two singers also created several differences, such as; most of Taylor Swift's internet language was emoticon while Harry Styles was capital letter, Taylor Swift used eight types and Harry Styles only five out eleven, and the last was that Taylor Swift succeeded to type 154 numbers of data but Harry Styles typed 259 data. The researcher concluded that Taylor Swift who reflected as women, turned out to be more expressive and chose more forms of language than men. While Harry Styles who represented as men tended to be assertive, did not like to express his feeling, and use fewer types. The study is important to know how different gender communicate to make a good relationship in social life.

Key Words: *langugage, gender, internet language uses, tweet*

1. INTRODUCTION

In the times of technological development, the use of the internet is commonplace that is experienced by almost everyone in this world. The internet cannot be separated from social media. One of the most widely used social media is Twitter. Twitter is a social media platform where users post tweets: messages that must be less than 140 characters (McClure, 2017). The celebrities are often sharing their news about daily life, vacation, and so on in there. Of course, their tweets also represent the personality of them which the researcher needs to get to analyze in this research.

In this research, the researcher analyzed tweets of popular celebrities named Taylor Swift and Harry Styles. According to Holmes (2001), man and woman naturally have different form when using language, female tend to be more respectful than male. To prove that statement, the researcher makes two objectives. The first statement is to elaborate the similarities and differences between Taylor Swift and Harry Styles' tweets in their personalities internet

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language uses. And the second objective is to describe how Taylor Swift and Harry styles' internet language uses reflect each other personalities in their tweets.

The researcher is inserting some previous studies about language functions. The first previous study was conducted by Ummu Sa'idah from Maulana Malik Ibrahim State Islamic University of Malang (2018). She focused on language feature on Ranz Kayle's channel on Youtube comment section. The theory she used is common digital writing proposed by Danet (2001) as the main theory and descriptive qualitative research. The findings of this study is in language use, men tend to assertive, rule-bound and sarcastic, while women tend to be bound in rules, polite, expressive, and maintain the feelings of the other person.

Secondly is a study made by Latifatur Rokhmah from English Department Faculty of Arts and Humanities Sunan Ampel State Islamic University (2019). The data of this study were from Anna Marie and Charlie Puth's tweets. The theory used is Danet (2011) also qualitative and quantitative research. As the result, Anna Marie's tend to be more expressive than Charlie Puth in online communication.

Those previous studies do not have much differences with the research that researcher does in this study. The most prominent differences are the source of data. After knowing those researches above, the researcher is confident to continue this research according to Danet's theory and using Taylor Swift and Harry Styles' tweets as the source of data.

2. REVIEW OF LITERATURE

Many differences are found between genders, one of them is how they use language in communication. Most people believe man and woman speak in different way; this issue has been discussed in recent years. As Cameron (2000) claims, there is a complex relationship between language and gender in the academic studies of language and gender. Holmes (cited in Bergwall 1999) formulates six candidate universals regarding language and gender: (1.)Women and men develop different patterns of language use. (2.)Women tend to focus on the affective functions of an interaction more often than men do.(3.)Women tend to use linguistic devices that stress solidarity more often than men do. (4.)Women tend to interact in ways that will maintain and increase solidarity, while especially in formal contexts men tend to interact in ways that will

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maintain and increase their power and status. (5.)Women use more standard forms than men from the same social group in the same social context. (6.)Women are stylistically more flexible than men.

To analyze the internet language, the researcher use Danet's theory (2001) which is dividing it into eleven types; multiple punctuation, eccentric spelling, capital letters, asterisk for emphasis, written and laughter, music/noise, descriptions of actions, emoticons, abbreviations, and rebus writing.

