



Exploring Gender-based Language Features in Instagram Comments

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ABSTRAK

Abstrak: Media sosial telah menjadi platform penting dalam komunikasi karena memungkinkan pengguna untuk mengekspresikan pendapat, emosi, dan respons melalui interaksi daring. Penelitian ini bertujuan untuk menganalisis fitur bahasa yang digunakan oleh pengguna perempuan dan laki-laki pada kolom komentar Instagram Reels milik Carson Matranga berdasarkan teori bahasa dan gender dari Lakoff (1975). Penelitian ini menggunakan metode deskriptif kualitatif. Data dikumpulkan melalui teknik observasi dan dokumentasi dari komentar pada Instagram Reel berjudul “When your daughter asks you for a story, but she is an empath” dan dianalisis menggunakan prosedur yang dikemukakan oleh Miles, Huberman, dan Saldaña (2014). Hasil penelitian menunjukkan bahwa baik pengguna perempuan maupun laki-laki menggunakan pilihan leksikal, ekspresi evaluatif, intensifier, dan bentuk kesantunan. Namun, pengguna perempuan cenderung menunjukkan keterlibatan emosional yang lebih tinggi melalui penggunaan bahasa yang lebih ekspresif, evaluasi yang lebih kuat, penggunaan intensifier yang lebih sering, serta bentuk kesantunan yang lebih suportif. Sementara itu, pengguna laki-laki umumnya memberikan respons yang lebih singkat, langsung, dan kurang mengekspresikan emosi. Temuan ini menunjukkan bahwa penggunaan bahasa dalam kolom komentar Instagram dapat mencerminkan kecenderungan komunikasi yang berbeda antara pengguna perempuan dan laki-laki.

Abstract: Social media has become an important communication platform, enabling users to express their opinions, emotions, and reactions through online interactions. This study aims to examine the linguistic characteristics used by female and male users in the comments section of Carson Matranga’s Instagram Reels based on Lakoff’s (1975) theory of language and gender. This study employs a descriptive qualitative method. Data were collected through observation and documentation of comments on an Instagram Reels titled “When your daughter asks you for a story, but she is an empath.” Moreover, The data were analyzed using the procedure proposed by Miles, Huberman, and Saldaña (2014). The findings indicate that both female and male users employ specific vocabulary choices, evaluative expressions, intensifiers, and forms of politeness. However, female users tended to demonstrate greater emotional engagement through more expressive language, stronger evaluations, more frequent use of intensifiers, and supportive forms of politeness. Male users, on the other hand, generally produced shorter, more direct, and less emotionally expressive responses. These findings suggest that language use in Instagram comment sections reflects different communication tendencies between female and male users.



I. BACKGROUND

Language plays an important role in human life because people use language to communicate and interact with others in society. Through communication, individuals can express their thoughts, feelings, opinions, and experiences in daily life. Communication is used not only to exchange information, but also to build relationships and maintain social interactions. Since communication occurs through language, the two are closely intertwined. Wardhaugh (2006) states that language and society are interconnected because language exists within social interactions and is used by people in various social situations. Therefore, language is an essential part of social life as it helps people create meaning, express themselves, and build relationships with others in everyday communication.

Although communication is a common activity, people do not always communicate in the same way. Forms of communication can vary depending on how individuals express ideas, emotions, and responses during interactions. One topic that is often discussed is communication between women and men. Hinduja and Patchin (2024) found that female and male users may exhibit different behavioral tendencies and interaction patterns when interacting online. This suggests that gender may influence how individuals communicate and respond to others in digital spaces. Differences in communication can be observed through language choices, ways of responding, and interaction styles used in everyday communication. Wardhaugh (2006) explains that language variation is closely related to social life and can be observed through differences in linguistic behavior among speakers. Therefore, communication between female and male users is a particularly interesting area of research, as language can reveal distinct communication patterns. The research gap in this area can be identified through previous studies. Previous studies have primarily focused on features of internet language, linguistic styles across various online platforms, and complaint strategies in social media communication. Additionally, these studies have examined various communication contexts and interaction patterns in digital environments. However, studies specifically investigating the linguistic features used by women and men in Instagram Reel comment sections remain limited. Previous research has also paid little attention to family-

related content, which often triggers emotional, expressive, and spontaneous responses among users. Therefore, this study analyzes the linguistic features used by female and male users in the comments section of *Carson Matranga's* Instagram Reels. This study is expected to contribute to a better understanding of gender differences in social media communication, particularly in comment interactions on Instagram.

