



DIALEKTIKA

Jurnal Bahasa, Sastra, dan Budaya

ISSN: 2338-2635; e-ISSN: 2798-1371

The Analysis of the Internet Language Features Used by Men and Women on Their Social Media

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Abstrak

Kemajuan pesat komputer dan internet telah menyebabkan munculnya bahasa internet sebagai fenomena linguistik yang sekarang ini sedang menonjol di masyarakat. Saat ini, penelitian mengenai ciri-ciri khas bahasa di internet tumbuh pesat di beberapa tahun terakhir ini. Penelitian ini berfokus untuk menganalisis ciri-ciri khas bahasa internet yang digunakan oleh para pemberi komentar (pria dan wanita) di media sosial bernama Instagram dengan penekanan khusus pada perbedaan penggunaan fitur bahasa yang digunakan antara pria dan wanita. Penelitian ini menyelidiki sepuluh ciri bahasa digital yang secara umum digunakan para pengguna media sosial, yaitu penggunaan a) beberapa tanda baca, b) ejaan yang tidak konvensional, c) huruf besar, d) tanda bintang (asteriks) untuk penekanan ekspresi, e) aktivitas tertawa yang ditulis dengan simbol, f) referensi musik atau suara, g) deskripsi tindakan, h) simbol perasaan (emotikon), i) singkatan, dan j) tulisan bersifat teka-teki (rebus writing). Ciri-ciri bahasa ini dijadikan dasar oleh penulis dalam melakukan analisis data. Penelitian ini menggunakan metode kualitatif yakni penelitian yang memeriksa secara mendalam data berupa bahasa tulisan. Penelitian ini mengungkapkan bahwa kedua komentator (baik pria maupun wanita) sama-sama menggunakan huruf kapital dan juga beberapa tanda baca (seperti tanda seru dan titik). Komentator wanita ditemukan lebih banyak menggunakan fitur bahasa internet (42 ciri bahasa) dibandingkan dengan para pria (hanya menggunakan 31 ciri bahasa). Selain itu, komentator wanita lebih cenderung memperpanjang huruf konsonan dalam tulisan mereka, sedangkan para pria cenderung menuliskan huruf hidup secara berulang. Temuan ini juga memberikan gambaran bahwa para pengguna media sosial khususnya Instagram banyak memodifikasi bahasa tulisan mereka dengan maksud menyingkat waktu (efisiensi) dan juga sebagai bagian dari ekspresi diri mereka dalam berkomunikasi di dunia maya.

Kata kunci: fitur-fitur bahasa internet, media sosial, Instagram, komentar

Abstract

The rapid advancement of computers and the internet has led to the emergence of internet language as a prominent linguistic phenomenon. Exploring the distinctive features of this language has become an important area of study in recent years. This research analyzes the typical features of internet language used by men and women commenters on Instagram, with a particular emphasis on gender-based differences. The study investigates ten common digital language features: multiple punctuation marks, unconventional spelling, capitalization, written-out laughter, asterisks for emphasis, music or noise references, emoticons, action descriptions, abbreviations, and rebus writing. These features serve as the basis for data analysis. A qualitative approach is used to examine the collected data in-depth. The findings reveal that while both genders use capital letters (though not in all caps) and multiple punctuation marks (such as exclamation points and periods), women employ more internet language features overall—42 features compared to 31 by men. Additionally, female users are more likely to

extend consonants in their spelling, whereas men tend to repeat vowels. These differences illustrate how users modify language for efficiency and self-expression in digital communication.

Keywords: internet language features, social media, Instagram, comments

1. Introduction

Computers and the internet have become ubiquitous around the world, making internet-based communication an essential form of language. The Internet is a network of interconnected computer systems with standardized protocols that allow messages to be sent from one central computer to any host on another network (Crystal, 2011). The Internet has emerged as a primary medium of communication, a global collection of networks and gateways that use the TCP/IP protocol to facilitate communication (Holt, 2004). The internet allows people to easily and efficiently share information, ideas, interests, and emotions. In today's world, it has become nearly impossible to imagine life without the Internet, as it provides access to virtually all information. The internet's ability to facilitate communication and provide access to global information has significantly influenced language, particularly individual languages. If the internet represents a revolution, language itself is undergoing a revolution as well (Crystal, 2001). Language knowledge evolves within its "speech community," encompassing aspects such as usage, pronunciation, and interpretation. Today, this speech community is largely found in online spaces, where people engage in forum discussions, exchange messages, and communicate in various ways. The evolution of the internet has allowed for the exploration of different linguistic forms, introducing new elements into language. As a result, there has been a growing academic interest in analyzing language use on the internet, making it an intriguing subject of study. Some studies recently discussed computer-mediated communication (CMC) environments like chat rooms, newsgroups, and multi-user domains (MUDs) have uncovered intriguing patterns in how individuals present their identities, use language, and engage in interactions (Huffaker, 2004).

