THE USE OF SEXIST LANGUAGE IN *DAGELAN* ACCOUNT ON INSTAGRAM

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ABSTRACT

This study deals with the use of sexist language in *Dagelan*account on Instagram. The objectives of this study were to find out the dominat type of ambivalent sexsim and the most prominent gender discussed in *Dagelan*account. This study was conducted by using descriptive qualitative method. The data were collected from *Dagelan*account in Instagramby capturing some pictures that have captions related to sexist language and then analyzed into two types of ambivalent sexism theory, hostile sexism and benevolent sexism. The result showed that there were 24 sentences related to hostile sexism and 26 sentences related to benevolent sexism. The using of benevolent sexism is the most dominant used in *Dagelan*account and the most prominent gender discussed in *Dagelan*account is female in hostile sexism.

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INTRODUCTION

In communication, language is used as a tool to convey internal thoughts and emotions of human beings to interact and socialize in their environment by communicating each other. Language often changes as time goes by, there were some factors that make language changes in this modern era, these factors were environment, education, age, sex and the development of technology at this time. Every factor could cause the differences by using language particularly by using language based on sex. Men and women have differences of using language.

Lakoff (1973) states that the discussion about men and women and their language used to concern about the different ways using language between men and women, for example women mostly talk about their personal problems but men prefer to talk about hot issues that recently occurred such as about the result of football competition. There are some certain languages concerned to sex, it could concern to men and women that often referred to as a sexist language.

The phenomenon of sexist language can be found in various media such as social media. Social media is not only used as communication and entertainment tools, for example Instagram. Some people just use itto post photos and videos, without they realized it is related to linguistics too because some of the short sentences or captions contained in Instagram account associated with sexist language that maybe some people do not know. Sexist languageused in social media contained of positive and negative stereotype towards one gender which

represents men and women are not equal. The writer would like to use Instagram and choose one of an account in Instagram such as *Dagelan*account the source of the data, because this account uploaded many pictures that have short sentences or captions in each pictures by using sexist language.

The sexist language was analyzed by using ambivalent sexism theory. Ambivalent sexism has largely been developed by social psychologists Glick and Fiske (1997). The research questions of the present study: (1) what is the dominant type of ambivalent sexism found in *Dagelan*account? (2) what is the prominent gender discussed in *Dagelan*account by using ambivalent sexsim ?

Sexist Language

Sexist language is a social phenomenonoccurs in the society expresses bias in favor of one gender and thus treats the other gender in discriminatory manner. Man and women have differences way using language, Lakoff (1973) states that men and women speak differently since young, for example men used passieve voice and rude talk when speak whereas women used active voice. According to her, there are ten women's speech which are characterized by linguistic features such as: lexical hedges or fillers, tag questions, rising intonation, empty adjectives, precise colour terms, intensifiers, hypercorrect grammar, super polite forms, avoidance of strong swear words and emphatic stress.

Henley (in Weatherall, 2002:13) identified sexist language into three types:

a. Language that ignores women

The aspects of women being ignored in language is the use of masculine forms, such as *chairman, mankind, guys, policeman,* and *fireman*, when referring to people in general or a person whose gender is unknown or unspecified. Conventionally, these forms were called masculine generics, the grammatically correct way to generally refer to an unspecified person or to a group or people.

b. Language that defines women narrowly

Key (in Weatherall, 2002:19) defines the narrow of women in language refers to the observation that women are more often discussed in terms of their appearance and their family relationship, whereas men are more often discussed in terms of what they do. The power to define women in terms of their marital status is seen starkly in cultural traditions of naming. Naming and naming practices have been an important aspect of the study of languages because of the insights they provide into the world view and social hierarchies of a culture.

c. Language that depreciates women

Henley (1987) suggests that language not only ignored or defined women narrowly but might also demean them. If English compares with other language such as French and German, it has fewer linguistic formsused to indicate gender. Gender is marked in English by using suffixes and adjuncts. Two suffixes which are commonly used to indicate that a female is being referred to '-ess' for example actress, waitress and '-ette' for example suffragette, nymphette. The use of an adjunct example

'woman doctor, male nurse and police woman', it is used for indicating the conventional gender of the term. Another grammatical technique in English that may indicate the gender of the person being referred to is the use of adjective,for example 'pretty','charming' and 'emotional' that tend to be used to describe women or children not men. In contrast, words like 'stern', 'strong' and 'tough' will mainly be used in description of men.