Therefore, this study aims to identify and analyze the linguistic characteristics used by female and male users in the comments section of *Carson Matranga's* Instagram Reels. This study also aims to examine the differences in language use between the two genders when expressing opinions, emotions, and interactions in online communication. This study aims to provide a better understanding of gender differences in social media communication, particularly in comment interactions on Instagram.

Based on these objectives, this study addresses two main questions: What linguistic features do female and male users employ in the comments section of *Carson Matranga's* Instagram Reels, and what are the differences between female and male users in expressing opinions, emotions, and interactions in the comments section.

Language and gender have become important topics in sociolinguistic studies because language use can reflect social identity and social roles in communication. Language and gender refer to the relationship between language use and gender as social aspects that can influence the way individuals communicate and express meaning (Lakoff, 1975). This relationship indicates that language can also represent social expectations and patterns of communication within society. Lakoff (1975) argues that language does not merely serve to convey messages but also reflects social attitudes and positions within society. From this perspective, language can also serve as a medium through which individuals express their identities in social interactions. Lakoff further states that female and male speakers may exhibit different tendencies in their language use. Female speakers are often said to use more expressive and polite language, while male speakers tend to communicate more directly and assertively. Although these tendencies do not apply to every individual, they indicate that language can reflect gender-related communication patterns.

These differences in communication styles can be identified through the linguistic features used during interactions. Linguistic features are

elements that appear in communication and may reflect how individuals express meaning and interact in different social contexts (Holmes, 2013). Through these characteristics, differences in communication styles can be observed in various social situations. In studies on language and gender, Lakoff (1975) suggests that differences in language use between female and male speakers can be observed through several linguistic characteristics. These characteristics may manifest in lexical choices, evaluative expressions, intensifiers, and forms of politeness. These linguistic characteristics may indicate different tendencies in expressing attitudes, emotions, and interpersonal meaning in communication. Lakoff (1975) identified lexical choice as a linguistic characteristic that can reflect attitudes and meaning in communication. Lexical choice refers to the selection of words used to express ideas, evaluations, and personal responses. Variations in word choice can indicate different communicative tendencies and ways of conveying meaning during interactions.

Lakoff (1975) also defines evaluative expressions as linguistic forms that serve to express appreciation, judgment, and emotional responses. Evaluative expressions can emerge through words that convey personal feelings and attitudes toward a particular situation or object, indicating emotional involvement in communication.

Another linguistic characteristic described by Lakoff (1975) is the use of intensifiers. Intensifiers are linguistic forms used to emphasize meaning and highlight emotional expression in communication. Expressions such as “so,” “very,” and “really” can enhance the emotional impact of a statement and indicate a stronger personal involvement in the interaction.

Lakoff (1975) further explains politeness as the use of language that reduces directness and supports interpersonal relationships in communication. The use of polite and less assertive expressions may reflect an effort to maintain harmonious interactions and avoid confrontation. Therefore, the analysis of these linguistic features is relevant because it provides insight into how language reflects communication styles and how gender can influence language use across contexts. With the evolution of communication, language is no longer used solely in face-to-face interactions but is also widely used on online platforms and social media.

Social media has become an important part of communication because enables users to

share opinions, exchange experiences, and interact with others through written communication. Tambunsaribu and Prasetyo (2024) explain that social media refers to internet- and mobile-based platforms that allow users to engage in online interactions, create content, and join virtual communities. Furthermore, Panjaitan and Patria (2024) state that the development of digital communication via social media has influenced how people use language, thereby encouraging more interactive, expressive, and flexible communication practices. Among various social media platforms, Instagram has become one of the most popular platforms for communication and content sharing. Instagram allows users not only to upload photos and videos but also to communicate through the comments section. Through these interactions, users can demonstrate different communication styles and linguistic characteristics, making Instagram a relevant platform for observing how female and male users communicate in a digital context.

One example of language use in digital communication can be seen in Instagram comment sections, where users express their opinions, emotions, and reactions to uploaded content. Social media has become an important part of communication, enabling users to interact, share content, and participate in online communities (Tambunsaribu & Prasetyo, 2024). Through these interactions, people communicate in various ways, depending on how they express their ideas and respond to others. Differences in communication between women and men are not only found in face-to-face interactions but can also emerge in social media communication. Users can express opinions, emotions, and responses in different ways, depending on how interactions occur in the online space. Aydın (2025) explains that communication patterns between female and male users may still emerge in digital environments. However, language use can vary depending on the platform and the context of the communication. Instagram is one such platform that facilitates this interaction by allowing users to share content and communicate through the comments section (Tambunsaribu & Prasetyo, 2024). In the comments section, users can respond directly to uploaded content and share their interpretations and reactions. Therefore, Instagram becomes relevant for observing how language is used in digital communication.