This study examines the distinctive language features commonly used by male and female commenters on Instagram when commenting on photos. Digital writing typically includes eleven features: multiple punctuation marks, unconventional spelling, capitalization, asterisks for emphasis, written laughter, sound or music references, action descriptions, emoticons, abbreviations, rebus writing, and an additional feature identified— methods of emphasizing text such as italics and boldface (Dannet, 2001). Furthermore, the study compares the usage of these features by man and woman users, exploring how each gender employs language to express emotions. In expressing their feelings or emotions, most people also use

figurative language. People use figurative language to create unique and aesthetic communication with others (Tambunsaribu & Sigalingging, 2024). Tambunsaribu (2022) also found that most teenagers nowadays use slang words to express awe, surprise, annoyance, or anger.

Various types of applications serve as platforms for communication, with social media being particularly prevalent. Dewing (2010) defines social media as a broad spectrum of internet-based and mobile services that enable users to engage in online interactions, share user-generated content, or participate in virtual communities. Examples of widely used social media platforms include Facebook, YouTube, Twitter, and Instagram. Instagram has become the leading platform for photo and video sharing, allowing users to comment on posts they view. Its popularity spans all age groups, from younger to older generations. Over 300 million users engage with the app monthly, uploading an average of 70 million photos daily, and generating 2.5 billion "likes." By 2016, Instagram's user base had surpassed 600 million, with the platform offering an increasing variety of sharing features, including Instagram Stories, live videos, and disappearing posts in Direct messages (Paramboukis et al., 2016). Additionally, Social media platforms like Instagram, Facebook, and Twitter are effective in engaging users with online news content and facilitating interaction with others. While these activities can foster positive relationships, they also have the potential to result in negative ones (Shahbaznezhad & Rashidirad, 2021; Larsson, 2018; Yang & Lee, 2020).

The author explored the internet language features and word choices used by man and woman YouTube users when commenting on controversial music videos by both woman and man singers that involved the depiction of the woman's body. A qualitative research method was employed for this study (Avrilla, 2015). The author examined the typical internet language used by male and female (Instagram users) when they gave comments on some posts. The findings revealed that abbreviations were the most frequently used feature to save time. This study also applied qualitative methods. The theoretical framework was based on Danet & Herring (2007) mentioned in the classification of digital writing features which includes eleven common elements namely: multiple punctuation marks, abbreviations, eccentric spelling, capital letters, asterisks for emphasis, written-out laughter, rebus writing, all-lowercase text, and one additional feature related to emphasis, such as italics and bold text. Another study, conducted by Badriah (2015), investigated the internet language used by man and woman commenters on humorous video Instagram posts. This study applied Danet's framework of ten digital writing features, namely abbreviations, eccentric spelling, capital letters, asterisks for

emphasis, descriptions of actions, multiple punctuations, music or noise, written-out laughter, emoticons, and rebus writing.

2. Literature Review

Gender and sex are interconnected, with gender serving as the social interpretation of biological sex. According to Eckert and Ginet (2003), gender encompasses a relational pattern that evolves over time to define distinctions between man and woman, masculinity and femininity, while simultaneously shaping and regulating individuals' roles in society. Consequently, gender is always linked to the concepts of men and women, grounded in biological terms. Societal beliefs often suggest that men and women exhibit distinct behaviors, actions, speech patterns, and language use. Holmes (2001) in his research found that women tend to employ more polite language than men, suggesting that men and women develop different linguistic patterns. Specifically, women are more likely to focus on the relational aspects of communication, emphasizing effective interaction more frequently than men.

In communication, men and women employ distinct approaches and strategies. Social beliefs often characterize men as direct and assertive, while women are seen as more polite, emotional, and gentle. Tannen (1992) suggests that men use conversation to assert dominance, protect themselves, and maintain independence, viewing communication as a contest or struggle to avoid failure. In contrast, women typically engage in conversation to foster relationships, cooperation, and collaboration. Thus, it can be concluded that women prioritize building relationships by emphasizing commonalities and shared experiences, while men tend to focus on asserting their independence and status. Coates (2015) noted that in mixed-sex conversations, women are more likely to use minimal responses to show support for the speaker, while men tend to use delayed minimal responses, such as "hmm" and "yeah," to signal either a lack of understanding or disinterest in what is being said. This tendency for men to use delayed minimal responses may explain why women often speak less in mixed-sex conversations. These observations highlight that men and women differ not only in many aspects of life but also in their communication styles and purposes when using language.

