



FACEBOOK STATUSES AND CONSTRUCTION OF USERS' SOCIAL IDENTITIES

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ABSTRACT

This study was focused on investigating and analyzing the users' social identities (ethnicity and gender) on Facebook statuses. This study was conducted at describing the Facebook statuses construct users' ethnicity and the Facebook statuses construct users' gender. The design of this study utilized a descriptive qualitative. The subject of this research was the Facebook users who are friends of the present researcher on Facebook. In collecting the data, the present researcher undertook the following procedures: observation and documentation. The results of the study showed that the Facebook users' ethnicity can be seen from the Facebook statuses. On the other hand, the Facebook users' gender cannot be seen from the Facebook Statuses.

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INTRODUCTION

Nowadays, technology plays a strongly vital role in human life. It cannot be separated from the human life since technology is used in almost all aspects of our life. Technology does not only help us to do our daily activities but also make our jobs easily to be done.

The developments of technology take place rapidly. Its developments have a strongly significant impact in all fields of human life. The developments of technology certainly make us easily in accessing and operating the phenomenal products and innovations of technology. One of the phenomenal product and innovation in technology is the Internet.

The Internet is one of the most influential discoveries in the world. Internet keeps people connected without space and time constraints. It lets people roam around the world just by staring at the monitor

while typing and just moving the mouse. It can be accessed easily because the internet does not only can be accessed via laptop or computer but also a gadget and smartphone.

Social media is a medium that is widely used by speakers of the language to communicate remotely through the internet. Social media is used to convey information or share with friends. Social media is being the shifting phenomenon within communication, in which people get connected through the number of internet facilities, for the users have grown massively (Shirky 2011:1). Social media, such as Facebook, Twitter, BBM, and Whatsapp, are very popular right now. Among those popular social media, Facebook is considered as the most popular and accessible.

Facebook is a social network service. Facebook requires the users to register before accessing the site. Facebook allows the users to create personal profiles, add other users as friends, and exchange messages, etc. Facebook also facilitates the users to join the groups of users with the similar interests, workplace, school or college and so forth. As social media, Facebook connects people around the world. It offers many possibilities for composing multimodal texts, not only telling one's stories in acts of verbal but also share photos/ videos (Korpijaakko, 2015).

Many Facebook users express their feeling and idea on Facebook's status fitur. Its fitur offers the users to update their "statuses" and comment on their peers' "posts" and "statuses". Its fitur also accommodate users to be able to dialogue and comment on each other.

Referring to the descriptions above, this research was conducted to investigate and analyse the Facebook statuses and the construction of the users' social identities. The focus of this study was specified on the subject and object of the research. The subject of the study was addressed to the Facebook users who are friends on Facebook with Kiko Tiganov account. The object of the study was the statuses posted by the Facebook users.

Language

Language is a mean of communication. Language is absolutely needed by social beings as a means to interact. Oral and written language is a common language used to communicate in daily life. Language serves many functions at a societal level (Troike, 2003:12).

Basically, language has several functions, such as a tool for self-expression, communication, social control as well as means of integration and adaptation. Language is a mean of self-expression. It means that language allows us to express their activities, feelings, and plans. Language is a mean of communication. It means that language has a primary function as a mean of communication between members of the community. This function is used in a variety of environments, levels, and diverse interests. Language is a mean of social control. It means that language can be used as a social control. It serves to control communication, so that people involved in communication can understand each other. Language is a means of integration and adaptation. It means that by using language, people can declare living together in a unity.

Language and Ethnicity

An ethnicity is a group that identifies itself by using lineage, tradition, and background. Ethnicity is an identity that cannot be denied, rejected, or omitted by others. Ethnicity is characterized by the presence of language, culture, behavior, and physical features. Brubaker (2004) defines ethnicity as a point of view and a way of individual in seeing the world.

Language is one of the attributes to show the identity of an ethnic in the social environment. Identity refers to the human capacity that denotes the way in which individuals and collectivities are distinguish in their relations with other (Jenkins, 2008). Language cannot be separated from an ethnic. Language can denote the culture of a community or ethnic group. An ethnic definitely has certain characteristics that distinguish with the other ethnics. The use of vernacular languages can be one of the indicators. Therefore, a typical vocabulary, style of speech, and dialect may indicate an ethnic, even though the person does not communicate by using the vernacular language.

