

Rachmadilla, Farrin D. 2017. "The Internet Language Features Used By Male And Female Commentators In Commenting "BAD (Official Music Video Clip) By Young Lex Featuring Awkarin" On Youtube". Undergraduate Thesis, Universitas Airlangga

ABSTRACT

YouTube is the most popular video sharing site which provides various contents such as music, education, sport, comedy, and so on. Moreover, Video Blog on YouTube becomes a trending content now, and it is created by YouTubers. Viewers can watch, share, and comment a video from YouTube based on what they like. YouTube also allow them to deliver their opinion on the comment section regarding a video that they have been watched. However, the way of delivering thought or opinion might be different. Internet language features show there are particular features that used by the commenters. A theory from Danet (2001) mentioning types of Internet Language features helped the researcher to identify the features that has been written by the commenters. The method used in this study is qualitative approach since it aims to identify the types of Internet language features, describes, and explains the similarities and differences of those features between male and female commenters on the one of popular Music Video on YouTube entitled "BAD (Official Music Video Clip)". The data of this study was collected from 75 comments from male commenters and 75 comments from female commenters, thus, the total number of sample is 150 comments. The result showed that there is a feature which is not found on the comments. It is the description of action feature in female comments. Besides, both male and female commenters tend to use multiple punctuations and abbreviations features to emphasize their.

Keywords: Internet language features, Gender, YouTube, Comment