

CHAPTER I

INTRODUCTION

1.1 Background of the study

Language is important way for people to interact with each other. People use language to show their feeling and to ask questions. Yule (2010, p.11) suggests that language is a human system of communication that uses arbitrary signal such as voice sound, written symbol or gestures to meaning. We clearly cannot separate words from language we use in our daily communication. Words are generally considered as the basic elements of language (Biber, Conrad, & Leech, 2004, p. 14). The choice of words in language is significant because it plays a vital role in communicating ideas, thoughts, and gaining information from others. According to Kuiper and Allan (1996, p.181), any well-defined group of words, such as all the words of the language can be called as a vocabulary. People use media to express vocabulary knowledge. Each media has its own style in using a language. Moreover, in the aspect of understanding a text, we need to understand the words that represent the ideas or concepts. The choice of words in language is usually related to the target audience of the media.

One of the media which is accessible to the wide community is a magazine. Magazine is a mass media which uses many language varieties. Magazine is a periodic paperback publication containing articles, fictions, and

photographs (McLaughlin, 2000, p.55). Magazines are issued periodically containing miscellaneous articles in variety of subjects, usually published weekly, fortnightly, monthly or quarterly. Most of the magazines contain a whole world in it regarding to the news and some other fun stuff (Lindsey, 1990, p. 234). Magazines are the medium that give a lot of information for the readers regarding to every field of life. Magazine is one of the media in which people mostly express their arguments. Therefore, magazine is one of the interesting topics that can be studied further with various types. Indonesia has a lot of different types and genre of magazines such as women's magazine, teenage magazine, men's magazine, business, health, fashion, advertisement, religion, family magazine. Each type of magazines has its own characteristics in the use of language, especially in using the words.

Magazine developed rapidly toward specific target reader, for example teen magazine. Teen magazines are the genre of magazines targeted to teenage readers. The teen magazine can be a part of a school project or be an extracurricular activity (Aveyard-Barry, 1999-2013). Content of teen magazines consist of lifestyle (beauty and fashion), entertainment (music, movie), and fiction. The *Teen Read Week 1999* survey found that two-thirds (66%) of youth ages 11 to 18 reported regularly reading magazines. Teenagers might be more attracted to the information about fashion tips, news, school, gossip, interviews, pop stars, and life style. There are so many magazines for teenagers, especially teenage girl's magazines such as GADIS, Chic, Kartika, Kawanku, or imported magazines such as Cosmo Girl, Go Girl and Seventeen which are loaded with the

concept of female beauty, especially for the teenage girl. The numbers of youth magazines that circulate in Indonesia with the target number of women readers much more than the magazines target readers for men, especially young men. Magazines for teenage males are currently automotive magazines. It can be said that the concept of male handsomeness in the man's magazine as seen in the Hai magazine.

The magazines are available based on the target market, and one of the target market segmentations is based on gender. Holmes (2008, p.251) argues that the way people interact in society reflect aspects of their identity, e.g. gender. The difference can be found in the use of language in the magazine's article since the articles of magazine are designed to reach target reader. Some magazines are particularly published for girls, and some others are especially for boys. The gender of the targeted reader should influence the writing styles of the magazines (Willemsen, 1998, p.854). In a magazine for teenage girls the reporters, mostly female are likely to use more feminine language and masculine writing in a magazine for boys. It is reasonable to suggest that the use of language in articles for girls and boys magazines is different. Schlenker (1998) argued that the concerns of teenage girl are primarily with her appearance, household activities, romance and dating. Kaiser (2004, p.2) suggests that most magazines for teen girls are about beauty, cosmetics, people, and relationships while for teen boys are about electronic gaming, sports, music, cars, and other hobbies.

According to Holmes (2008, p.171) overall boys used vernacular forms more frequently than girls did. The boys who used vernacular forms had the

highest scores on a scale based on toughness (ability to fight and steal), peer group status, and ambition to do a 'tough' job, such as slaughterer. But interestingly the speech of tough girls those capable of swearing, stealing or setting fire to the adventure playground, was quite distinguishable from the boys on the number of grammatical features (Holmes, 2008, p.172). It is also in line with the argument that men and women have a different language. Women have smaller words, show of extensive use of certain adjectives and adverb, more often than men break off without finishing their sentences because they start talking without having thought out what they are going to say, and produce less complex sentences (Sunderland, 2006, p.5)