Ambivalent Sexism

In addition to Lakoff theory, another theory of sexist language is ambivalent sexism by Glick and Fiske (1996, 1997) that composed into hostile and benevolent sexism.

1. **Hostile Sexism**

Hostile sexism encompasses the negative equivalent on each dimension: dominative paternalism, derogatory beliefs and heterosexual. Hostile sexism which is based on 'hatred' thinks that the women are crybaby who like to control men. Women source of the problem for male. Hostile sexism seeks to justify male power, traditional gender roles, and men's exploitation of women as sexual objects through derogatory characterizations of women. As example of hostile sexism in social media: "*kalaukamubingungbuatjawab essay, jawabaja 'cewek' kancewekselalubenar*" (if you get confused to answer examination. Just answer 'women', women are always right). From the example using non-rude language but the sentence contained of negative meaning assumed that women always true

means that women feel themselves always right and do not want to admit mistakes.

Hostile sexism has three subcomponents which comprise the critical issues in relationship between the sexes:

a. Dominative paternalism, is the belief that women ought to be controlled by men.

b. Competitive gender differentiation, through negative stereotypes of women, men have long been able to gain self-confidence by believing that they are better than the other half of the population. Because of men's dyadic dependencies on women, however traditional stereotypes about women also contain many traits that are viewed in an extremely positive manner.

For example:*A man is not finished when he is defeated. He is finished when he quits.*The sentence shows that it has become common knowledge that men are competitive creature. Men want to be the best and unbeatable. This competitive nature is ingrained; because of this competitive nature resulted in men always considered their status higher than women. Therefore, this sentence is included in the category competitive gender differentiation.

c. Heterosexual hostility reflects the tendency to view women merely as sexual objects, as well as the fear that women may use sexual attraction to gain power over men (because men's sexual attraction is a major source of women's dyadic power.

For example:*Jadicewekitujangansepertibarangloakandipinggirjalan.***(Do not be a girl like junk on the roadside).** The sentence using"junk" word that has a negative connotation intended for women as a b*tch that reflects the tendency to view women merely as sexual objects.

2. Benevolent Sexism

Benevolent sexism encompasses subjectively positive (for the sexist) attitudes toward women in traditional roles: protective paternalism, idealization of women and desire for intimate relations. The benevolent sexism is assumed that women have a moral purity and better than men so they must be protected and maintained well. Benevolent sexism relies on kinder and gentler justifications of male dominance and prescribed gender roles, it recognizes men's dependence on women and embraces a romanticized view of sexual relation with woman. For example: "*cewekituemangcantik kayak Barbie, but we are not toys*" (women are like Barbie, but we are not toys).The meaning of the sentence that women are as beautiful as Barbie, although they are like Barbie it does not mean man can play them at will.

Benevolent sexism has three subcomponents which comprise the critical issues in relationship between the sexes:

a. Protective paternalism is the benevolent aspect of paternalism ideology, which states that because of their greater authority, power, and physical strength, men should serve as protectors and providers for women. This protectiveness is particularly strong towards women on whom men are

dyadically dependent or over whom they feel a sense of "ownership" (e.g., wives, mothers, daughters).

For example: *Real man don't hit woman.*

This sentence is a command for men to treat women as well as possible, do not hit and hurt women. Wise man will protect women, not hit them.

b. Complementary gender differentiation is the benevolent aspects of traditional gender roles (e.g., wife, mother). Women in such roles are viewed as having favorable traits (e.g., purity) that complement stereotypically male characteristics that reflect men's work role (e.g., competitiveness).

For example; *Lakiitunyaripenghasilan, bukanalasan.*

(Men are looking for income, not reason). This sentence describes the traditional gender roles about men as a leader in the family which has an obligation to make a living.

c. Intimate heterosexuality, romanticizes women as sexual objects, viewing a female romantic partner as necessary for a man to be "complete."

For example: *The beauty of women must be seen from her eyes. Because that is the doorway to her heart, the place where love resides.*

This sentence describes that woman as romantic objects full of affection.