The internet provides a vast amount of information, surpassing other media forms, and facilitates faster communication than ever before, while also reshaping interpersonal interactions. However, unlike traditional face-to-face communication, online interactions take place across both space and time. As Crystal (2006) suggests, if the internet can be regarded as a revolution, it is likely a linguistic one, indicating that it has significantly influenced language use, especially in written forms of communication. This shift makes the internet a compelling

subject for research. In his work, Crystal (2006) identifies five key categories of stylistic features in written language:

1. **Graphic Features.** These refer to the overall presentation and organization of written language, including aspects such as typography, page design, spacing, illustrations, and color. For example, the layout of newspaper English is often identified by features like headlines, columns, and captions.
2. **Orthographic Features.** This relates to the writing system of a language, encompassing elements like the use of the alphabet, capital letters, spelling, punctuation, and methods of expressing emphasis (e.g., italics, boldface). For instance, American and British English differ in spelling (e.g., "color" vs. "colour"), and advertising English often allows spelling variations (e.g., "Bean" vs. "Beans").
3. **Grammatical Features.** This includes the syntax and morphology of a language, defined by sentence structure, word order, and inflection. An example is religious English, which uses distinctive constructions like the vocative "O God" and second-person singular pronouns (e.g., "thou" and "thee").
4. **Lexical Features.** These are the vocabulary and idioms that characterize a particular variety of languages. For example, legal English uses terms like "heretofore," "easement," and "alleged," along with expressions like "signed, sealed, and delivered."
5. **Discourse Features.** This refers to the organization and structure of a text, considering factors like coherence, relevance, paragraph structure, and the logical flow of ideas. For instance, a scientific journal article typically follows a specific structure with sections such as abstract, introduction, methodology, results, discussion, and conclusion.

These distinctions highlight the varied and evolving nature of written language in the digital age. In line with the objectives of this study, the focus is specifically on the second feature, which is orthographic (or graphological) features. This is because one of the most striking aspects of Internet communication is the use of unconventional written forms—such as the frequent use of capital letters, abbreviations, punctuation, emoticons, and other distinctive elements—that are rarely seen in print media. These features are diverse and unique, making them particularly noteworthy for investigation.

Online communication often lacks non-verbal cues, such as facial expressions, which are important for conveying meaning in face-to-face interactions (Crystal, 2006). To address this gap, internet users employ various linguistic features that mimic these cues. This study will use Danet's (2001) "Common Features of Digital Writing" as its theoretical framework. Danet identifies ten key features of digital writing: capital letters, abbreviations, multiple punctuation

marks, unconventional spelling, asterisks for emphasis, written laughter, references to music or noise, descriptions of actions, emoticons, and rebus writing (puzzle-like text). These features will be used to analyze the language used by men and women commenters on Instagram.

Table 2.1 Common Digital Writing

Multiple punctuation	I can't believe it!!!
Eccentric spelling	" Phun " instead of "Fun".
Capital letters	" YOU NEED TO SEE THIS NOW! "
Asterisks for emphasis	"That movie was <i>*amazing*</i> !"
Written-out laughter	Hehe..., hahaha..., LOL! ("LOL! I can't believe that just happened!")
Music/noise	MMM..., Mmm... (" Mmm , this pizza is delicious!")
Description of actions	(*), (<>), <g>, <grin>
Emoticons (smiley icons)	:-) for (smile), ;-) for (wink), :-(for (frown)
Abbreviations	" IDK " – I Don't Know. " BFF " – Best Friends Forever. " TMI " – Too Much Information. " SMH " – Shaking My Head.
Rebus writing	<ul style="list-style-type: none"> ▪ A picture of an eye + a picture of a heart = "I love." ▪ A picture of a bee + a picture of a leaf = "Belief." ▪ Letter "C" followed by letter "U" = "see you"

In this study, the author applies the Internet Language Features framework to analyze written language in online contexts (Danet, 2001). The explanation of each feature is as follows:

1. Multiple Punctuation. Multiple punctuation marks, such as exclamation points and question marks to convey expressiveness, often refer to emotive punctuation (Crystal, 2006). This feature typically appears at the end of sentences. Here are some examples of using multiple punctuation marks to convey expressiveness:

Example 1: "What on earth is going on here?!" In this case, the combination of a question mark and an exclamation point (?!) emphasizes the speaker's confusion or shock, suggesting that they are both asking a question and reacting emotionally.

Example 2: "No way!! This is amazing!!!" The double exclamation marks intensify the speaker's excitement and astonishment, making the statement feel more emphatic.

Example 3: "Are you serious??" The question mark followed by an exclamation point (!) indicates disbelief or surprise, as if the speaker can't quite believe what they are hearing.

Example 4: "I can't believe it!!!" Multiple exclamation points convey an overwhelming sense of surprise, excitement, or shock, emphasizing just how strongly the speaker is reacting.

2. Eccentric Spelling. Eccentric spelling, or the intentional alteration of words, is used to reflect spoken language, as a form of expressivity. This feature often involves repeating letters to create a playful, phonetic spelling (Danet & Herring, 2007). Examples include: "Kool" instead of "Cool"; "Thot" instead of "Thought"; "Phun" instead of "Fun".
3. Capital Letters. Capital letters are used for emphasis in online communication to draw attention to particular words. According to Danet and Herring (2007), capital letters often signal loud speech or shouting. For instance, "I am SO excited for this event!"; "YOU NEED TO SEE THIS NOW!"; "STOP! Don't go any further!".
4. Asterisks for Emphasis. Asterisks are employed to highlight words or phrases, enhancing their emphasis and adding a speech-like quality (Danet, 2001).

