

**LANGUAGE VARIATION BASED ON GENDER IDENTITY:
A SOCIOLINGUISTIC ANALYSIS OF MALE AND FEMALE
NETIZEN COMMENTS ON INSTAGRAM**

THESIS



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STATE ISLAMIC UNIVERSITY OF
FATMAWATI SUKARNO BENGKULU
2026**

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THESIS

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**DEPARTMENT OF ENGLISH EDUCATION
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STATEMENT OF ORIGINALITY

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2. This undergraduate thesis is entirely the result of my own ideas and work, without any unauthorized assistance from others, except for guidance provided by my academic supervisors.
3. This undergraduate thesis does not contain any work or opinions that have been previously published by other individuals, except those that are properly cited and acknowledged in the text, with full references provided in the bibliography.
4. I hereby declare that this statement is made truthfully and conscientiously. Should any deviation or falsehood in this statement be found in the future, I am willing to accept any academic sanctions imposed in accordance with the applicable regulations.

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MOTTO

“أَلَا يَذْكُرُ اللَّهُ تَطْمَئِنُّ الْقُلُوبُ”

“Verily, in the remembrance of Allah hearts find rest.”

(Qur'an, Surah Ar-Ra'd 13:28)

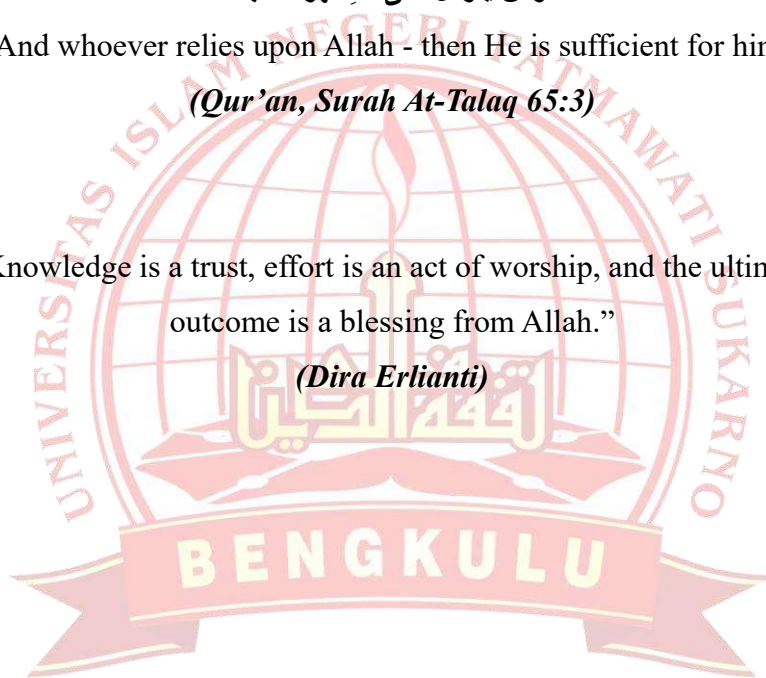
“وَمَنْ يَتَوَكَّلْ عَلَى اللَّهِ فَهُوَ حَسْبُهُ”

“And whoever relies upon Allah - then He is sufficient for him.”

(Qur'an, Surah At-Talaq 65:3)

“Knowledge is a trust, effort is an act of worship, and the ultimate outcome is a blessing from Allah.”

(Dira Erlianti)



DEDICATIONS

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ABSTRACT

Dira Erlianti, SRN: 2223230033. Tittle of Thesis: “LANGUAGE VARIATION BASED ON GENDER IDENTITY: A SOCIOLINGUISTIC ANALYSIS OF MALE AND FEMALE NETIZEN COMMENTS ON INSTAGRAM”. Thesis, Study Program of Tadris Bahasa Inggris, Faculty of Tarbiyah and Tadris.

Supervisors: 1. Dr. Fera Zasrianita, M.Pd. 2. Dr. Andriadi, M.A.