This phenomenon can be observed on Carson Matranga's Instagram account. This study focuses on an Instagram Reel uploaded by Carson

Matranga with the caption "When your daughter asks you to tell her a story, but she is an empath." The video shows an interaction between a parent and a child, and received numerous responses from users in the comments section. These comments include emotional reactions, humor, personal interpretations, and supportive responses to the interaction depicted in the video. Users also employ various linguistic forms, such as emotional expressions, intensifiers, emojis, and informal language features. These linguistic features are relevant to this study because they can reveal differences in language use between women and men, as Lakoff (1975) explains. Since users of various genders can interact with one another in the Instagram comments section, this content provides useful data for analyzing how women and men express their responses and emotions in digital communication. Therefore, these Instagram Reels were selected because they contain various forms of linguistic interaction that can support the analysis of language features used by women and men in online communication. Several previous studies have discussed gender differences in online communication and language use.

The first prior study was conducted by Tambunsaribu and Prasetyo (2024) and was entitled "*The Analysis of the Internet Language Features Used by Men and Women on Their Social Media*." The study aimed to investigate internet language features used by male and female users and examine differences in language use in Instagram comments. The study focused on comments posted by male and female users on Instagram. The writer found that the researchers employed a qualitative approach and applied Danet's (2001) theory of common digital writing features to analyze online language use. The findings showed that female users tended to use more internet-specific language features and more expressive language. In contrast, male users generally used simpler, less expressive communication patterns in social media interactions. This previous study is related to the present study because both focus on language use between women and men in online communication and social media contexts. However, the present study differs in its research focus and theory, as it specifically examines language features in Instagram Reel comments using Lakoff's theory of language and gender.

The second previous study, by Elmahdi et al. (2024), was titled "*Gender Variations in Linguistic Styles Across Online Platforms: A Thematic Analysis*." This study explored variations

in linguistic styles between male and female users across digital communication platforms. The study focused on discussion forums and online communities across several online platforms. The writer found that the study employed qualitative thematic analysis to examine emotional expressions, communication styles, and interaction patterns in online communication. The findings indicated that female users were more likely to use emotionally expressive and supportive language, whereas male users tended to communicate more directly and authoritatively. This study is similar to the present study because both discuss language use and communication patterns between women and men in digital communication. Nevertheless, the previous study examined broader online platforms, whereas the present study focuses specifically on interactions in Instagram Reel comment sections.

The third previous study, by Abdul Kadir et al. (2022), was titled "*Gender Differences in Twitter Complaints*." The study focused on identifying differences in language choices and complaint strategies used by male and female users on Twitter. The study focused on complaint messages shared by Twitter users. The writer found that the researchers employed a qualitative approach and used Trosborg's Theory of Complaint alongside Brown and Levinson's politeness theory to analyze the data. The findings revealed that male and female users showed different communication patterns when expressing complaints. Male users tended to express dissatisfaction more directly, whereas female users were more likely to use indirect and polite expressions. This study is relevant to the present study because both examine language differences between women and men in online communication. However, unlike the previous study, which focused on complaint strategies and politeness in Twitter interactions, the present study focuses on language features of emotional and spontaneous responses in Instagram Reel comments.

The fourth study, conducted by Monsees (2025), is titled "*Sticking Around: Hobbyhorsing, Digital Transgression, and Gender-Based Violence in TikTok, Instagram, and YouTube Commentary*." This study aims to examine how comments on social media reflect the presence of online gender-based violence and gender-related interactions across various digital platforms. This research focuses on public comments posted on TikTok, Instagram, and YouTube. The author found that the researcher used a

qualitative approach and reflective thematic analysis to identify recurring patterns in online comments. The findings show that comments often exhibit gender-related communication patterns, including emotional reactions, judgments, expressions of support, and various forms of interaction among users. Female users are often associated with emotional support and community responses, while digital interactions also reflect broader gender expectations in online spaces. This previous study is related to the present study because both investigate communication and language use in social media comment sections and consider gender as a key factor in digital interactions. However, the previous study focused on online gender-based violence and thematic patterns across various platforms. In contrast, the present study specifically analyzes the linguistic features used by female and male users in Instagram Reel comments based on Lakoff's (1975) theory of language and gender.