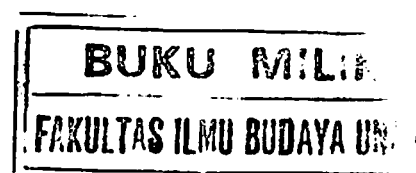
Newman (2007) using a computerized text analysis tools in analyzing gender differences in language use in both spoken and written text sample. The results of analysis showed that men tend to use the word which are related to object properties and impersonal topics (e.g. apartment, music, assignment) while women tend to use the word which are related to psychological processes (e.g. nervous, uneasy, mad, remember), social processes (e.g. friends, sister), verbs (e.g. watching, talking, thinking, taking). It means that gender is constructed culturally by society, it is important to assume magazine as cultural tools in analyzing written language.

In investigating common words that is addressed to different genders in written text, we can use the corpus linguistics perspective. A collection of text is known as a corpus and the study of such text collection as corpus linguistics.

Corpus linguistic is known as the study of language based on example of real life language (McEnery & Wilson, 1996, p.1). Corpus linguistics is the study of language data on a large scale the computer aided analysis of very extensive collections of transcribed utterances or written text. (McEnery & Hardie, 2012).

There are four main classes of words in English: verbs, adjectives and adverbs (Biber, Conrad & Leech, 2002, p.14). Similar to English, Indonesian word class are also categorized into four classes that are *verba*, *adjectiva*, *nomina* and *adverbial* (Alwi, et.al, 2010, p.35). In this thesis, the writer uses girls' and boy's magazine as her object in order to analyze the common words which are categorized in the word class that are nouns, verbs, adjectives and adverb. The magazine chosen are GADIS girls' magazine and Hai boys' magazine. The writer investigates the research using *AniConc* software in GADIS and Hai magazines. The writer takes sample articles in the same topics on magazine that are fashion, hi-tech, music, and school.

GADIS published every ten days. This magazine firstly appeared in 1973 and published by PT. Femina Group. The reason why the writer chooses GADIS magazine is because GADIS is a teenage magazine that very popular in Indonesia. Second, GADIS even is the oldest one in Indonesia as girl magazine. The third reason is GADIS has already given a massive contribution for teenagers in trend, fashion and life style (www.gadis-online.com). The issue is always up to date and follow the development era and use of modern technology and also utilizes technology advances. It means that GADIS magazine became the best friend of Indonesia's teenage girl as source of all information and inspiration.



GADIS magazine is the best friend for Indonesian girls. Moreover, the marketing targets of GADIS magazine are girls in aged 13 to 17 years old.

On the other hand, the writer has chosen Hai magazine because Hai became Indonesia's first teen boys magazine to have an iPad, online media digital and Mobile presence. Hai Magazine is a magazine that is published weekly. Since first published on January 5th, 1970, this magazine still can be found until now (www.hai-online.com). In addition, to format and Hai magazine presents across all the major online Hi, Hi demos, HaiPad, Twitter, Facebook and mobile stage. Hai is the only popular magazine for boys in Indonesia, in Junior High School and Senior High School aged 14-19 years old Indonesia. He also said that in every year, Hai come to any school event, the name is HGTS (Hai Goes to School), a show that is usually held in schools by inviting indie artist or a famous artist, shuffle dance competition, to go to the movies. Through that event also gives subscription package at a low price to the student. It can be assumed that Hai may become the reference of the life style Indonesian boy.

Concerning the language and gender in magazines and written text, there are several studies that have already been conducted. Ekasari (2008) who concerned on the different language use for women and men in her thesis *A Study of the Role of Adjective Semantically Found In The Articles Of Women's Magazine InStyle And Men's Magazines Details*. She found that the articles of women's magazine tend to use color, size, and emotive, miscellaneous descriptor. The second study that is closely related to this research is conducted by Hanum (2012). Her thesis entitled *Corpus-Based Analysis on the Typical Nouns and*



Verbs used in the Health Section of Men's Health Magazine and Women's Health Magazine. She found the similarities and differences of the typical nouns and verbs are used by men and women. The similarities of the typical nouns and verbs are study, say, risk, and cancer. Moreover, she found that the typical nouns and verbs in Men's Magazine are iodine, researcher, diet, concussion, prostate cancer, and cancer. While the typical nouns and verbs in Women's Magazine are breast, brain, woman, sleep, pap, and sex. Third, a previous study from Yang (2010) entitled *A Study of Adjectives and Nouns in the Language of Advertisement*. This study discussed the gender differences in the language of advertisements in female magazine (*Elle, True Romance, and Live It*) and male magazine (*Car and Driver, Soccer, and Esquire*). The result of this study is in female magazines, nouns and adjectives tend to emphasize of refer to color, relationship, emotion, senses, and art. While in male magazines words are related with quantity, superiority, adventure, strength and achievement are mostly used.

