

ABSTRACT

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This study aims to analyze the use of language in online communication according to gender with two research questions; (1) What are the similarities and differences between Taylor Swift and Harry Styles' tweets in their personalities internet language uses? (2) How do Taylor Swift and Harry styles' internet language uses reflect each other personalities in their tweets? The data of this study were the tweets produced by two popular singers named Taylor Swift and Harry Styles which is representing men and women. They used the online platform that is twitter to type their tweets. The researcher picked 50 tweets randomly in order to be fair for each of them. To analyze the study, internet language uses theory by Danet (2001) is used, there are eleven types; multiple punctuation, eccentric spelling, capital letter, all lower case, asterisk for emphasis, emoticon, description of action, music/noise, written out laughter, abbreviation, and rebus writing. The researcher chose descriptive qualitative method to explain the findings in more detail way. For the results, the similarities of both tweets lied in the internet language that they used. There are four types they applied such as multiple punctuation, capital letter, abbreviation, and eccentric spelling. While, two types that both did not take, those are written out laughter and asterisk for emphasis. For the difference, in Taylor Swift's tweets, the highest number of data found is for emoticon with 60 times appearing. Whereas, capital letter is becoming the most used internet language by Harry Styles with 198 numbers of data. Taylor Swift also makes more types than Harry Styles; she used eight internet language and Harry Styles only five. The total data found in Taylor Swift's tweets is 156, but Harry Styles has higher data which is 259. Taylor Swift is indicated as an expressive and playful person when she writes the tweets to her fans. However, Harry Styles tend to be less expressive and straight forward person.