Example 1: "That movie was *amazing*! You have to see it!" In this case, the asterisks around "amazing" emphasize the speaker's strong enthusiasm for the movie.

Example 2: "I'm feeling *so* tired today." Here, the asterisks highlight the word "so" to stress the intensity of how tired the person feels.

Example 3: "Don't *ever* say that again!". The asterisks around "ever" make it clear that the speaker is stressing the importance of not repeating the action or phrase.

Asterisks are a simple and effective way to draw attention to specific words or phrases, and they're often used to convey emphasis, sarcasm, or a sense of importance, especially in informal digital communication.

5. Written-out Laughter. This device is used to represent sounds, particularly laughter. Common examples are "hehehe", "wkwkw", "hahaha", and "lol".

Example 1:

"Haha, that's so funny!"

A short, simple "haha" is a basic and commonly used way to show mild amusement.

Example 2:

"LOL! I can't believe that just happened!"

"LOL" stands for "Laugh Out Loud" and is frequently used in online conversations to express genuine laughter or amusement.

Example 1:

"Hehehe, you're so silly!". "Hehehe" can convey a more mischievous or playful kind of laughter.

Example 2:

"LMAO! I literally can't stop laughing!". "LMAO" stands for "Laughing My Ass Off" and is often used to show that something is especially funny, beyond just a quick chuckle.

Example 3: "Hahahahaha! That joke was perfect!". Extended laughter like "hahahahaha" shows a deeper or more exaggerated response to something funny.

6. Music or Noise. This feature involves using written forms to convey sound effects, such as "mmm", "argh", or "ah".

Example 1: "Mmm, this pizza is delicious!" In this example, mmm expresses enjoyment or satisfaction, typically made when tasting something delicious.

Example 2: "Argh! I can't believe I lost my keys again!" Argh conveys frustration or annoyance, as if the speaker is groaning or exclaiming in exasperation.

Example 3: "Ah, finally, a moment to relax." Ah is often used to express relief or satisfaction after a period of stress or hard work.

Example 4: "Ugh, this traffic is unbearable!" Ugh expresses displeasure or disgust, often used when something unpleasant happens, like being stuck in traffic.

Example 5: "Ouch! That hurt!" Ouch is a common exclamation made when experiencing physical pain or discomfort.

7. Description of Action. The Description of Action feature is often used in informal writing, such as online chats, social media, and forums, to convey actions through text in a visually stylized way. This typically involves asterisks (*) or angle brackets (< >) around a verb or action to highlight the physical or emotional movements of the speaker or other characters. This can help convey tone, expression, or behavior more clearly in digital communication (Nishimura, 2003; Danet & Herring, 2007).

8. Emoticons. Emoticons as sequences of keyboard characters designed to represent facial expressions or emotions (Crystal, 2006). These are placed after the final punctuation mark in a sentence. Examples include :-) (smile), ;-) (wink), and :-((frown).

Here are some examples of Description of Action using both asterisks and angle brackets:

Example 1: Using Asterisks: "I can't believe you said that! "facepalms". Here, facepalms describe the action of slapping one's forehead in disbelief or frustration.

Example 2: Using Angle Brackets: "He was so excited that he <skipped> around the room!" <Skipped> describes the action of moving energetically, usually because of happiness or excitement.

9. Abbreviations. Abbreviations are shortened forms of words or phrases commonly used in online communication to save time.

Example 1: "IDK" – I Don't Know. "Where is the nearest coffee shop? IDK!" This is used to express a lack of knowledge about something.

Example 2: "BFF" – Best Friends Forever. "We've been through so much together, BFFs for life!" This refers to a close, lifelong friendship.

Example 3: "TMI" – Too Much Information. "TMI, I didn't need to know that!" This is used when someone shares overly personal or inappropriate details.

Example 4: "SMH" – Shaking My Head. "He forgot our anniversary again... SMH." This indicates disbelief, disappointment, or frustration with someone's actions.

10. Rebus Writing. Rebus writing involves using pictures, symbols, or letters to stand for words or syllables, creating a visual representation of a phrase or sentence. The key is that the images or symbols typically suggest the sounds of the words they represent.

Example:

A picture of an eye + a picture of a heart = "I love."

A picture of a bee + a picture of a leaf = "Belief."

These are examples where the images represent the sounds of the words "I" + "love" and "bee" + "leaf," respectively. Rebus writing can be playful and used in puzzles, advertising, and educational contexts to convey a message through a combination of visual and verbal cues. Rebus writing uses letters or numbers to represent sounds or syllables in spoken language (Danet & Herring, 2007). According to Crystal (2006), the sound value of letters or numerals in this feature corresponds to syllables in a word. Examples include CU for "see you", 2nite for "tonight", and 2moro for "tomorrow".