3. METHOD

This reserach is descriptive qualitative research with utterances as the unit of data. The researcher collects the data with procedural in the following way; (a) Visiting https://twitter.com/login. (b) Logging in using the researcher's personal account. (c) Following @taylorswift13 and @harry_styles account. (d) Copying Taylor Swift and Harry Styles' tweets using random sampling. The researcher picked 50 tweets of Taylor Swift and 50 tweets of Harry Styles in order to make an equal amount of data. (e) Saving Taylor Swift and Harry Styles' tweets to Microsoft Word by making tables. Divide the Microsoft Word's files into two different file to differences the data. (f) Finding the similarities and differences of Taylor Swift and Harry Styles' tweets and segmenting them to utterances according to Danet (2001) theory of internet language.

After the data were collected, the researcher did several steps to analyze the internet language uses in those utterances; (1) The researcher collected the data by reading the segmented unit of analysis that is utterance. (2) After that, the researcher identified if the utterances indicate the phenomenon of the use of internet language as theorized by Danet (2001). (3) Then, the researcher classified the linguistic phenomenon being investigated by using colors to differences each type. Yellow for Multiple Punctuation, pink for Eccentric Spelling, green for All Lower Case, red for Capital Letter, purple for Asterisk for Emphasis, tosca for Written Out Laughter, grey for Music/Noise, maroon for Description of Actions, electric for Emoticon, gold for Abbreviation, and dark green for rebus writing. (4) The last is after the data had been classified, the researcher tabulated the analysis of internet language uses for interpretation.

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Tabel 1. Sample of Internet Language Uses' Analysis

No	Tweets	MP	ES	ALC	WOL	M/N	DA	E	A	RW	AE	CL
1.	'When the looting starts the shooting starts'??? We will vote you out in November. @realdonaldtrump	1										
2.	when you're proud of your buns so you post them on the internet			1								
3.	Oh man... music video tomorrow at 7 A.M. EST! And I'm going to be chatting/answering your questions/mansplaining the video on YouTube starting an hour before at 6 A.M. EST	1							4			4

4. FINDINGS AND DISCUSSION

4.1 Findings

No	Internet Language	Data	Total Number Found
1.	Multiple punctuation	??? !! …	13
2.	Eccentric spelling	Myyyyyy biiig pretttttty	3
3.	All lower case	when it's biiig	3
4.	Capital letter	VERY STOKED ALL DESPICABLE	17
5.	Asterisk for emphasis	n/a	0
6.	Written out laughter	n/a	0
7.	Music/noise	n/a	0
8.	Description of action	*cries in Christmas tree*	1
9.	Emoticon	☐ ☐ ☐ ☐	60
10.	Abbreviation	Lwymmd FYI pm ET am CT	58
11.	Rebus writing	4	1
Total			156

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After the data of Taylor Swift were analyzed using the internet language theory by Danet, the researcher summarized the findings as presented in the table below:

Table 2. Internet Language Uses by Taylor Swift

The most type that Taylor Swift used is emoticon. The researcher found 60 emoticons on Taylor Swift's tweets. She showed most of her tweets with emoticon to express feelings or reveals symbols that helping her to create the complete tweets she wants. She used eight of eleven types which showed that she mastered the internet language types in writing her tweets. The total data found is 156 data.

While, the data of Harry Styles are concluded by table below:

Table 3. The Internet Language Uses by Harry Styles

No	Internet Language	Data	Total Number Found
1.	Multiple punctuation	!! ..	4
2.	Eccentric spelling	Cleeeeeeeeeeeveland	1
3.	All lower case	n/a	0
4.	Capital letter	LISTEN READ SHARE DONATE	198
5.	Asterisk for emphasis	n/a	0
6.	Written out laughter	n/a	0
7.	Music/noise	Oioiiii	1
8.	Description of action	n/a	0
9.	Emoticon	n/a	0
10	Abbreviation	Covid-19 I'm UK PM GMT	55
11.	Rebus writing	n/a	0
Total			259

From the table above, Harry Styles showed the highest type he created was capital letter. It means he was speaking in a loud voice in writing to make the eye catching words for his fans to read. He used five out eleven types, and the total data found was 259 data.

The similarities of both tweets are; both of them used 4 types (abbreviation, multiple punctuation, capital letter, and eccentric spelling). Then, there are 2 types which are not used by both; asterisk for emphasis and written out laughter.