Instagram

Instagram is one of social media, it is a photo and video sharing application that allows users to take photos and videos, apply a digital filter, and share to various social networking services to facebook, twitter, path, and also

Instagram own social network. Pictures uploaded in Instagram such as scenery, selfie or pictures that have short sentences or captions called meme which is circulating on social networks from one person to another. Meme became a popular topic because it could be a jokes, motiation, satire, expression of users' feeling in cyber space and it can be obtained from various sources of social media such as Facebook, Twitter, Instagram, Path, BBM, etc.

Dagelan

Dagelan is the name of account on Instagram that post some pictures or meme and videos to entertain the followers.The name of *Dagelan*is taken from Javanese language which means humor. This account is controlled by some unidentified administrator; mostly the pictures that were posted in this account are inspired from the social phenomenon that was happening. *Dagelan*account also has many memes, but in this study just focused on memes that related to sexist language.

Methodology

In conducting the research, this study used descriptive qualitative method because this study related to phenomenon in society about an object, a condition or events at the present time.The source of the datataken from Instagram specifically in *Dagelan*account consist of 50 selectedcaptions related to sexist language in each pictures that chosen randomly and do not have a specific theme in the selection of data.The data collection done on 3 April 2015 till 3 May, 2015 then analyzed through the stages of identification and classification based on

predetermined format and calculated the data to find out the dominant types and the prominent gender.

RESULT AND DISCUSSION

Result

After analyzed the data the writer calculated the number of using hostile and benevolent sexism and gender discussed found in *Dagelan*account on Instagram in the following table:

Table 1.the number of using hostile and benevolent sexism and gender discussed found in *Dagelan*account on Instagram .

No.	The types of Ambivalent Sexism	M	F	Total
1.	Hostile Sexism *D=0, C=1, H=1	4	20	**24**
2.	Benevolent Sexism **P=6, G=7, I=7	7	19	**26**
	Total	**11**	**39**	**50**

Subcomponents:
*D= Dominative paternalism, C= Competitive gender differentiation H=Heterosexual hostility
** P= Protective paternalism, G= Complementary gender differentiation, I= Intimate heterosexuality

Table 2. The number of using hostile and benevolent sexism and gender discussed found in *Dagelan* account on Instagram.

Types	Male	Female
Hostile	**4**	**20**
Benevolent	**7**	**19**
Total	**11**	**39**

The first table shows that the total of using hostile sexism in *Dagelan* account is 24 sentencesincluded the subcomponents, benevolent sexism is 26

sentences included the subcomponents. The second table shows that female is the most prominent gender discussed in hostile by male.

Discussion

From the results, the writer found that benevolent sexism is the most dominant found in this study than hostile sexism, because this type is mostly found in language that has positive evaluation toward a gender, men between woman and woman between man. The use of negative evaluation toward one gender is less used to describe the characteristics of a gender.

In this case, women are the most prominent gender discussed in hostile sexism. This is because women are often used as objects of discussion by men in *Dagelan*account on Instagram.Men and women have differences of using language. Women are more polite while men are not. Not only language, men and women also have different characteristics. Women have certain characters that make men felt disturbed and uncomfortable towards women, such as selfish, fussy, cry baby, unpredictable and always controlled man, So that men mostly found describe about women by using hostile sexism.It doesn't mean that women never discussed about men by using language that related to hostile sexism, however from the results of the data showed that women are the most prominent.

Ambivalent sexism theory focused on subjectively positive and negative attitudes toward women in traditional roles.This theory shows men's attitude in the use of sexist language toward women. Ambivalent sexism theory is also

related to psychology of women where the sexist language is used based on women's psychology that is known by men generally.

CONCLUSIONS AND SUGGESTIONS

Conclusions

After analyzedthe data, it can be concluded that: the using of benevolent sexism is the most dominant used in *Dagelan*account and the most prominent gender discussed in *Dagelan*account on Instagram by using ambivalent sexism theory is female in hostile sexsim.

Suggestions

By considering the research findings and conclusions, there are some suggestions needed to be considered for students of English Department should learn more about language development in society, because language can be sourced from any media, not only verbally. Discussion about language in a research can be done by using the language fields such as, Pragmatics, Semantics, Semiotics and Sociolingusitics. For other researchers are interested to use ambivalent sexism theory for the further research to analyze sexist language with the different objects. For allreaders in order to have more knowledge about the use of sexist language that is often used and found in daily life because some of people do not know about sexist language

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