The fifth study was previously conducted by Firayani (2025) and titled *"A Discourse Analysis of Politeness Strategies in Social Media Comments Related to Gender Issues."* This study aimed to examine how politeness strategies are used in social media comments and to investigate the influence of online interactions and gender on communication patterns. The study focused on public comment sections on Instagram, TikTok, and X. The author notes that the researcher employed a qualitative discourse analysis approach and analyzed the data using Brown and Levinson's politeness model. The findings indicate that male users tend to employ more direct, confrontational, and assertive communication strategies. In contrast, female users more frequently use indirect expressions, emotional markers, and supportive language to maintain harmonious interpersonal relationships in digital interactions. This previous study is relevant to the present study because both examine communication patterns and language use between female and male users in social media comments. However, the previous study focused specifically on politeness strategies and gender-related discourse across various platforms. In contrast, this study examines a broader range of linguistic features, including lexical choices, evaluative expressions, intensifiers, and forms of politeness, used by female and male users in Instagram Reel comments, drawing on Lakoff's (1975) theory.

The sixth study was previously

conducted by Norouzi and Rahimi (2025) and titled *"Hostile Strategies Based on Culpeper's Model (2011): A Comprehensive Study of Gender Differences in Comments on Instagram Stories."* This study aimed to identify the strategies of unfriendliness used by female and male Instagram users and to determine whether gender significantly influences language use in online comments. The researchers collected 520 English-language comments comprising 17,850 words from Instagram broadcast pages, including those of CNN, the BBC, Fox News, and The New York Times. Using qualitative and quantitative corpus analysis based on Culpeper's (2011) framework of impoliteness, the findings show that the "bald-on-record" strategy was the most frequently used, whereas the "withholding politeness" strategy was the least frequent. Although female users showed slightly higher use of negative impoliteness strategies, this study confirms that gender differences are not statistically significant and that platform norms influence communication behavior more than gender. This previous study is related to the present study because both examine gender differences in language use in Instagram comment sections. However, the previous study focused on impoliteness strategies and patterns of online interaction using Culpeper's framework. In contrast, the present study investigates linguistic features in comments from women and men on Instagram Reels, drawing on Lakoff's (1975) theory of language and gender. The seventh study was previously conducted by Arshad et al. (2025) and titled *"The Impact of Social Media on Language Use and Identity: A Sociolinguistic Analysis."* This study examined how language use on social media contributes to the formation and expression of identity from a sociolinguistic perspective. The researchers employed a cross-platform qualitative discourse analysis using user-generated content from Twitter (X), TikTok, and Instagram. The dataset consisted of posts, captions, comments, and hashtags, which were analyzed to identify patterns of linguistic creativity, code-switching, multilingual practices, and expressions of identity. The findings indicate that users strategically employ linguistic features such as emojis, abbreviations, hashtags, and hybrid language to construct and negotiate their identities in digital spaces. This study is relevant to the present research because both investigate language use on social media platforms. However, the previous study focused on identity

construction and cross-platform sociolinguistic practices. In contrast, the present study focuses on differences in language use between female and male users in Instagram comments, drawing on Lakoff's (1975) theory.

The eighth study was previously conducted by Nuraeni, Puspa, and Almsari (2025) and titled "*Characteristics of Male and Female Language in Taylor Swift's Interview with Jimmy Fallon*." This study aimed to identify the characteristics of male and female language and their linguistic functions through a qualitative sociolinguistic approach. The researchers utilized Lakoff's (2004) theory of women's language, Coates' (2015) theory of men's language, and Jakobson's theory of language function. The results indicated that the use of softening and filler words largely characterizes women's language. In contrast, men's language is more frequently marked by minimal responses and expressions of praise. This previous study is relevant to the present study because both investigate gender-related language characteristics. However, the previous study focused on spoken interactions in interviews, whereas the present study examines linguistic characteristics in Instagram comments.

II. RESEARCH METHOD

This study employs a qualitative descriptive method because the data analyzed consists of words, expressions, and linguistic features found in Instagram comments, rather than numerical data. Qualitative methods are appropriate for research aimed at understanding and interpreting the meanings embedded in social interactions (Creswell, 2014). Therefore, this method was chosen because it helps the author describe and interpret how female and male users employ language in online communication. Since this study examines language use in relation to gender, it is also approached from a sociolinguistic perspective.

The data for this study were sourced from an Instagram Reel posted by Carson Matranga with the caption "When your daughter asks you to tell her a story, but she is an empath." The Reel was selected because its comments section contained a variety of user responses, which demonstrated diverse ways of expressing opinions and emotions, as well as interactions. The data consisted of written comments posted by both female and male users. The author selected comments exhibiting gender-based linguistic characteristics in online communication.

