

CHAPTER I

INTRODUCTION

1.1 Background of the Study

The different representation of men and women can be observed from various aspects. One possibility is through their behavior. Cameron (2003, p.449) stated that there is a gender appropriate behavior both for men and women. For example, men in the natural inclinations need to give variety and vigor in their linguistics behavior. On the other side, women tend to shrink from coarse and vulgar expressions in their linguistics behavior. In addition, Coates (2004, p.88) stated that women use hedges more frequently and they also appear to be more polite, while men use aggravated directives to get things done. In this case, language can be used as the representation of gender.

The term 'representation' is generally used to refer to language ideology. The study of language ideology involves examining the texts and practices in which languages are represented not only spoken and written but also what is contained inside (Cameron, 2003, p.448). Based on that statement, the term 'representation' is more preferable to use than 'beliefs' because 'beliefs' is commonly assumed to denote mental construction while 'representation' is assumed as social construction (Cameron, 2003, p.448). Mental construction essentially belongs to the individual itself, while social construction emerges from interaction of public representation that can be analyzed through examining written text or spoken.

One of the approaches to see the different representation between men and women is from a self-help book. A self-help book is a book that is usually written in certain fields such as personal growth, business, recovery, sport, hobby, crafts, and health (Stine 2002, p.1). Sometimes, self-help books are created by experts in such areas as stated before where they can share interesting topics with others through the books. A self-help book usually gives suggestion on how to solve particular problems or how to behave appropriately. In this case, the writer found two interesting self-help books which give suggestions on how men and women should behave. The first book is *Memikat Pria Idaman* and the second is *Memikat Wanita Idaman*.

In *Memikat Pria Idaman*, we can identify how a woman is trying to become an ideal woman in order to get a man. This book is written for women readers because it contains suggestions for women. The second book, *Memikat Wanita Idaman*, is talking about how to become an ideal man in order to get a woman. Therefore, the target market of this book is for men. Eventhough the target market for these books are different, both of them have same topic that is how to behave in order to attract the opposite sex.

In terms of socio-cultural problems, men and women are different in their linguistic behavior because men and women are raised from different background. Therefore, the words used in the books that are intended for female readers must be familiar with female readers. On the other hand, the book that is intended for male readers should also have the words which are familiar with male readers. Regarding

to the issue of language and gender, the writer thinks that the selection of language used in men and women's self-help books are interesting to be analyzed.

In investigating language that is addressed to different genders in written text, we can use the corpus linguistics perspective. Corpus linguistic has been applied to language description in language variation studies (Baker, Hardie, & McEnery, 2006 p.16). With the corpus linguistics perspective we can determine the language variation that is used by different authors.

There are two studies which are closely related with this research. In connection with the representation of men and women, Wang (2009) evaluated gender stereotypes on a gossip-filled entertainment column in a tabloid. The result of her study showed that female artists as portrayed in the tabloids were commonly associated with belligerence, money worship, and social pressures with respect to marriage and sexuality. In contrast, portrayals of male artists focused on personal defects in physical appearance, love affairs, and invariably involved manipulation of how the private lives of these artists were viewed. In addition, Newman (2008) also analysed gender differences of language used in written text sample using a computerized text analysis tool. The analysis showed that women tend to use the words which are related to psychological (e.g. mad, uneasy, remember, nervous), social processes (e.g. sister, friends), and verbs (e.g. watching, taking, talking, and thinking). While, men tend to use words which are related to object properties and impersonal topics (e.g assignment, music).

In this study, the writer focuses on typical vocabulary used in the self-help books, *Memikat Pria Idaman* and *Memikat Wanita Idaman*, based on Corpus Linguistic point of view. According to McEnery and Wilson, corpus linguistics is a relatively recent branch of linguistics to study the language based on examples of real life language use (cited in Baker 2010, p.5). The quantities of data allow us to extrapolate linguistic frequencies and tell something about linguistic norms. It means that the corpus becomes the main source to make analysis and interpretation in the research. However, in this analysis the writer use Indonesian language as a object and western culture as a gender representation point of view.

In addition to frequencies, the representation of men and women are also analyzed by using collocations. According to Baker, Hardie and McEnery (2006, p.36) collocation is the phenomenon surrounding the fact that certain words are more likely to occur in combination with other words in certain contexts. The analysis of the word frequencies and collocations focused on the content words, not on the function words. This is because content words consists of nouns, verbs, adjectives, and adverbs that have clear lexical meaning and these words denote concepts such as objects, actions, attributes, and ideas that we can think about (Fromkin, Rodman, and Hyams 2010, p.39). It is similar to English, Indonesian content words are also categorized into four classes, they are nouns, verbs, adjectives, and adverbs. From those four classes only nouns, verbs, and adjectives which are often developed further into complex words (Alwi et.al 1998, p.36). Nouns can be developed by using other nouns and adjectives, verbs can be developed by using adverbs, and adjectives can be

developed by using adverbs. Therefore, in this study the writer only analyzes nouns, verbs, and adjectives.

1.2 Statement of the Problems

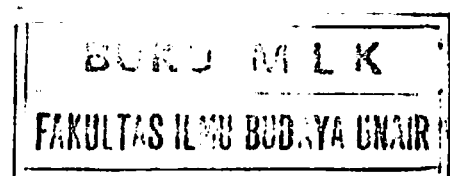
Based on the background of the study, the writer formulates the statement of the problems as follows:

1. What are the words and phrases used to represent an ideal woman in the book entitled *Memikat Pria Idaman*?
2. What are the words and phrases used to represent an ideal man in the book entitled *Memikat Wanita Idaman*?
3. What are the similarities in the words and phrases used to represent ideal men and women in those two books?
4. What are the differences in the words and phrases used to represent ideal men and women in those books?

1.3 Objectives of the Study

Based on the statement of problems above, the objectives of this study are :

1. To investigate the representation of an ideal woman in the book entitled *Memikat Pria Idaman*.
2. To investigate the representation of an ideal man in the book entitled *Memikat Wanita Idaman*.



3. To identify similarities of the representation of ideal women and men in those two books.
4. To identify differences of the representation of ideal women and men in those two books

1.4 Significance of the Study

The writer wishes that this study would make a contribution to linguistic research both in theoretical and practical. The significance of this study in theoretical aspect is to increase knowledge in corpus linguistics especially identifying typical vocabulary which occurs between men and women in self-help books. It is hoped that the other corpus linguistic researchers would comprehend the typical vocabulary from word frequencies and collocations which focus on the content word in each book.

This study has also practical contributions for book authors and readers of self-help books. Book authors would apprehend typical vocabulary for different gender, particularly for authors who want to write self-help books. If these self-help books are targeted for different gender, they would be able to use the words that are suitable for men and women for the wider society. Authors would also learn more about the characteristics of men and women as represented in self-help books.

1.5 Definition of key terms

- Language Ideology** : Refers to sets of representation through which language is imbued with cultural meaning for a certain community (Cameron 2003, p.447).
- Collocation** : Collocation is the phenomenon surrounding the fact that certain words are more likely to occur in combination with other words in certain context (Baker, Hardie, and McEnery 2006, p.36).
- Gender** : A social construct involving genetic, psychological, social and cultural differences between male and female (Wardhaugh 2006, p.315).
- Content words** : Consist of noun, verb, adjective, and adverb and these words denote concepts such as objects, actions, attributes, and ideas that we can think about (Fromkin et.al 2010, p.39)

CHAPTER II

LITERATURE REVIEW