3. Research Method

This study uses a qualitative research approach to analyze the language features employed by male and female commenters on Instagram photos posted by @foodyeating. The focus is on examining these language features through qualitative methods, which emphasize descriptive rather than numerical data. In this case, qualitative data includes images, words, phrases, or symbols that represent or describe people, actions, and events in social contexts. The goal of qualitative research is to illustrate or support theories with empirical evidence (Neuman, 2012). The study draws on theoretical frameworks related to Internet Language Features (Danet, 2001; Crystal, 2006) to address its research questions.

The data for this study was collected from the @foodyeating account on Instagram, a social media platform for sharing photos and videos, where users can comment on posts. Instagram is accessible through the website www.instagram.com. The researcher selected eight posts from the @foodyeating account and analyzed 50 comments from female users and 50 comments from male users. The subjects of the analysis were comments on posts related to food products shared by the @foodyeating account, which has over 2.6 million followers from various age groups and countries. The researcher identified the gender of commenters based on their profile pictures, biographies, or account information.

The primary instrument used in this research was the researcher himself. The writer manually counted the frequency of different types of Internet language features, as these features could only be calculated directly and manually. The data were collected by grouping the comments made by users on the posts from the @foodyeating account, which shares photos of food. Instagram, a smartphone application for photo and video sharing, allows users to comment on posts. It is accessible via www.instagram.com. For this study, the researcher selected eight posts from the @foodyeating account and gathered 50 comments from woman users and 50 comments from man users.

Based on the study's background, three key research questions are addressed: 1) How do man commenters utilize internet language features on the @foodyeating account? 2) How do woman commenters use internet language features on the @foodyeating account? 3) How do the internet language features employed by man commenters compare to those used by woman commenters when responding to photos on the @foodyeating Instagram account?

The objectives of this study, based on the previously outlined problem, are as follows: 1) to identify the Internet language features employed by man commenters on the @foodyeating Instagram account; 2) to identify the Internet language features employed by woman commenters on the same account; and 3) to compare the Internet language features used by man and woman commenters when responding to photos posted on the @foodyeating Instagram account.

The researcher hopes this study can contribute to the field of language and gender, particularly about Internet language features such as multiple punctuation, eccentric spelling, capital letters, and others. The findings are expected to enhance understanding of these language features, which may often be seen as mere curiosities on social media platforms like Instagram. Additionally, the researcher aims for this study to provide valuable insights for students in the English Department researching the Internet language. Ultimately, the study is intended to help people gain a deeper understanding of Internet language in greater detail.

This study focuses on the use of Internet language features on Instagram, specifically examining ten distinct types: multiple punctuation marks, eccentric spelling, capital letters, asterisks for emphasis, written laughter, music/noise, action descriptions, emoticons, abbreviations, rebus writing, and a feature related to expressing emphasis such as italicized and bold text (Crystal, 2006). These features will be analyzed to explore the language styles used by man and woman commenters on Instagram. The analysis centers on one particular Instagram account, @foodyeating, which frequently posts images of delicious foods from different countries. Both man and woman users are free to comment on these photos, and the study aims to investigate the language styles employed by each group in their responses.

This research employs content analysis to examine the collected data. The researcher followed several steps to analyze the data. First, the data were categorized according to the types of Internet language features used by man and woman commenters, namely capital letters, abbreviations, multiple punctuation marks, unconventional spelling, asterisks for emphasis, written laughter, references to music or noise, descriptions of actions, emoticons, and rebus writing (puzzle-like text). The researcher created two separate tables to organize the Internet language features used by man and woman commenters on social media (Instagram), highlighting both the types of features and their frequency of occurrence. In this step, the frequency of each feature was manually counted. Next, the total number of instances for each type of Internet language feature was calculated. After collecting the data, the researcher analyzed each feature based on relevant theoretical frameworks. Finally, a comparison was made between the types of Internet language features used by man and woman commenters.

4. Results and Discussion

4.1. Results

The analysis of internet language features used by male and female commenters on Instagram is divided into three sections. The first section examines the language features used by male commenters, while the second focuses on those used by female commenters. The final section compares the language features used by both genders on the @foodyeating account. The researcher presents an overview of the types and frequency of features used by each gender, noting both similarities and differences. In total, 100 comments were analyzed, with 42 containing language features used by women and 31 featuring those used by men.

4.1.1. Internet Language Features by Man

The findings revealed that 31 comments included Internet language features used by men commenters. The table below summarizes the types of Internet language features employed by men on Instagram.

Table 4.1 Type of Internet language features used by men

Internet Language Features	Examples	Amount	Percentage
Abbreviations	<ul style="list-style-type: none"> • Same. I'm all in! • Spring! Except the hayfever tho • Thought you'd like it 	13	41.94%
Multiple punctuation	<ul style="list-style-type: none"> • I hate meat!!! 	7	22.58%
Emoticons	<ul style="list-style-type: none"> • Lip smacking :) 	4	12.90%
Eccentric spelling	<ul style="list-style-type: none"> • Sooo greasy 	3	9.68%
Capital letters	<ul style="list-style-type: none"> • It looks like SOMETHING. Not sure what it is. 	2	6.45%
Music/noise	<ul style="list-style-type: none"> • mmmm 	1	3.22%
Written-out laughter	<ul style="list-style-type: none"> • Ur sister cnt try it cz she gona buy u una cazuela to hit me with that he'll na haha 	1	3.22%
Total		31	100%

As shown in Table 4.1, the most frequently occurring feature is Abbreviations, appearing 13 times, which accounts for 41.94% of the data. In contrast, the least frequent features are Music/noise and Written-out laughter, each appearing only once, representing 3.22% of the total data. A detailed discussion of each feature type will follow below.