Language and gender

Gender refers to the term used to describe socially constructed based on sex (Coates, 2013). Language and gender refer to the relationship between the language used by female and male in communication (Gu, 2013). The gender difference is not only a reflection of the speeches between two types of gender but also a reflection of their living styles difference and attitudes. Furthermore, Gu (2013) underlined some differences between female and male. Female are satisfied with their subordinate status, speak indirectly, implicitly and mildly. For the female, expressing feeling is very important. On the other hand, males are more concerned with power, speak directly and take transferring information as the first thing. Males desire to be leaders.

Lakoff (1973) investigated the differences between female and male in the field of linguistics. There are differences between the language used by female and male in the field of linguistics, such as: Specialized Vocabulary. Compared with the language of males, females often like to use more concrete color words, such as mauve, yellow, azure, beige, and lavender. Females prefer some concrete words that have a close relationship with life. Milder Expletives. Females use expletives in a milder tone, while males often speak in a strong tone. Empty Adjectives. Females always use some adjectives, such as charming, divine, and cute to express their feeling. Tag Questions. Females and males both uses of tag questions in a certain situation, females use tag questions especially, that is to say when females express their opinions, tag questions are their favorite way of speaking even they are sure about what they want to say. Female purpose is to show they want to get recognized by others. Intonation. Females prefer to a rising tone even in a declarative sentence, so their uncertainty and indecision have been revealed by a rising tone. Super polite Forms. Females are more polite than males. Females tend to prefer an indirect way of speaking. Hypercorrect Grammar. Females usually speak in a formal manner not only in grammar but also in pronunciation. Joke-telling and humor. The language of females lacks humor. Females speak less humorously than males. Females inherently are not good at creating humor and understanding humor.

METHODS

The current study was carried out in a Facebook. It was conducted on March till June 2021. A study definitely requires the data as the material to be investigated. To obtain the data, a method is necessary. Data collection methods in the current study were observation and documentation. In collecting the data from the site study, the following procedures were undertaken: Observation. In the current study, the present researcher performed a non-participant observer. The present researcher observed the participants (only the Facebook users who are friends of the present researcher on Facebook). Document Studies. In the current study, the present researcher collected some documents related to the topics of the research namely Facebook Users' statuses and comments.

The current study employs qualitative. Qualitative research is a sort of research that is mainly intended to understand deeply the specific phenomenon shown by the subject of the study (Moleong, 2012). Furthermore, Anderson (1998) defined qualitative is a form of research that investigates the phenomenon in the real setting and utilizes more than one method to comprehend, interpret, elucidate and convey the meaning of them. Meanwhile, Hancock (2002) stated that qualitative research illustrates social phenomena as they arise naturally.

RESULTS AND DISCUSSION

Research Findings

The results of the observation were used in this research. The results of the observation showed the Facebook statuses and comments that construct the social identities (gender and ethnicity) as follow:

The Ethnicity on Facebook statuses

Language is one of the attributes to show the identity of an ethnic in the social environment. The use of vernacular languages shows the ethnicity. Based on the observation results, the present researcher found

the Facebook users who updated the statuses and wrote comments actively by using vernacular language. The data is presented in Tabel 1.

