



The Sexist Language in Instagram Comments Regarding the Marriage of Denny Caknan and Bella Bonita

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ABSTRACT

This study analyzes the presence of sexist language in the comment sections of Denny Caknan's and Bella Bonita's Instagram accounts. The purpose of this research is to examine sexist language on Instagram in relation to popular phenomena. The research method used in this study is a qualitative-descriptive design. The population in this research consists of individuals who comment on Instagram posts. The results of this study indicate that the researcher identified several types of sexist language from 50 data points based on Mills' (2006) theory, with 32 instances containing overt sexism and 14 instances containing indirect sexism. The most common type of overt sexism found is jokes, while the most dominant type of indirect sexism is presupposition. Comments containing insults, gender stereotypes, and insulting body shapes are often conveyed in the form of jokes and commenters' assumptions. Each comment is influenced by four social factors: participant, topic, setting, and function, all of which are interrelated with the context in which the comments are made. The comments fall into three categories: representative, expressive, and directive.



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1. INTRODUCTION

Sexism is a form of discrimination against gender (Rivera & Adriatico, 2022). Sexism in language can be observed through word choice, stereotyping, and unbalanced representation. This can be in the form of insults or derogatory comments, or it can be more subtle towards a particular gender. The impact of sexist language includes perpetuating gender inequality, normalizing discriminatory attitudes, and limiting individual actions. Sexist language can also create a hostile environment and affect how a person views themselves in relation to others, as well as their self-esteem.

Social platform is a modern communication tool that provides space for individuals to express their thoughts, opinions, and feelings about various topics (Rivera & Adriatico, 2022). Many social media are currently widely used by the public, such as Whatsapp, Instagram, Twitter, etc. One of the platforms that many people often use is Instagram. Instagram has become one of the most widely used online platforms. This platform provides a variety of features, such as posting photos, commenting on posts, liking posts, and can also exchanging messages. With the comment field listed, other users can comment on anything in it. They can use various kinds of language based on their own perceptions. This creates disadvantages and advantages; for example, bad comments can affect other people and harm them. As for the good things that can be taken, Instagram users can find out some other people's perspectives on posts. This online platform can be a breeding ground for sexist language and is becoming an increasingly concerning issue because anything can spread widely and quickly.

Recently, Denny Caknan and Bella Bonita's Instagram accounts, which have around 3.9 million and 1.3 million followers, have been discussed in relation to their wedding post, which received 1,107,609 comments. The researcher found that some of the comments contain sexism against women and men. This difference can be seen from the way the comments are written, both directly and indirectly. Therefore, in analyzing the comments containing sexism, the researcher used Mills' (2008) theory which categorizes sexist language into two types, namely overt sexism and indirect sexism.

Regarding this post, Instagram account owners @denny_caknan and @bellabonita_r.a uploaded their wedding photos. However, people's perspectives on the wedding were very diverse, with some comments offending the bride using sexist language. Therefore, in this study, I will describe the forms of sexist comments and the reasons behind the comments on @denny_caknan and @bellabonita_r.a's Instagram posts. To find out the problem that has been formulated, this research limits the focus to 50 comments found on Instagram account uploads on July 8, 2023. These sexist comments were analyzed using Sara Mills' (2008) theory, which categorizes sexist language into two types: overt and indirect sexism. In addition, the social factors that influence the use of sexist language were analyzed using Janet Holmes' (2013) theory, which includes participant, topic, setting, and function. The meaning of sexist language was also analyzed using Yule's (1996) theory, which divides speech acts into five types: declarative, representative, expressive, directive, and comprehensible. The researcher chose these theories because, in the comments, there are several types of sexist language that will be explained and the reasons behind them using these three theories.

The findings of this study found that the two most dominant types of sexist comments were jokes and presuppositions. These comments contain insults, gender stereotypes, and body shape insults that are often conveyed in the form of jokes and assumptions of the commenter. The social factor that influenced the comments was the presence of haters who were unhappy and dissatisfied with the wedding, leading to sexist comments against the bride. Therefore, the comments were mostly expressive, expressing their dislike and dissatisfaction by writing insulting comments and using words that offended the bride.

2. RESEARCH METHOD

The research used a descriptive qualitative approach. The qualitative approach includes collecting, grouping, analyzing, then drawing conclusions. According to Moleong (2018) this technique is a type of data collection that produces information in the form of words. The researcher chose a descriptive qualitative research approach to describe the problems being studied more clearly and specifically. According to Creswell (2002), qualitative data sources can come from observation, documentation, recordings, interviews, and physical artifacts. In this study, researchers tried to analyze sexist language from comments on Instagram. Therefore, researchers utilize data sources from documentation, which involves screenshots of images related to Instagram comments on Denny Caknan and Bella Bonita's accounts. The form of documentation used to illustrate and record the presence of sexist language in the Instagram comments column. The researcher only took 50 comments from the comment column on the photo from their wedding post, which was posted on July 8, 2023.