A. Abbreviations

Abbreviations are used in at least two distinct forms: acronyms, such as "LOL" for "laughing out loud," and rebus writing (Nishimura, 2003). In this study, abbreviations used by men commenters appeared 13 times, accounting for 41.94% of the total words in the dataset.

As an example, "you would" is shortened to "you'd" and "I am" to "I'm," where the user omits certain vowels or consonants to save time. This use of abbreviations serves to reduce typing effort and make the message more concise and expressive (Anis, 2003; Danet & Herring, 2007).

B. Multiple Punctuation

Multiple punctuation refers to the use of more than one punctuation mark at the end of a sentence, such as periods, exclamation points, or question marks (Nishimura, 2003). According to the data in Table 4.1, multiple punctuation marks appeared seven times in men's comments, making up 22.58% of the total word count. The analysis shows that multiple exclamation marks were the most commonly used by male commenters,

appearing four times, followed by multiple periods, which appeared three times. Overall, commenters tended to use multiple punctuation marks at the end of sentences. For instance, the user "simoneee68" often used multiple exclamation marks at sentence endings, and other instances of multiple punctuations were similarly placed at the end of sentences, as indicated by the data.

C. Emoticons

Emoticons are created by combining standard typographic symbols, such as commas, periods, and parentheses (Danet, 2001). They are commonly used by internet users to express emotions, particularly in the absence of face-to-face interaction. Typically, emoticons consist of keyboard characters arranged in sequence on a single line and placed after the final punctuation mark of a sentence, such as :-) or :- (. According to the data, emoticons appeared four times, accounting for 12.90% of the total word count. For example, the commenter @titillatingtastebuds used an emoticon in their comment to express happiness.

D. Eccentric Spelling

Eccentric spelling refers to the unconventional repetition of vowels or consonants in words, which is often used to mimic actual pronunciation. Eccentric spelling attempts to reflect the way words are articulated in spoken language and this is a primary reason for these nonstandard spellings (Nishimura, 2003). In the data analyzed, eccentric spelling appears three times, accounting for 9.68% of the total words. This feature ranks fourth among the internet language characteristics identified in men's comments. Within the use of eccentric spelling, both vowels and consonants are extended, with vowel repetition occurring twice as often as consonant repetition, which occurs only once. Thus, vowel extension is more prevalent than consonant extension in men's comments. For example, the user extends the vowel "o" three times in the word "Sooo," which represents the word "so." This extension of the vowel "o" serves to emphasize the word "so."

E. Capital Letters

Using all capital letters for emphasis is a strategy that helps both the reader and the writer experience the words as though they were spoken (Danet, 2001). In online communication, capital letters serve to capture the attention of internet users more effectively than lowercase letters. From the data analyzed, it was found that man users employed capital letters twice, accounting for approximately 6.45% of the total words. One example taken from the data is that the user employs capital letters, but not in an all-caps format; only the word "SOMETHING" is written in capital letters.

F. Music and Noise

The feature of music or noise in online communication can be explored through vocalizations and sound effects. This form of language is characterized by formulaic expressions such as "mmm," "ayeee," and "arghhh." These music or noise elements appear infrequently, occurring only once, or about 3.22% of the total words in the data. In online interactions, several distinct visual features are often used, including transcriptions of emotional sounds like "hehe..." and "owowowwww," filled pauses such as "um," "er," and "erm," as well as comic-book-style interjections like "ugh," "yikes," and "yipes" (Crystal, 2006). Based on the data analysis, the expression "Mm" appeared once. The following section will provide further examples of these music or noise elements.

G. Written-out Laughter Expression

The category of written-out laughter can be expanded to encompass other vocalizations and non-linguistic sounds or noises, such as music (Nishimura, 2003). According to the results, written-out laughter occurs once, constituting approximately 3.22% of the total words in the data, which is similar to the frequency of music/noise. An example from the data is that the user employs the written-out laughter "Haha" to convey a sense of amusement, suggesting that they are laughing loudly. The user uses "Haha" to indicate that they found their own words humorous and to express their feelings of amusement.

4.1.2. Internet Language Features by Woman

This section examines the internet language features used by women. The findings revealed 42 comments in which women employed internet language features. The conclusion table below summarizes the use of these features by women in the context of an Instagram online shop.