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The researcher wants to prove some of her analysis of the truth of these properties based on Taylor Swift and Harry Styles' tweets. Holmes (cited in Bergwall 1999) formulates six candidate universals regarding language and gender and the first point is 'women and men develop different patterns of language use'. Reflected from both tweets, Taylor Swift is using the different pattern of internet language like multiple punctuation, capital letter, abbreviation, emoticon, 9 all lower case, rebus writing, eccentric spelling, and description of action. And Harry Styles is using only abbreviation, capital letter, multiple punctuation, music/noise, and eccentric spelling. So, it proofs that women and men develop different patterns of language use.

The second point says 'women tend to focus on the affective functions of an interaction more often than men do. Based on table 2, Taylor Swift produces emoticon the most with 60 numbers of data. It proves that women are indeed focuses on affective function more often. She also made tweets in a period that can be said often. Almost every day she typed tweets, although sometimes 3/5 days, depending on the special situation she wants to convey. Contrary to Harry Style, this rarely fills his twitter. Sometimes he only writes 5 tweets a month, or even once a month. This shows that is true if women interact more often than men.

The third point is 'women tend to use linguistic devices that stress solidarity more often than men do'. This is evidenced by the use of polite and easy words by Taylor Swift. Although she writes with the aim of criticizing something, the language she uses is relatively polite and does not cause debate among people. In contrast to Harry Style this tends to be passionate in expressing a message. Maybe for some readers who read his tweets will feel a little depressed by the choice of words that tend to be large and concise because he chooses capital letter almost in every tweet he made. Maybe that's why women are solider than men who don't think too much about each other's feelings and tend to be ignorant.

Afterwards, the experts also said 'women tend to interact in ways that will maintain and increase solidarity, while especially in formal contexts men tend to interact in ways that will maintain and increase their power and status'. For this point looked true, as prove by the dominant use of emoticon on Taylor Swift's tweets. It showed that she wanted to express her feeling and personality in no formal way in order to interact easily with her fans. The use of emoticon also 10 replaced the written out laughter and asterisk for emphasis which are not used by her. It happened because emoticon provides more complete description of feelings and

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situations using only one symbol, it is considered to make it easier for writers to spill feelings. In the other hand, Harry Styles' way to interact with his fans a bit different. The most internet language type he used is capital letter which represented the affirmation and delivery of the main points without further do, he wanted to convey something straight to the point. He rarely showed his personal feelings and personal opinion on a matter. What he wrote was only to promote the song he was releasing and the concert he was going to hold. This can be interpreted that he wrote a tweet for increase his power and status.

The fifth point is 'women use more standard forms than men from the same social group in the same social context'. Reflects from Taylor Swift and Harry Styles' tweets, this point seems to be not proven. This is evidenced by the use of more internet language by Taylor Swift (8 types) than Harry Styles (5 types). It can be said that Taylor Swift mastered the use of internet language because of the amount found is higher, almost all of the types she used. She can be called using above average form. While Harry Styles tends to use standard form because of low internet language in his tweets. He is not expressive that Taylor Swift. It causes of lacks the ability to communicate in internet language so that only less than half the internet language he used. So, it's proof that in the same social group that is twitter, in the same social context that is their life as a singer, men use more standard form than women.

And the last point is 'women are stylistically more flexible than men'. This seems to be true because in Taylor Swift's tweet, there are many uses of emoticons that can be interpreted that she is someone who is not too serious in conveying something, so she more often expresses her feelings using emoticons or certain symbols. Also, she used more eccentric spelling, and multiple punctuation to show how casually she wrote the sentence which is the aim of those types are lengthen the sentence. Very different from Harry Styles in his tweets where none of the emoticons were found. He more often says things bluntly and 11 directly to the core. This proves that men are not more flexible than women because they are more rigid in conveying something

4.2 Discussion

For the differences, the researcher found several conclusions such as; Taylor Swift's tweets are dominant with emoticon. The researcher found 60 examples of this internet language. In the other hand, the highest type used by Harry Styles' tweets is capital letter with 198 numbers of

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data. Then, Taylor Swift used more types of internet language, 8 types in total; those are multiple punctuation, capital letter, abbreviation, emoticon, all lower case, rebus writing, eccentric spelling, and description of action. While, Harry Styles' tweets only shows 5 types, such as capital letter, abbreviation, multiple punctuation, noise/music, and eccentric spelling. However, the use of fewer types by Harry Styles actually produces a large amount of data; he produced 259 data in total. While Taylor Swift only produced 156 data.

