

CHAPTER V

CONCLUSION AND SUGGESTIONS

A. Conclusion

This study shows that the language variations used by male and female netizens in Instagram comments demonstrate different tendencies, even though both groups employ the same linguistic aspects, namely, word choice, sentence structure, and linguistic expressions. These differences are primarily evident in the orientation of language use within the context of digital communication. Male netizens tend to use word choice, sentence structure, and linguistic expressions to convey experiences, opinions, evaluations, and information related to the topic of the post. Conversely, female netizens more frequently utilize these linguistic elements to express emotions, offer appreciation, demonstrate empathy, and build interpersonal closeness. These findings indicate that linguistic variation in Instagram comments is influenced not only by linguistic form but also by communicative purpose and the social context in which the interaction takes place.

This study also found that there are differences in communication styles between male and female netizens when interacting through Instagram comments. Male netizens' communication style is more oriented toward personal experiences, expressing opinions, evaluations, providing information, and using relatively direct and concise language. Conversely, female netizens' communication style places greater emphasis on emotional expression, support, appreciation, personal experiences, and interpersonal relationships through the use of more expressive and reflective language. However, these differences should be understood as tendencies observed in the selected dataset rather than fixed characteristics of male and female

users. Both groups still demonstrate flexibility in choosing communication strategies based on their goals, the context of the interaction, and the topics discussed in digital communication.

In addition to identifying variations in language and communication styles, this study shows that language use in Instagram comments can both reflect and challenge gender stereotypes. Some comments still reflect traditional views that associate men with strength, responsibility, and the role of family protectors, while women are more often associated with caring for the family and emotional expression. However, this study also found various comments that reject these stereotypes, such as men openly expressing emotional vulnerability, concern for health, and appreciation, as well as women sharing information, experiences, arguments, and calls to change perspectives on gender roles. These findings indicate that social media serves as a space where users can both reproduce and negotiate the meanings of gender through language use.

Overall, this study demonstrates that communication differences between male and female netizens are better understood through the functional orientation of language use rather than merely through differences in the linguistic forms employed. Both groups utilize the same linguistic categories but employ them for different communicative purposes in accordance with their experiences, identities, and the interactional contexts underlying each comment. Thus, language in digital communication is dynamic, adaptive, and influenced by various evolving social factors. This study contributes to sociolinguistic research by demonstrating that language variation in digital communication carries social meaning and is shaped not only by gender but also by identity, communicative purpose, audience, and interactional context. Therefore, the analysis of language variation in digital communication should consider not

only linguistic forms but also the social functions of language in constructing identity, interpersonal relationships, and gender representations in the digital space. In the context of English language education, these findings also highlight the importance of helping teachers and students understand language variation, social context, and gender representation in digital communication. This understanding can support more contextual and critically aware English language learning.

B. Suggestions

Based on the results of this study, English teachers are advised to help students develop an awareness that language use in digital communication is influenced not only by linguistic competence but also by communicative purposes, social context, and interpersonal relationships. In addition, students are expected to enhance their critical understanding of language variation by recognizing that differences in language choices and communication styles should not be viewed as fixed characteristics based on gender, but rather as context-dependent patterns. Finally, future researchers are encouraged to expand on this study by examining various social media platforms, using broader datasets, or incorporating additional social variables such as age, culture, or educational background to gain a more comprehensive understanding of language variation, communication styles, and gender representation in digital communication.

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