

## CHAPTER I

### INTRODUCTION

#### 1.1 Background of the Study

People all over the world are living in a connecting world. Internet connects people in different spaces and times so they can communicate more easily. In the online world one of the ways people communicate is through comments. Both in real life and in online setting people give a comments with the aim of giving feedbacks and showing their expressions and reactions. In giving comment, man and woman have some different features. Giving comment in real life is different with giving comment in online setting, especially on the internet. The use of the internet to provide quick and free communication is one of the popular topics of general interest nowadays. Internet allows their users to do any interactions in order to communicate through internet with their language. In real life, when someone gives comment on others, the interactions are spontaneous. But, when someone gives comments on the internet, the interactions are not always spontaneous. The person can control what he or she is going to write on the comment sections. Commenting on the internet has negative and positive impacts which are based on the attitude of the commenters. Internet has so many benefits but if the user does not use the comment feature of the internet wisely and properly it will cause a negative impact.

There are several types of comments that often appear in terms of commenting on social media. The first type is commentators who like to give a 'thumb' or 'like'. In the comments section there is a feature named 'like' which means people like the content they are viewing. This type is kind of people who like to give "likes" for comments from other people who feel in accordance with their opinions. This type does not like to comment on their own, because they are lazy to argue with people who disagree with their opinions. The next type is the sage commentators. This type always gives comments based on wise words from influential people or books they have read. The third type is people who are looking for trouble. This type of people really like to write comments that make the comments column chaotic. Thus, they invite other commentators to join the argument and finally there is a virtual world war. The fourth type is people who like to promote. In comment section people can promote the goods that they sell. They comment to promote their sales. This type is more or less including the type of people who do not give respect in commenting because whatever the content they still issue comments that contain promotions. The next type is the mediator. They usually appear when there is a comment war. This type likes to comment to advise and mediate so that the war does not continue. The last type is kind of people who like to use their own theories. This type usually comments based on their feelings and the things they think make sense. Unlike the sage who quotes words or opinions of influential people, this type prefers to issue their opinion based on their own thoughts.

The types mentioned above are also influenced by the gender of the commentators. The ways men and women make comments on social media are different. Since everyone has a different character, this resulted in the way they express their opinions. According to a study in the John Curley Center for Sports Journalism at Penn State and the Sport Leadership Program at the University of Central Florida (2009) male and female reporters cover sports differently. When male reporters covered women's games, they tend to present student-athletes as athletically skilled. Meanwhile, women reporters are not focus on the players' athleticism and instead mentioned the athletes' family relationships and attractiveness. Women wrote only six percent of all stories about men's games. The research shows how the lack of female sportswriters can make a real difference in the ways athletes are presented in coverage. Men have always dominated sports departments, and that has clearly shaped the ways sports are covered. Women are more likely to use female sources and to present the games in more positive terms than are men. Male reporters when giving comments are more likely to use their own theories and rarely involves feelings. Meanwhile, female reporters are more likely to mediate and give wise comments.

The ways male and female express their language on internet are different. In order to examine the language of males and females in giving response to prank videos on the internet, the writer uses Internet Language Features theory proposed by Danet (2001) and Crystal (2006). Danet (2001) proposed ten internet language features, which are: multiple punctuations (e.g. *gila!!!*), eccentric spelling (e.g. *seruuu*), capital letters

(e.g. *GOKIL*), asterisk for emphasis (e.g. “*lebay*” *banget*), written out laughter (e.g. *hahaha*, *hehehe*), music or noise (e.g. *aihhh*), description of action (e.g. *<tutupmata>*), emoticons (e.g. *:D*, *:P*) abbreviations (e.g. *LOL*), rebus writing (e.g. *a6 10an*).

Video sharing sites accommodates the speechess from various users. It allows the users to communicate in online form. Thus, it is related with the function of the internet as a tool for communication online based. YouTube is a video platform which provides various services that is very useful for their users. YouTube is easy to use. Kids, adults and elderly can easilly use this platform. They can deliver their thought or feeling based on their creativity by making videos. They can upload their video to their YouTube channel then others people can react to their videos through interrraction in the comment section. The users of the YouTube can search videos that they want to see. The examples are news video, tutorial video, video blog, cooking video, etc. People can subscribe their favorite YouTube channel and turn on the notification in order to stay up to date with the videos that were newly uploaded so they can immediatly watch it and do not miss it. YouTube continues to improve its quality and it makes people tend to use YouTube rather than other social media. YouTube may contain the content of television, radio and also give information that the users want to know. Google said that 57 percent of YouTube users were looking for entertainment content, and 86 percent also said that they were accustomed to visiting the site to learn new information (Trentech). In YouTube people can earn money for instances by selling merchandise or product displayed on a video, work with brands as an influencer or affiliate, connect

the YouTube channel to an AdSense account in order to earn money and get paid for the monetized videos. YouTube gives lots of benefits and it makes people want to be YouTuber- a person who has an account on YouTube and creates content. According to Kurniawan (2019) 7 out of 10 YouTubers that are popular in Indonesia use content with the video blogging genre or “vlog”.

Video blogging or vlogging is becoming more and more popular on the internet, especially on the video sharing site, YouTube. According to Baker (2019) a vlog is a video that documents a person’s life. It is a portmanteau of the word ‘video’ and ‘blog’. As the name suggests, a vlog is a video blog that records a person’s thoughts, opinions, and interests typically for publication on the internet. In order to gain viewers of the video, a content creator should create an interesting content, after the video has been recorded, the video should be edited with video editing software with the intention of getting the best result. The content creator should make episodes or series of the content, maybe per week or per month, so the viewers have desire to keep watching the newly uploaded videos.

