CHAPTER I
INTRODUCTION

A. BACKGROUND OF STUDY

Language has an important role in human interaction. Language used to communicate each people by transferring information, making conversation, or even expressing feeling. Sociolinguistics is a study of language which is associated with social conditions. Walija (1996:4) revealed "the definition of language is the most complete and effective communication to convey ideas, messages, intentions, feelings, and opinions to others. While Soejono (1983) argued that language is an important means to connect each other in living together. For the social interactionist, language is a key means through which those roles are explored and constructed (Harter, 1998). It can be concluded that language is the connector between each individual.

In the social sphere, language can be delivered directly or indirectly. Directly, language can be delivered in direct conversation with the listeners. While indirectly, at present time the trend of language delivery is through social media, such as Instagram, Twitter, Facebook, Youtube, etc. And Youtube is the most popular media to deliver spoken language. The language use in the delivery among people must be different. The differences of language used may be caused by psychology, social status, origin, culture, or gender. Chaer and Agustina (2010) as cited by Triyuni, Fadhilla, and Putri (2018) divides language variations based on speakers and their use. Based on the speaker means, who uses the language,

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where he lives, how his social position in the community, what sex is, and when the language is used. Based on its use, it means that the language is used for what, in what field, what paths and tools and how the situation is formalized.

Based on gender, the use of language between male and female is quite different is few aspects such as vocabulary, voice and tone, syntactic structure and style, and the way of conversational style (Akhter, 2014). As cited in Faradila (2017), a researcher named Deborah Cameron has divided the field of research in gender and language into three different fields, they are deficit, dominance, and difference. She thought the formation of language difference is caused by the unbalanced status of males and females. For thousand year men seems dominated people in status and power. In term sociolinguistics, gender differences are mainly caused by social structure, culture background, and pragmatic mentality like social gender phenomenon (Dong Jinyu, 2014).

A research which was conducted by Sri Wahyuningsih in 2018 with the subject of study was the male and female students of Sharia Department at STAIN resulted that the male and female students showed the differences in forms, content, and uses. The males were more directive and commonly use simple words. While the females were more expressive and polite in using language. And another research by Newman, Groom, Handelman, and Pennebaker in 2008 about gender differences in using language by analyzing 14,000 text

samples from 70 separate studies revealed that women tend to use more words related to psychological and social processes. While men tend to use the words related to object properties and impersonal topics. Based on the mentioned previous studies, the writer would conduct a research about the differences of language use between male and female Youtubers. The object of the research would be the male and female Youtubers and the writer would focus on the use of vocabulary of the language use between male and female Youtubers.

In this technological era, Youtube has become a popular social media to gain and share information. CEO of Youtube, Susan Wojcicki, stated that the YouTube users reached 1,8 billion account access YouTube platform every month during 2018. And YouTubers also have a role for people's daily life. In daily society, everyone must frequently hear other people say a jargon which is always said by a YouTuber. For the example, a YouTuber named David Moss with YouTube account named lassercorn has a special content of gaming. He is one of Top 10 list of famous male YouTubers. And a female YouTuber named Jellian Mercado. She usually makes some YouTube contents with her son, Mateo. Jelian Mercado is a teenager mom who lives with her son, Mateo, after breaking up with her husband. And Mateo in her YouTube content makes her YouTuber content unique. These statements were the reasons of writer to propose this research by using YouTube as the media.

In this research, the writer entitled the research "The Differences of Language Use Between Male and Female

YouTubers." And the purpose of this research was to describe the differences of language use between male and female YouTubers. Since YouTube had become a popular media in delivering information orally, the writer was interested to use Youtube as a media of the observation of language use between male and female Youtubers.

B. RESEARCH QUESTIONS
1. How was the language used by male Youtubers?
2. How was the language used by female Youtubers?
3. What were the differences of language use between male and female Youtubers?

C. OBJECTIVES OF RESEARCH
   The objectives of the research were:
1. To describe the language use of male Youtuber.
2. To describe the language use of female Youtuber.
3. To describe the differences of language use between male and female YouTubers.

D. SCOPE AND LIMITATION
− The scope of the research was the language use in Youtube.
− The limitation of the research was the language use between male and female YouTubers, they are Cody Ko, Connor Franta, David Moss, Bethany Mota, Hannah Elise, and Jellian Mercado.

E. SIGNIFICANCES OF RESEARCH
  1. For YouTube Users
     This research would give some benefits to the readers in using language, especially the readers who are also YouTube users. The readers would get better understanding of the language use between male and female social media users. And also the readers would be able to use better language in social media.
  2. For the writer
     The significance of this study for the writer would be giving more knowledge about sociolinguistics in the field language use of male and female. And the writer would be able to use language better in social media.

  3. For future researcher
     This study was expected would be able to give contribution and be a reference for the future researcher.

F. DEFINITION OF KEY TERMS
     This point consists of some definitions of the words related to research.
  a. Language use
     Language use is the form of language delivery which refers to the rules of the structures and the function of language.
  b. Youtube
     As cited in www.galerinfo.com, Youtube is a website for sharing or watching video. There are many kinds

of video can be found on Youtube, such as tutorial video, entertainment, or daily video. It can be

concluded that Youtube is a media which is commonly used for sharing information to another people by using videos. Youtube video is uploaded by Youtuber, someone who has certain theme or topic of his/her Youtube channel.

c. Youtuber

Youtuber is the user of Youtube or commonly named Youtube content-maker. A Youtuber usually has certain topic or theme of the videos to be shared on the Youtube channel.

d. Gender

Herien (2013) argued that gender is the difference between the roles of men and women in terms of responsibilities, functions and activities. Therefore, gender is the characteristic which differentiate between male and female roles in doing something. Thus male and female must have certain characteristics in speaking and acting