

CHAPTER I

INTRODUCTION

This chapter present the background of the research, the research questions that this study seeks to answer, the purpose of the research, the limitation of the problem, and the significance of the research.

1.1 Background of the Research

People use and deal with language in everyday life. People deals with language because they use it to communicate with others in a variety of social settings and activities. According to Wardhaugh (2006) when individuals participate in conversation, the communication system they use can be referred to as a code, commonly known as a language. Language enables people to engage in a variety of conversations in their daily lives, including discussing a problem, sharing ideas and perspectives, expressing feelings, and any other functions.

According to Tserdanelis et al. (2004) language also serves as a means of expressing one's self-identity and is crucial for facilitating social interaction within society. Language can be used by everyone, but when having a conversation or discussing a particular topic, men and women are assumed to express themselves differently. It is claimed that women in certain situations are aware that her status in society can be seen when they speak. Holmes (2013) claims that women care more about their reputation than men do, so when they speak, they use more standard speech forms because it is a way to construct their status in society. Women aware with their speech patterns, because using particular language choices can have a significant impact on their personal identity.

Using standard speech form is one way to make the difference when speaking between men and women. Women's language features are used to describe the distinctive language used attributed to female speakers. According to Coates (2016) the concept of women's language (WL) as first introduced by Lakoff in her book *Language and Woman's Place* (1975) that is women is characterized as being weak and unassertive, or in other words, defective. This term assists to differentiate the use of language in relation of the female and male genders.

This women's language feature can be found in both spoken and written communication. One of the written communications can be found on social media bio. People frequently use social media as a place for interpersonal communication. It enables global remote communication between people. Social media is used for more than just talking to friends and family; it's also a great way to meet potential romantic partners.

The use of dating apps is one of the examples that the use social media as communication. Numerous dating apps exist, with Tinder being one of the most popular. Tinder users use paragraphs of text called "bio profiles" to introduce themselves to potential matches. In a study that set out to examine user activity on Tinder, Tyson et al. (2016) found that there is a substantial improvement in performance for profiles that include biographies. When finding female users, male profiles with no bios obtained an average of 16 female matches, but those with bios saw a significant rise to 69 matches. The average number of male matches likewise rises (58%). This shows the importance of completing the bio section of the Tinder profile.

Based on the phenomena above, the Tinder application is crucial to this study because the women's language features used by female users can be identified in user profiles. The writer is interested in discovering and analyzing women's language features and the functions of the features employed by female Tinder users when writing their profiles.

1.2 Research Question

This research seeks to address the following questions:

1. What are the women's language features used by female users on Tinder profiles?
2. What is the function of women's language features used by female users on Tinder profiles?

1.3 Purposes of the Research

Based on the problem above, there are two primary aims of this study:

1. To analyze women's language features used by female users on Tinder profiles.
2. To describe the function of women's language features used by female users on Tinder profiles.

1.4 Limitation of the Problem

The primary objective of this study is to conduct an analyzing of women's language features in female users on Tinder profiles. The data was collected throughout the months of June and July in the year 2023. The data collected are those written in English; the data that are not written in English will not be considered in this study. The data collected from female users includes women's language features that Lakoff's theory of women's language features offers. Lakoff

(1975) divided women's language features into ten features. However, this study has only analyzed nine of the language features used in the context of written text. There are lexical hedges or fillers, tag questions, 'empty' adjectives, precise color terms, intensifiers, 'hypercorrect' grammar, 'super polite' forms, avoidance of strong swear words, and emphatic stress. After analyzing the language features, the writer explains the function of the women's language feature based on Holmes's (2013) theory of the function of women's language features, which are hedging devices and boosting devices.

1.5 Significance of the Research

This study offers an exciting opportunity to advance our knowledge of sociolinguistics by study language and gender, especially women's language features. Further, through this study, we would gain information and increase our level of comprehension regarding women's language features and the function of language features used in Tinder profiles. In addition, it is hoped that this study will be beneficial for anyone who is interested in language features theories although it is men language features or women's language features written or spoken form.