

## ABSTRACT

PUTRI, RIZKY WANDANI. **Men's and Women's Language in *Self* and *Men's Health* Online Magazine Articles**. Yogyakarta: Department of English Letters, Faculty of Letters, Universitas Sanata Dharma, 2021.

Language is a tool of communication that consists of a set of sounds and written symbols that are used by people. The use of language is important since it allows people to communicate in a manner that enables the sharing of common ideas, for example, the use of language in a magazine. A magazine should match who the targeted consumer is, so the language that is used in the magazine is important, for example, in men's and women's magazines. This research focused on analyzing the language that is used by men in *Men's Health* online magazine articles and women in *Self* online magazine articles.

This research contained two objectives. The first objective was to identify differences of expression that are typically observed in *Self* and *Men's Health* online magazine articles. The second objective was to discover the context of the typical expressions that are used in *Self* and *Men's Health* online magazine articles.

In analyzing the differences of expression, the researcher took four articles from men's and women's online magazines, which were *Self* and *Men's Health*. After that, the researcher classified the differences based on women's and men's language features. The women's language feature had nine features: lexical hedges, tag question, empty adjectives, precise color term, intensifier, hypercorrect grammar, superpolite form, emphatic stress, and avoidance of strong swear word, while men's language feature had five features which are minimal responses, command and directives, swearing and taboo language, compliment, and question. Then, the researcher analyzed the contexts based on the ethnography of SPEAKING theory, particularly its six context elements: setting and scene, participant, end, act sequence, key, and genre.

As a result, five women's language features appeared in *Self* articles: lexical hedges (6), empty adjective (2), precise color term (34), intensifier (12), and emphatic stress (1). On the other hand, three women's language features appeared in *Men's Health* articles: lexical hedges (1), precise color terms (15), and intensifier (5). Moreover, three men's language features appeared in *Men's Health* articles: command and directives (6), swearing and taboo language (1), and complement (1). Apparently one men's language feature appeared in *Self* articles, namely compliment. Furthermore, for the result of the context, the setting was online magazine articles in *Self* and *Men's Health* online magazine articles in the topic of fashion. Then the participants were the author and the reader. Next, the end was to give suggestions and tips for the reader. The act of sequence was either men's or women's fashion. The key was casual and insightful. Lastly, the genre was fashion articles.

Keywords: Language, gender, online magazine articles, expression.

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Bahasa adalah alat yang digunakan manusia untuk berkomunikasi yang terdiri dari sekumpulan bunyi dan symbol tertulis. Penggunaan bahasa sangat penting karena memungkinkan orang untuk berkomunikasi dengan cara yang mudah untuk berbagi ide yang sama, sebagai contoh ialah penggunaan bahasa di majalah. Sebuah majalah harus sesuai target pembacanya, sehingga bahasa yang digunakan dalam majalah sangatlah penting, salah satu contohnya ialah pada majalah pria dan wanita. Penelitian ini berfokus pada analisa bahasa yang digunakan oleh pria dan wanita pada artikel majalah daring *Self* dan *Men's Health*.

Penelitian ini memiliki dua tujuan. Tujuan yang pertama adalah untuk mengidentifikasi perbedaan ekspresi yang digunakan oleh pria dan wanita yang terdapat pada artikel majalah daring *Self* dan *Men's Health*. Tujuan kedua adalah untuk menemukan konteks yang digunakan dalam artikel majalah daring *Self* dan *Men's Health*.

Dalam menganalisis perbedaan ekspresi pada majalah daring, peneliti menggunakan empat artikel dari majalah daring pria dan wanita, yaitu *Self* dan *Men's Health*. Setelah itu, peneliti mengklasifikasikan perbedaan tersebut berdasarkan fitur bahasa yang digunakan oleh pria dan wanita. Fitur Bahasa wanita memiliki sembilan fitur yaitu lexical hedges, tag question, empty adjectives, precise color term, intensifier, hypercorrect grammar, superpolite form, emphatic stress, avoidance of strong swear word. Sedangkan fitur bahasa pria memiliki lima fitur yaitu minimal responses, command and directives, swearing and taboo language, compliment, dan question. Kemudian peneliti menganalisis konteks berdasarkan teori etnografi SPEAKING yang memuat lima konteks yaitu setting, participant, end, act of sequence, key, norm, dan genre.

Hasil menunjukkan lima fitur bahasa yang digunakan wanita terdapat di majalah daring *Self*: lexical hedges (6), empty adjective (2), precise color term (34), intensifier (12), and emphatic stress (1). Sedangkan, tiga fitur bahasa wanita terdapat pada majalah daring *Men's Health*: lexical hedges (1), empty adjective (15), dan intensifier (5). Pada fitur Bahasa pria, terdapat tiga fitur yang digunakan di majalah *Men's Health*: command and directives (6), swearing and taboo language (1), dan compliment (1). Fitur bahasa pria juga terdapat pada majalah wanita, fitur tersebut ialah compliment. Kemudian hasil dari konteks yang digunakan dalam artikel tersebut, yang pertama setting yang digunakan adalah artikel pada majalah daring *Self* and *Men's Health* dengan topik mode. Participant yang terlibat adalah penulis dan pembaca. End, memberikan saran bagi pembaca. Act of sequence mengacu pada mode pria dan wanita. Key, menggunakan gaya bahasa santai. Genre, artikel tentang mode pria dan wanita.

Kata kunci: Language, gender, online magazine articles, expression