Today, prank vlog is one of the popular contents created by vloggers. Prank is one of the best ways to make the video go viral and gain lots of viewers and also subscribers. Prank vlog is an act with the intention of making a joke or making fun of someone, usually it is a deceptive act. Prank video is not always fun to some people because sometimes prank video make others feel annoyed and in some past cases, there were some accidents of prank video that causes death. The case in 2018, Monalisa

Perez and his boyfriend made a prank video but ended up with his boyfriend killed by a gun (Kompas.com). Since there is a danger in prank video, YouTube updated policy surrounding "harmful and dangerous" content to explicitly ban pranks and challenges that cause immediate or lasting physical or emotional harm. In Indonesia there are lots of YouTuber who make a content of prank vlog such as Atta Halilintar, Baim Wong, Karin Novilda, Raffi Ahmad and so on. Atta Halilintar is the one who got the most reaction of his prank vlog. He usually got million views with thousand likes and comments on every video.

Atta Halilintar is a man from Riau, Indonesia. He does not only make prank vlogs but he also makes other contents such as comedy, interview, home raid or he named it the content with "Grebek Rumah", games, etc. Atta Halilintar's YouTube channel is now joined by more than 19 million subscribers, ranked number one YouTuber in Southeast Asia and being Asia YouTuber with the highest number of subscribers. A very large number of subscribers compared to famous Indonesian celebrities like Raffi Ahmad and Nagita Slavina with 11 million subscribers or Baim Wong with 8 million subscribers. From YouTube, per month, he is estimated to be able to reap income of up to 6.5 pounds or equivalent to IDR 122 billion (Info Komputer). Atta's achievements cannot be separated from the role of his subscribers who have brought him to be as successful as now. There have been many reactions given by commentators in commenting on Atta's video. Atta's videos become viral because he got a lot of attention from internet users through a great number of viewers, likes and comments

on his videos. Male and female commentators have their own pattern of language in commenting videos from Atta that shows their feeling or thoughts toward the videos, especially on his prank vlogs. This phenomenon shows that there are many features of internet language written by commentators in the comment section of Atta's videos.

The writer collected three previous studies related to internet language features. The first comes from Badriah (2015), she conducted a research of internet language features used by male and female shopper on Instagram. The research was conducted to find out the typical internet language features used by male and female online shopper on Instagram when they leave comments. The next study is from Indah (2015). She examined the comments of male and female commentators in commenting posts of *Dagelan* which is a humor account on Instagram. The last related study is from Rachmadilla (2017), her work entitled "The Internet Language Features Used by Male and Female Commentators in Commenting "BAD (Official Music Video Clip) by Young Lex featuring Awkarin" on Youtube". She examined the comments on the music video clip by male and female commentators.

The previous studies mentioned above and this study concern with the internet language features on social media. However, the content of this study is more specific that is prank videos which are considered as popular nowadays and the object of this research has great name and big impacts on YouTube that can affect reactions from netizen in commenting his videos. Thus, this study aims to describe and compare the

types of language used by male and female commentators on prank videos by Atta Halilintar on YouTube.

### **1.2 Statements of the Problem**

Based on the background of the study, the writer formulates the research problems of male and female commentators in commenting prank videos by Atta Halilintar on YouTube as follows:

1. What types of internet language features are used by male and female commentators in commenting on prank videos by Atta Halilintar on YouTube?
2. What are the similarities and differences between male and female comments?

### **1.3 Objectives of the Study**

Based on the statements of the problem, the objectives of the study are as follows:

1. To identify the types of internet language features used by male and female commentators in commenting on prank videos by Atta Halilintar on YouTube.
2. To describe the similarities and differences between male and female comments.

#### **1.4 Significance of the Study**

The significance of this research is to enrich the linguistics knowledge especially in internet language features used by male and female commentators in commenting prank videos by Atta Halilintar on YouTube. Moreover, this research has two major significances which are theoretical and practical significances.

By conducting this study, hopefully it can contribute theoretically to the area of language and gender. Practically, the findings of this research may be an improvement for people in understanding internet language features of prank content in online setting. Moreover, the writer hopes the findings of this study can help other researchers who have related issues with this study to finish their research.

#### **1.5 Scope of the Study**

This research concerns about the internet language features used by male and female commentators in commenting on prank videos by Atta Halilintar on YouTube. This study focuses only on top three prank videos that have more than one million viewers with more than two thousand comments. From each of the three videos the writer selected 25 comments from male and 25 comments from female commentators. There are 150 comments from male and female commentators in total. This research ignores the texts on the video and all of the advertisements that appear on the video. The samples of the data was collected by taking particular comments from the

commentators based on their identity. In determining the identity of the commentators whether they are male or female, the writer investigates through the personal information which is provided by the commentators such as profile picture, username, real name, and bio. The commentators who have unclear identity would be ignored.

### **1.6 Definition of Key Terms**

**Internet Language Features** : The internet language tends to display both spoken and written language features as well as distinctively digital ones. (Danet and Herring 2007)

**Gender** : Gender is related with the term ‘gender as culture’ and ran an empirical study on linguistic differences between men and women. (Mulac, Bardac and Gibbons 2001)

**YouTube** : A website on which subscribers can post video files.  
(Collins English Dictionary)

**Comment** : A note explaining, illustrating, or criticizing the meaning of a writing. (Merriam-Webster Dictionary)