Table 4.2 Type of internet language features by woman

Internet Language Features	Examples	Amount	Percentage
Abbreviations	“ Whats the recipe” “ It’s like your smoothie bowls! But super festive” “ I’m so gonna make that”	14	33.33%
Music/noise	“ Er yeah it does!!!!”	8	19.05%
Eccentric spelling	“ omgggg ”	7	16.67%
Capital letters	“ LOOK AT THIS ”	5	11.90%
Multiple punctuation	“Sooooooo I was like who would totally be down for this with me... but then I realized my go to’s @oliviaayer and @danedebruin are both GF... so we need alternatives”	4	9.52%

Emoticons	Not angry :3	2	4.76%
Written-out laughter	"Yeh haha its acc amazing x"	2	4.76%
Total		42	100%

As shown in Table 4.2, the most frequent feature is the use of multiple abbreviations, while the least frequent is written-out laughter. A more detailed discussion of each feature type will be presented below.

A. Abbreviations

The abbreviation feature ranks first among the internet language features most commonly used in woman comments. This feature appears 14 times, accounting for approximately 33.33% of the total words in the data. The abbreviations used by women are primarily the result of a rebus-style writing process. Common abbreviations include "omg" for "oh my god" (appearing 8 times), "it's" for "it is" (appearing 3 times), and "that's" for "that is" (appearing 2 times). The data suggests that woman users often use abbreviations to save time when typing messages. The examples taken from the data is that the user @sofeugee uses "whats" in place of "what is," while @krystlesurfs uses "it's" for "it is," both of which serve to save time when typing their messages.

B. Music or Noise

The music or noise feature can be analyzed through vocalizations and sounds commonly used in chat groups. This form of language is characterized by formulaic sound effects such as "mmm/hmmm," "arghhhh," and "aieee." In the data, the music/noise feature appears 8 times, accounting for 19.05% of the total word count. The types of music/noise found in women's comments are similar to those in men's comments. The researcher observed that women often use this feature to express emotions. For example, one commenter used the word "er" followed by "yeah," signaling a response of approval to the preceding comment.

C. Eccentric Spelling

Nonstandard spelling is the elongation of a sound through the repetition of a letter (Danet and Herring, 2007). This feature appears seven times, accounting for approximately 16.67% of the total data collected. The analysis shows that woman users on Instagram are more likely to extend vowels than consonants, with vowels occurring four times and consonants three times. This higher frequency of vowel elongation can be attributed to the fact that vowels require minimal obstruction in speech, while plosive consonants involve complete obstruction (Roach, 2009). As a result, vowel repetition is

easier to articulate than consonant repetition. One example taken from the data is that the user extends the consonant "g" four times in the word "omggggggggg," which is an abbreviation for "OMG," meaning "oh my god." The repetition of the consonant "g" in this instance serves to emphasize the expression "OMG."

D. Capital Letters

The most noticeable use of capital letters is in the all-caps format, which appears five times, accounting for 11.90% of the data. One example taken from the data is that the user *marieteall_2* employs all capital letters to emphasize her feelings, particularly to convey to her friend just how delicious the food is, thereby using the all-caps format for added emphasis.

E. Multiple Punctuation

Sentence punctuation encompasses a variety of marks, including capitalization, internal pauses such as commas, colons, semicolons, and dashes, as well as sentence-final markers like periods, question marks, exclamation marks, and occasionally ellipses (Baron, 2008). According to the data, the writer identified four instances of multiple punctuation marks, which account for 9.52% of the total. Among these, multiple exclamation marks were most frequently used by woman users, appearing three times, while multiple periods appeared once. Generally, multiple punctuation marks tend to occur at the end of sentences, although the writer also observed some users employing them within the sentence itself. One example taken from the data is that the user @susiecevans demonstrates the use of multiple periods within the middle of a sentence, as illustrated by the example where three periods are employed to indicate a pause before continuing with the next words. Such unconventional punctuation patterns, including varying numbers of ellipsis dots (. . .), repeated hyphens (- - -), or multiple commas (,,,,), can serve to signal pauses in written language (Crystal, 2006).

F. Emoticons

As previously explained, emoticons are formed by combining punctuation marks from the computer keyboard to convey the emotions or feelings of internet users. This feature allows readers to interpret the emotional context of a message through the facial expressions represented by emoticons. The writer identifies emoticons as the sixth most commonly used feature by woman online shoppers, appearing twice, or approximately 4.76% of the total word count. One example taken from the data is that the user employs an emoticon to convey her emotions. This emoticon is formed by combining a colon and the number 3.

G. Written-out Laughter Expression

The category of written-out laughter can be broadened to encompass other vocalizations and non-linguistic sounds or noises, such as music (Nishimura, 2003). According to the findings, written-out laughter appears twice, accounting for approximately 4.76% of the total word count in the data. Several variations of written-out laughter are used by woman online shops on Instagram when posting comments. The example of written-out laughter, such as "haha," can be interpreted as a sign of expressiveness.