Table 1

The Facebook Users' Statuses and comments in vernacular language

No.	The Subjects Itials	The Vernacular Language
1.	TD	Kanyong no marua rasate, mu sesal sarea lako jangi, nene kuasa satentu sarea. Pasuru lis repan rena mulia, jatu kewa sabar kabalong, nyaman tu sosong palangan. We palangan jangi do intan, no tentu tareka ling pikir, kareda kuasa alhamdulillah #Pasatotang Parana. (S) Giliran susah nonda de marak dampi ku, tapi saat ku ada no bilin deng ku, nan si lok singen tu badengan ke? Nanta jangi mu parana rapang mara rip baringin, usi ling panas ke ujan si, ka rasa nyaman bilin katokal. (S) Sumbawanese
2.	SB	Pana tarii, wati disa tarii ese pesawat. Akhirnya kaumidi sai pesawat niki bandara loa kai tarii nahu. (C) Nefa wali mada de. Lao si ma kento tahopu waa sedia bongi dei kadudu sarowa..hehe (C) Bimanese
3.	YA	Break juluk batur-batur ngebang isa wah nie (S) Aok laun q salaman...wah arak semamak ne lguk (C) Sasak
4.	SBP	Sampun ngajeng semeton sareng sami?? Yen sampun inggih lanjut ngelau (S) Yen duwe lua lanjut ngelua, yen dereng duwe, nganten dumun jro (C) Balinese
5.	PS	Nae aka (banyak akal) Kariki aka? (S) De ede taho de. Ipi samanga mena re, tiraka mena na bae kai ade kampaa mpaa ba dou re (C) Bimanese
6.	KAL	Fto ten pida deta..?? totang roa alo bkdek ko berang ntu le lmen ta luk..(S) Kewa sabar si ate ta Tu batari rena badoa (S) Sumbawanese
7.	EKA	Yattona' aja malessi kale masandro ambo, pakuttu ni tu giling moe dialle nu kamasse..de'namagedda susai muiitta ambo (S) Ako de'nna mulle matajeng, botting no dollo ap deppa ku siap tahung ye (S) Bugis
8.	MA	Enak tenann es degane... sampe ayah' e gak di wei (S) Apik kabare mas bro swiss... sak iki nek sumbawa aku... jek

		panggah pancet lanang.. bojo siji & anak siji (C) Javanese
9.	YO	Yop nat bau alo berantat sa pesanan dontang, Alhamdulillah rezeki ano sa, pelanggan setia sa tu berangkat (S) Lamen tu les rekreasi nar nuya untuk merayakan tahun baru e, tapi semata2 untuk tu isi ano terakhir liburan sekolah...(S) Taliwang/Sumbawa
10.	DY	Be mekelo seng tepok jak timpale waktu SD. Malah tepok di dunia maya. (S) Sing mekite kije adi tumben oon kene bayune nok Seeepiii sunyi silent (S) Balinese
11.	EU	Dimalah badan indak kakuruih, banyak mukasuik nan indak sampai (S) Sasuai...manarik becak kaganti olah raga, jaring jo taruang sabana makanan kasayangan bana (S) Minang
12.	PTD	Para ngu'rangi ngase'ki bahwa tallasa ki ri linonni andaki takkaluppa anu rikuannjo ajjala pasti lari uppa ngase'i. (S) Para ri kamseangngi batang kalenta ngase rihantunta gasing takkalupa ki ripakeinjama sungka'ki garring ampa maki a'ngandro. Jari nai lari passala (Nasehat diri "Selayar tercinta") (S) Selayar
13.	ELL	Muaseng alenu penting?? Ndaji kapang Lao no...(S) Riakko cappu ni berrer e... mate ni tau eee (S) Bugis
14.	HHP	Wong keluen iki (S) Bagus melu nonton ae...Nang kene mau sore yo ujan pisan (C) Javanese
15.	SP	Sai sate nyaman ate Laga mo datang ko marente Maras rena nyaman ate Tutu si ode Marente liuk leng olat sabendra tu ka datang saket molee (S) Ajan ku to jangi menta ku seseng nyang mo kaleng.....hhhh (S) Sumbawanese
16.	IY	De ullei matindro apa majjama mpi ka (C) Sengeka rimule wennie, ubali sengeki ri gilitindroku, takkala mendre sompekku, ulabbireng tallenge nawalie, mandre temmeso, tindro te mamme, cemme, temmerica (S). Bugis

Note:

S Facebook Status

C Facebook Comment

The Gender on Facebook statuses

Language and gender refer to the relationship between the language used by female and male in communication. Female is satisfied with their subordinate status, speak indirectly, implicitly and mildly. For the female, expressing feeling is very important. While the male is more concerned with power, speak directly and take transferring information as the first thing. Male desires to be leaders.

In this part, the present researcher uses Empty Adjectives marker argued by Lakoff to examine whether the Facebook users based on their gender posted or updated statuses differently or not.