Researcher used Mills' (2008) theory to categorize sexist language into two types: overt and indirect sexism. In addition, social factors that influence the use of sexist language were analyzed using Janet Holmes' (2013) theory which includes participants, topic, setting, and function. The meaning of sexist language is also analyzed using Yule's (1996) theory, which divides speech acts into five types: declarative, representative, expressive, directive, and commissive. The data analysis technique used for Denny Caknan and Bella Bonita's social media posts on Instagram is the Miles and Huberman Data Analysis Technique using flow model.

Based on the Miles and Huberman Data Analysis Technique, the first step is data reduction. Miles Huberman (1994) explains that in the data reduction phase, the process includes selecting, focusing, simplifying, abstracting and transforming field data or transcripts. At this stage researcher observe and analyze data to be categorized based on the theory used. At the data display stage, researchers display the data that has been collected and categorized, and explain in more detail the reasons why the data is categorized as such. The final step is conclusion drawing, where the researcher concludes all the data that has been collected.

3. RESULTS AND ANALYSIS

In this section, researcher will display data obtained from comments on posts on the Instagram accounts @denny_caknan and @bellabonita_r.a uploaded on July 8, 2024 by transcription. The attitude data is in the form of comments on the post.

3.1. Types of Sexism

Sarah Mills' (2008) theory of sexist language underlies the division of sexism into two main categories. The first is overt sexism, also known as direct sexism, refers to the type of sexism that is overtly described. In this context, sexism is often related to prejudicial inferences against women, resulting in the view that women are considered inferior to men, as outlined by Mills (2008). Overt sexism includes the use of word and meaning and processes. Generally, this is reflected in the dominance and prioritization of men over women. It is called indirect sexism because it is not overtly shown, but rather maintained. It is usually mediated with irony or disguised with humorous remarks, innuendo, or presupposition (Mills, 2008). Indirect sexism is particularly difficult to address because it is difficult to identify and respond to.

Table 1. The types of sexism

No.	Types of Sexist Language	Frequency	Percentage	
1	Overt Sexism (Word and Meaning) (Processes)	Naming	5	10%
		Dictionary	4	8%
		General Nouns and Pronouns	-	-
		Insult Term for Women	1	2%
		Semantic Derogation	6	12%
		First name, Surname, and Titles	-	-
		Transitivity	7	14%
		Reported Speech	1	2%
		Jokes	10	20%
		2	Indirect Sexism	Humour
Script and Metaphor	1			2%
Presupposition	8			16%
Conflicting Message	3			6%
Collocation				
Androcentric Perspective	2			4%
Total		50	100%	

The following are some of the most dominant outcomes of overt sexism and indirect sexism:

Data 1

@anggrilhamm: “The women of the universe are all ‘julid’”

The comment falls into the category of overt sexism. The type of comment is a jokes, because the commenter uses jokes to convey his message. The comment states that ‘**women of the universe**’ use the word ‘**julid**’ which means to be envious or spiteful of the success of others; in this context, the marriage of Bella Bonita and Denny Caknan. This is supported by the laughing emoticon used by the commenter, which shows that the intention is to demean women's groups through jokes.

Data 2

@intansylviadm: “If the ‘kembar mayang’ are not raised high, what is the sign, guys?”

The comment contains indirect sexism. The type of comment is a presupposition because there are assumptions about gender. This is indicated in the words ‘**kembar mayang**’ and ‘**sign**’ contained in the comment. In Javanese culture, ‘kembar mayang’ refers to a pair of decorative arrangements of different types of fruits and flowers. Kembar Mayang has an important role in a ritual as a tool used in Javanese bridal gatherings. The symbolism behind Kembar Mayang signifies the formation of a new family. There is a belief that if the Kembar Mayang is not set at the right height, then the bride is considered to have gotten pregnant before marriage. This reflects the assumptions of the community towards the bride, although such conclusions are not always true and cannot be drawn simply from the physical description of Kembar Mayang.

3.2. Social Domain of Sexist Comments

According to Holmes (2013), there are four social components: the participant, the topic, the setting, and the function. Researcher chose Janet Holmes' theory to analyze the social domain of sexist comments because this theory can reveal social factors that influence the use of sexist language in comments. The outcomes are shown in the table below.