Language variation in digital communication is an important area of study in sociolinguistics research because social media enables users to express identity, build social relationships, and achieve various communicative purposes through language. This study aims to identify the language variations used by male and female netizens in Instagram comments, analyze gender-based communication styles, and examine how language reflects or challenges gender stereotypes in digital communication. This study employed a qualitative descriptive method with a sociolinguistic approach. The data consisted of 150 English comments collected from 15 Instagram posts. Data were gathered through digital documentation (Instagram data scraping), language observation sheets, a sociolinguistic analysis codebook, and field notes. The data were analyzed using the interactive analysis model proposed by Miles, Huberman, and Saldaña (2014), including data collection, data condensation, data display, and conclusions drawing/verifying. The findings show that both male and female netizens use similar linguistic features, including word choices, sentence structures, and linguistic expressions, but with different communicative orientations. Male netizens tend to communicate experiences, opinions, evaluations, and information more directly, whereas female netizens emphasize emotions, appreciation, empathy, and interpersonal support. Furthermore, Instagram comments not only reflect traditional gender stereotypes but also challenge them. This study concludes that language variation in digital communication is influenced by communicative purposes and social context rather than gender alone, making language a means of constructing identity and social relationships in the digital space.

Keywords: *Gender Identity; Instagram; Language Variation; Sociolinguistic Analysis.*

ABSTRAK

Dira Erlianti, SRN: 2223230033. Judul Skripsi: “LANGUAGE VARIATION BASED ON GENDER IDENTITY: A SOCIOLINGUISTIC ANALYSIS OF MALE AND FEMALE NETIZEN COMMENTS ON INSTAGRAM”. Skripsi, Program Studi Tadris Bahasa Inggris, Fakultas Tarbiyah dan Tadris.

Pembimbing: 1. Dr. Fera Zasrianita, M.Pd. 2. Dr. Andriadi, M.A.

Variasi bahasa dalam komunikasi digital merupakan salah satu kajian penting dalam sosiolinguistik karena media sosial menyediakan ruang bagi pengguna untuk mengekspresikan identitas, membangun hubungan sosial, dan menyampaikan berbagai tujuan komunikasi melalui bahasa. Penelitian ini bertujuan mengidentifikasi variasi bahasa yang digunakan oleh netizen laki-laki dan perempuan pada kolom komentar Instagram, menganalisis perbedaan gaya komunikasi berdasarkan gender, serta mengkaji bagaimana penggunaan bahasa tersebut merefleksikan atau menantang stereotip gender dalam komunikasi digital. Penelitian ini menggunakan metode deskriptif kualitatif dengan pendekatan sosiolinguistik. Data penelitian berupa 150 komentar berbahasa Inggris yang diambil dari 15 unggahan Instagram. Data dikumpulkan melalui dokumentasi digital (Instagram data scraping), lembar observasi bahasa, buku kode analisis sosiolinguistik, dan catatan analisis (field notes). Data dianalisis menggunakan model analisis interaktif Miles, Huberman, dan Saldaña (2014) yang meliputi pengumpulan data, kondensasi data, penyajian data, serta penarikan/pengujian kesimpulan. Hasil penelitian menunjukkan bahwa netizen laki-laki dan perempuan sama-sama menggunakan variasi pilihan kata, struktur kalimat, dan ekspresi linguistik, tetapi dengan orientasi komunikasi yang berbeda. Netizen laki-laki cenderung berorientasi pada penyampaian pengalaman, pendapat, evaluasi, dan informasi secara langsung, sedangkan netizen perempuan lebih menonjolkan ekspresi emosi, apresiasi, empati, dan dukungan interpersonal. Selain itu, penggunaan bahasa dalam komentar Instagram tidak hanya merefleksikan stereotip gender tradisional, tetapi juga menunjukkan adanya upaya untuk menantangnya. Penelitian ini menyimpulkan bahwa variasi bahasa dalam komunikasi digital dipengaruhi oleh tujuan komunikatif dan konteks sosial daripada gender semata, sehingga bahasa menjadi sarana untuk membangun identitas serta memaknai relasi sosial di ruang digital.

Kata kunci: *Analisis Sosiolinguistik; Identitas Gender; Instagram; Variasi Bahasa.*

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The thesis was submitted in partial fulfillment of the requirements for the degree of *Sarjana Pendidikan* (S.Pd) in the English Education Study Program, Faculty of Tarbiyah and Tadris, Fatmawati Sukarno State Islamic University of Bengkulu.

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Although every effort has been made to complete this thesis to the best of the author's ability, the author acknowledges that this thesis may still have some limitations. Therefore, constructive comments and suggestions are sincerely welcomed for future improvement. The author hopes that this will be beneficial to readers and contribute to the development of sociolinguistic studies, particularly those related to gender and language use in digital communication.

Bengkulu, August 2026

Dira Erlianti
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