Empty Adjectives used by women (1)

1. *Tolong kembalikan body ku yg dulu... Body2 cadas ank2 **sweet** uphax.. Omigot aku kangen body itu.* (BDA)
2. *Makasih jilbb gratisx mbak Fit **cantik**, sekali dikasih langsung byak.* (EKA)
3. ***Cantik** donk yaa.. Yuuk yg mau kembaran sm kita..Jilbab instant sekali slup..Chat iyaa* (SP)
4. *Ciiyeee yg br hary pertama kerja...ttp semangat..slu disiplin...slu jujur..ttp amanah dlm bekerja..jgn banyaq mengeluh...ikhlas melaksanakan tugas biar berkah..sehat teros yaa **syuk**..doa terbaeq mam sltu bwtmu naak..(IS)*
5. *Lipstik favorite aku banget.. Teksturx yg lembut buat q betah bgt make nya... yuk guys diorder slagi promo.. warnax jg **syantik2*** (EW)
6. *Aq **kalem** eee...nda kuat ngomong...bripi fat ta* (MCH)
7. *Cewek langsing memang menggoda tp cewek tembem lebih **imut** dan **menggemaskan*** (SS)
8. *Ltps **sayang**...makasih buat malamnya yang heboh, rusuh, gila* (ND)
9. *I **love** you Bali...* (SA)
10. *Souvenirnya **cantik*** (DY)

Empaty Adjectives used by men (2)

1. ***Indahnya** kebersamaan pada moment yg di abadikan dalam sebuah foto* (TD)
2. *Selalu **setia** berdua kemana2* (SB)
3. *Semoga panjang umur dan sehat selalu papa mama....we **love** you..* (SBP)
4. *Baby **cute** #belajargendong* (KAL)
5. *Lagi hujan besar d sumbawa....**addemmmm*** (MA)
6. *Lorong **cinta**....pacaran yang tertunda* (EU)
7. ***Love** it....* (DI)
8. *Selamat ulang tahun Adira Finance ke 27, semoga semakin **sukses** selalu..amiin* (IY)
9. ***Rindu** dengan masa2 ini* (HO)
10. *Klo ngobrol sama cewe kyak gni, **romantis** ndk ya?* (HHP)

Discussion

Language is one of the attributes to show the identity of an ethnic in the social environment. Language cannot be separated from an ethnic. Language can denote the culture of a community or ethnic group. An ethnic definitely has certain characteristics that distinguish with the other ethnic. One of them, it is in the vviews of the language that people use to communicate. The use of vernacular languages shows the ethnic. Based on the results of documentation and observation, the present researcher found that there are 16 subjects of this research who updated statuses and wrote comments by using the vernacular language. They posted statuses and wrote comments in various vernacular languages such as Sumbawanese, Bimanese, Bugis, Selayar, Sasak, Javanese, Balinese, and Minang.

Language and gender refer to the relationship between the language used by female and male in communication (Gu, 2013). The gender difference is not only a reflection of the speeches between two types of gender but also a reflection of their living styles difference and attitudes. Female are satisfied with their subordinate status, speak indirectly, implicitly and mildly. For the female, expressing feeling is very

important. While males are more concerned with power, speak directly and take transferring information as the first thing. Males desire to be leaders.

As mentioned in the previous sub-chapter above, the present researcher uses Empty Adjectives marker argued by Lakoff to examine whether the Facebook users based on their gender posted or updated statuses differently or not.

In the data 1 (Empty Adjectives used by women) above, the Empty Adjectives used there are sweet, *cantik* (beautiful), *synk* (dear), *kalem* (calm), *imut* (cute) and love. The empty adjectives use in the data above is to express the Facebook users' feeling. While in the data 2 (Empty Adjectives used by men) above, the Empty Adjectives used there are *indah* (lovely), *setia* (faithful), love, cute, *adem* (cool), *sukses* (success), *rindu* (longing), and *romantis* (romantic).

CONCLUSION

Based on the results of this research, it can be concluded that:

1. The Facebook users' ethnicity could be known from the Facebook statuses were updated or comments were written. The Facebook users who always updated statuses and wrote comments in their vernacular languages describe and show their ethnicity, because the use of vernacular languages shows the ethnic.
2. Empty Adjectives marker cannot determine the Facebook users' gender. It can be seen from the results of this research presented in Data 1 (Empty Adjectives used by women) and Data 2 (Empty Adjectives used by men). In expressing their feeling on Facebook statuses, women and men used the empty adjective.

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