The researcher also analyzed how Taylor Swift and Harry Styles' tweets reflect on their characteristic and she can conclude that five points from Holmes (cited in Bergwall 1999) about universals regarding language and gender is true and verifiable based on the discovery of Taylor Swift and Harry Styles' tweets. Those points are; 'women and men develop different patterns of language use', 'women tend to focus on the affective functions of an interaction more often than men do', 'women tend to use linguistic devices that stress solidarity more often than men do', 'women tend to interact in ways that will maintain and increase solidarity, while especially in formal contexts men tend to interact in ways that will maintain and increase their power and status.', 'women are stylistically more flexible than men'. And there is one point that not proven by the data, that is 'women use more standard forms than men from the same social group in the same social context'. Drass (1986), in an experiment on gender identity in 12 conversation found that men speak more than women. This can be true because the data produced by Harry Styles is higher than Taylor Swift.

From the discussion above, it's so useful to learn how different gender communicates because we can respond and solve a problem well. But, we must understand that not everyone fits into the generalizations about men and women. Whether it's your genetic makeup or the environment you were raised in, many factors can dictate how you act. People may vary widely from the norms. Also remember that the purpose of gender communication is not to change another's communication style but to understand and adapt to it.

The researcher interpreted the result of the research with a thing that is after knowing the knowledge between how women and men communicate in social environment, the readers are expected can manage and work effectively in a many different environments, also make a long friendship which is helping the reader to live this life.

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5. CONCLUSION

According to the findings, the researcher can conclude several points. The tweets similarities of Taylor Swift and Harry Styles are both of them used 4 internet language such as abbreviation, multiple punctuation, capital letter, and eccentric spelling. And, there are 2 types which are not used by both; asterisk for emphasis and written out laughter. While, the differences of both tweets are Taylor Swift is dominant in using emoticon with 60 numbers of data. But, Harry Styles' mostly used internet language type is capital letter with 198 numbers of data. Then, Taylor Swift used more internet language, 8 types in total; those are multiple punctuation, capital letter, abbreviation, emoticon, all lower case, rebus writing, eccentric spelling, and description of action. Whereas, Harry Styles' tweets only shows 5 types, such as capital letter, abbreviation, multiple punctuation, noise/music, and eccentric spelling. However, the use of fewer types by Harry Styles actually produces a large amount of data; he produced 259 data in total. While Taylor Swift only produced 156 data. In digital communication, in this case is twitter. Taylor swift that represents women illustrate more expressive, more open, cheerful, and polite to communicate with her fans. She did not hesitate to write a personal message that was touching and personal in social media. However, this is not the case with Harry Styles which is opposite with Taylor Swift. He is less expressive and tending to use standard internet language. He also did not show his personal feelings to fans. He even rarely writes down the less important things like what he feels right now, and so on. He is very rigid in writing; this is evidenced by the internet language he uses. Almost all of them lead to delivering messages that are concise, concise, and clear.

6. SUGGESTION

The main discussion of this research is how Taylor Swift and Harry Styles' tweets reflect their characteristic. To make comparison, the researcher chooses those singers because they have similarities in several aspects; profession, mother tongue, and genre of music. And the online platform that she uses is twitter because it provides a lot of data that she needs to analyze. In further research, other researchers are expected to use data with different aspects, as well as different platforms because the more advanced the times, the more platforms available. The goal

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is to enrich the knowledge about language and gender so that will open the horizons from same topic.

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