Table 1.2 Social domain of sexist language

No	Comment	P	T	S	F
1	@galihptrs: “pregnant first and then married”	Haters with Bella and Denny	Addressing Bella and Denny about her pregnancy and marriage	In 2023, offensive situations, and Instagram	Informing commenters about Bella and Denny's relationship regarding their marriage.
2	@silksweet111: “She thought ‘how sexy am i’ not knowing if people would look at her unfavorably”	Hater with Bella Bonita	Regarding sexy-looking bridal outfits	In 2023, shows a pretentious attitude, and Instagram	Expressing her thoughts by mentioning bella's wedding dress.
3	@anggrilhamm: “The women of the universe are all ‘julid’”	Commenter (anggrilhamm) with female commenters	Many women who make bad comments are ‘julid’	In 2023, casual but offend situation, and Instagram	Inform and offend women who make bad comments.
4	@intansylviadm: “If the ‘kembang	Hater with other	Marriage symbol	In 2023, the	Allude to and inform

<i>mayang' are not raised high, what is the sign, guys?"</i>	commenters	(Kembang Mayang)	situation is questioning and related to culture, and Instagram	other readers.
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Based on statement from @anggrilhamm: "The women of the universe are all 'julid'". In this comment, the participants are between the commenter (Anggrilhamm) and the female commenters. Anggrilhamm speaks in a casual and universal style to the women commenting on the Instagram page. The topic of discussion is the number of women who make nasty, envious, and spiteful comments, dubbed 'julid'. Women are often associated with gossiping, so this is considered a common practice. If the comment was written in the Instagram comment section in 2023 in a casual but offend situation that shows negative attitude that is generally perceived as slanderous or judgmental, the comment may stem from feelings of frustration and annoyance. The function of the comment is to provide information and satirize the many women who make 'julid' comments.

The statement from @intansylviadm: "If the 'kembar mayang' are not raised high, what is the sign, guys?". The participants in this comment are hater and Bella Bonita. The topic of discussion is Javanese wedding customs, namely 'Kembar Mayang'. Kembar Mayang has an important role in rituals as a tool used in Javanese wedding ceremonies. The symbolism behind Kembar Mayang signifies the formation of a new family. There is a belief that if the Kembar Mayang is not installed at the right height, then the bride is considered to have gotten pregnant before marriage. The comment was written in the Instagram comment section in 2023. The psychological setting includes curiosity or a desire to understand the meaning behind a traditional act or ritual in a particular region. The function of the comment is to provide information about the meaning of the 'Kembar Mayang' symbol and to offend Bella Bonita regarding her alleged pregnancy before marriage.

3.3. The Meaning of Sexism

In analyzing the meaning of sexist comments using Yule's theory. Speech act is the use of language to achieve a goal, such as apology, praise, complaint, and others. According to Yule (1996), there are five types of speech acts, namely Declaration, Representative, Expressive, Directive, and Commissive. The use of Yule's theory in analyzing the meaning of sexist comments is done because this theory can understand the intention and implicit meaning of an utterance. This is particularly relevant in analyzing sexist language, where words are often used to perform certain actions such as demeaning, insulting, or reinforcing gender stereotypes. In addition, this theory can also analyze the words used to perform actions through sexist language, such as expressing opinions, giving orders, or expressing feelings. Based on data, the most dominant comments use expressive meaning in writing sexist comments.

Data 1

@galihptrs: "pregnant first and then married".

The comment contains dictionary sexism related to the use of words in the dictionary that have negative meanings in defining women. Based on data, the statement pregnant first and then married, the speaker expresses dislike by making a comment that contains ridicule that the bride was pregnant first before marriage. The comment reflects the commenter's disapproval of the two, which causes him to issue a taunt and touches on the feelings of the parties involved.

Data 2

@silkysweet111: "She thought 'how sexy am i' not knowing if people would look at her unfavorably"

The speakers express dislike and dissatisfaction with the clothes and appearance of the bride, namely Bella Bonita. The speaker assumes that Bella considers herself attractive, but other people actually feel disgusted by her appearance. The sentence was uttered as an expression of dislike towards the bride, so the speaker wrote it as an offensive sentence.

4. CONCLUSION

In this study, it can be concluded that sexist language in comments still exists and in various types. The most dominant forms of sexism are jokes and presuppositions, where these comments discriminate more against women. Comments containing insults, gender stereotypes, and insulting body shapes are often conveyed in the form of jokes and commenters' assumptions. The social factor that influenced these comments was the presence of haters who were displeased and dissatisfied with the wedding, leading to sexist comments against the bride. Therefore, the comments were predominantly expressive, expressing their dislike and dissatisfaction by writing derogatory comments and using words that offended the bride.

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