4.1.3. Comparison of Internet Language Features by Man and Woman

This section compares the internet language features used by man and woman commenters on Instagram. The results from Tables 4.1 and 4.2 show that both genders employ a wide range of these features, with woman users utilizing more than men users. These internet language features help compensate for the absence of non-verbal cues in online communication, where the lack of visual contact means users cannot rely on contextual cues to convey meaning (Crystal, 2006). One prominent feature observed in both man and woman comments is the use of abbreviations, particularly acronyms, with women using them most frequently. In this context, Downing (2009) explores the motivations behind the use of abbreviations, acronyms, and other shortcuts in digital communication, highlighting efficiency and the desire to speed up typing as key drivers of these language features. Both genders also use capital letters to attract attention or emphasize certain words. However, while both genders often use capital letters without resorting to "all caps," the writer found instances where women used capitalization in a manner akin to shouting (Shea, 1994; Danet, 2001).

In terms of vocalization features, both man and woman users use "music/noise" elements (e.g., "mmmm," "yummy") to convey emotional states or to fill pauses, as suggested by Crystal (2006). These sounds are placed strategically within sentences to express emotions, with icons like musical notes further emphasizing expressiveness (Danet & Herring, 2007). Multiple punctuation marks, especially exclamation points, are commonly used by both genders, though woman users tend to insert multiple periods to indicate pauses in their comments. This may suggest that woman users are more likely to delay their responses, a behavior Coates (2015) links to a lack of interest in ongoing conversations. When it comes to eccentric spelling, there is a noticeable difference between man and woman usage. Men users typically extend vowels more frequently than

consonants, while women tend to repeat consonants more than vowels. For example, man users may extend vowels three to six times, while woman users may extend vowels up to 24 times. Written-out laughter, such as "haha," is used by both genders, although it appears less frequently than emojis, which are now the preferred form of laughter expression. Despite this, written-out laughter remains a sign of expressiveness. Colowick (2007) examines how written-out laughter (e.g., "haha", "lol", "hehe") in digital communication serves as a means of expressing emotions and creating a sense of conversational intimacy, despite the lack of vocal tones and facial expressions. Interestingly, while woman users are often thought to use more emoticons than men (Crystal, 2006), the study found that man users use a greater variety of emoticons. This finding contrasts with prior research and suggests that man users may be more expressive online than previously thought. Coates (2004) suggested that women generally use language to establish connection and intimacy, which could explain their more limited use of emoticons compared to men users.

4.2. Discussion

This study examines the internet language features commonly used by man and woman commenters on Instagram when responding to photos. Digital writing typically includes ten distinct features: multiple punctuation marks, eccentric spelling, capital letters, asterisks for emphasis, written-out laughter, music/noise, action descriptions, emoticons, abbreviations, and rebus writing. The study compares how man and woman users on Instagram employ these features, highlighting their different approaches to expressing emotions and conveying meaning (Danet, 2001). This study reveals significant differences between the internet language features used by man and woman users on Instagram. Woman users were found to be more expressive overall, using a wider range of internet language features to compensate for the lack of non-verbal communication cues. These features, such as abbreviations, capitalization, and emoticons, contribute to a more playful and expressive online language. These new orthographic features represent emerging forms of expressivity, making internet communication more dynamic and similar to face-to-face interaction (Danet & Herring, 2007).

Instagram was selected for this research due to its widespread popularity as a social media platform and its similarities to other platforms that allow for comment-based interactions. As one of the leading photo-sharing platforms, Instagram provides a rich context for studying language features in comments. Moreover, Instagram's ability to

support both photo and video sharing presents an opportunity for further research into how language use differs between still images and moving videos. However, this study is limited to analyzing comments on photos only, as the specific account (@foodyeating) primarily posts photos, although it also shares videos, which generate a considerable number of comments.

5. Conclusion

The author compared the internet language features used by male and female commenters based on 100 comments from 8 randomly selected photos on the @foodyeating account. The analysis found that abbreviations were the most commonly used feature by both genders, as they help users save time and type more quickly. The comparison highlights both similarities and differences in how men and women use these language features. One similarity found is that both man and woman users employ capital letters, though not in an all-caps format. Additionally, both genders tend to use multiple punctuation marks, such as multiple exclamation points and periods. However, differences were also observed. Woman users utilize more internet language features overall, with 42 features used by women compared to only 31 by men. In terms of eccentric spelling, woman users are more likely to extend consonants, while man users tend to repeat vowels.

This study examines the language features used by man and woman commenters on Instagram. Future research could expand on this by investigating internet language features across other social media platforms, such as Twitter. While Instagram is currently one of the most popular social media platforms, Twitter remains widely used worldwide, including in Indonesia. Comparing the language features of Twitter users would therefore be an interesting area for further exploration. Additionally, comparisons could be made not only between genders but also across different age groups. For instance, using Facebook, another popular platform, could allow researchers to examine age-based differences in language use, particularly if user demographics are available. Another potential avenue for future research is to compare the internet language features of users from Western and Eastern countries. By analyzing comments from users in countries such as Australia or the UK (where English is a native language) and Indonesia (where English is a foreign language), researchers could gain valuable insights into how language use varies by region and cultural context.

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