However, the previous studies above are more concerned with men and women magazine as their object of the study, while in contrast, this study utilizes the girls and boys magazine as the object of this study that are different in terms of age. The previous study is limited to analyze the use of adjectives in articles of magazine, while in this study the writer analyzes the content words that are nouns, verbs, and adjectives then compared both of magazines. Previous studies may incomplete over to the article, the topic is health while in this study the writer analyzes in topic articles are music, fashion, school and hi-tech. The writer could find the similar theme of the use of language and gender theory.

1.2 Statement of the Problems

Based on the background of the study, the writer utilizes corpus linguistics that focuses on words to answer the following questions:

1. What are the common words used in Gadis magazine?
2. What are the common words used in Hai magazine?
3. What are the similarities and differences of common words used in those magazines?

1.3 Objective of the Study

The objectives of this study are fulfilling the following reasons:

1. To identify the common words used in Gadis magazine.
2. To identify the common words used in Hai magazine.
3. To identify the similarities and differences of common words used in those magazines.

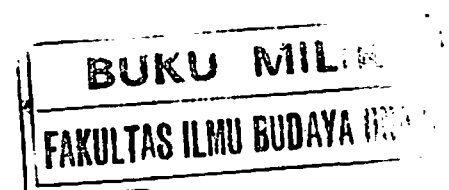
1.4 Significance of the Study

This study is expected to give a contribution in corpus linguistics and language and gender especially to provide information the common words in girl's magazine GADIS and boy's magazine Hai. The particular aims of this study to find out the differences and the similarities that are used in the articles of both magazines in categorizing noun, verb, adjective and adverb. Through this study, the writer hopes that the findings of this study can be used as a reference for the next researchers who are interested in analyzing the use of common words in Girl's and Boy's magazine. Besides, this study is expected to be a reference for the researchers who would like to know more about teenager world, what are the

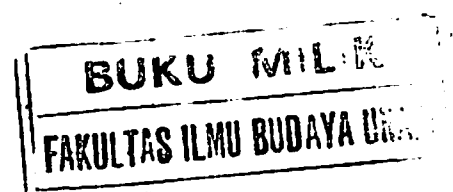
things that are usually thought by the teenagers, the character building of the teenagers, and to know the strategy of advertising agency in promoting their products to teenagers.

1.5 Definition of Key Terms

- AntConc** : freeware, multiplatform tool for carrying out corpus linguistics research and data-driven learning (Anthony, 2011)
- Article** : A complete piece of writing in a newspaper, magazine, etc (McLoughlin, 2000, p. 1)
- Corpus** : A collection of linguistic data, such as written texts or transcribed speech (McEnery & Hardie, 2012, p. 20)
- Corpus Linguistics** : the study of language data on large scale-the computer-aided analysis of very extensive collections of transcribed utterances or written texts. (McEnery & Hardie, 2012, p. 1)
- Common words** : the words are more frequent or happening often in a text, established a connection between the rank frequency of a word and the number of words (Wright 1979)
- Concordance** : A concordance lists the occurrences of particular search item in a corpus in the context of the surrounding text that occurs alongside the item (McEnery & Hardie, 2012, p. 35)
- Gender** : the social elaboration of biological sex. (Eckert & McConnell-Ginet, 2003, p. 10)



- Magazine** : a periodic paperback publication containing articles, fictions, and photograph. (McLoughlin, 2000, p. 1)
- Teenage** : Someone whose age is number ending in “teen” in the English language : that is to say, someone from the age of thirteen to the age of nineteen (<http://www.merriam-webster.com/dictionary/teenage>)
- Token** : the number of running words in a text, every word that occurs is therefore designed for linguistic study. (McEnery & Hardie, 2012, p. 252)
- Type** : the number of different words in a text, only the number of unique word forms will therefore be counted, not their repetitions. (McEnery & Hardie, 2012, p. 252)
- Word class** : a part of speech category, divide into noun, verb, adjective, and adverb (Biber, Conrad, & Leech, 2004, p. 15)



CHAPTER II

LITERATURE REVIEW