Data were collected through observation and documentation. According to Creswell (2014), qualitative data can be collected by observing and examining documents or other forms of recorded communication. First, the author watched the selected Instagram Reels and carefully read the comments. Second, the author identified comments that exhibited linguistic features related to communication patterns between female and male users. Third, the selected comments were documented as screenshots and grouped according to the categories used in this study. Afterward, all collected data were organized for analysis.

The data were analyzed using the qualitative data analysis procedures proposed by Miles, Huberman, and Saldaña (2014), which include data simplification, data presentation, and concluding. First, the author selected and screened the comments based on the research focus. Second, the author organized and classified the data according to the linguistic features found in the comments. Third, the author interpreted the similarities and differences in language use between female and male users. Finally, conclusions were drawn based on these findings to explain how linguistic features reflect gender-based communication patterns in Instagram comment interactions.

III. FINDINGS AND DISCUSSION

Findings

This section presents the findings obtained from comments collected in Carson Matranga's Instagram Reel comment section. The data were identified and grouped based on the language features proposed by Lakoff (1975), including lexical choices, evaluative expressions, intensifiers, and forms of politeness. To make the comparison clearer, the comments were categorized as from female or male users based on the language features in the data. This section presents only the collected data; further explanation and interpretation are discussed in the following section.

Table 1. Frequency Data Table

Language Features	Femal e Users	Percenta ge	Male User s	Percenta ge
Lexical Choices	34	63.0%	13	68.4%
Evaluative Expressio ns	21	38.9%	8	42.1%
Intensifie rs	18	33.3%	11	57.9%
Form of Politeness	16	29.6%	7	36.8%

Discussion

1. Lexical Choices

Table 1.1 Lexical Choices Used by Female and Male Users

Female	Male
@lindseyanne_shescalecollective "Oh what a darling ♥"	@hey_berg "Bro"
@briellematranga_ "She is so sweet ♥"	@professorphan or "An empath"

These findings reveal differences in the lexical choices used by female and male users when responding to Instagram Reels. Female users tend to make more expressive, emotionally oriented lexical choices, while male users tend to use shorter, more direct expressions. The lexical choices used by female users indicate emotional engagement and personal reactions to the interactions depicted in the content. In contrast, male users appear to focus more on describing the situation and conveying their responses concisely.

These findings align with Lakoff's (1975) view, which states that differences in language use can be observed through lexical choices and that women's language is often associated with more expressive and affective forms of communication. The tendency observed among female users in this study may indicate greater emotional engagement

when responding to family-related content during digital interactions. A similar pattern was identified by Insan and Cahyono (2025), who found that female users tend to respond in a more expressive and interaction-oriented manner. In contrast, male users are more likely to use direct and concise language in their interactions on Instagram.

These findings are also supported by Meirandani et al. (2025), who found that female users in online communication typically use more emotional, descriptive, and collaborative.

2. Evaluative Expressions

Table 1.2 Evaluative Expressions Used by Female and Male Users

Female	Male
@itsniqbaby "Omgggg she's so cuteeee stawppppp ♥"	@iam.alexanderrr "This video does not get old. Omg. ♥ ♥"
@melissa_beleer_ "The way that she can't hold it together. I ♥ her"	@siddharth_1910 "Bro stop idk about the kid your voice made me cry too ♥"

The findings show that both female and male users use evaluative expressions when responding to Instagram Reels. However, female users tend to express their evaluations through stronger emotional reactions, appreciation, and affective responses, while male users generally express their evaluations in shorter, more direct statements. These differences suggest that female and male users express judgments and emotional responses differently during online interactions.

These findings align with Lakoff's (1975) theory, which explains that female language is often associated with stronger emotional evaluations and more affective forms of expression. In this study, the use of evaluative expressions by female users may indicate higher emotional engagement and a stronger personal response to the interactions presented in the content. Meanwhile, male users tend to evaluate more concisely and place less emphasis on emotional expression.

This interpretation is also supported by

previous research. Zaheer and Safdar (2025) explain that emotional expression in digital communication is related to differences in expressive behavior and emotional patterns among users. Their findings also indicate that expressive features in online interactions are generally used to convey feelings and maintain social connections, as reflected in the tendencies observed among female users in this study.

These findings are further supported by Sadig (2025), who states that language plays a crucial role in shaping how emotions are understood and expressed. That emotional expression can vary across linguistic and interactional contexts. This study shows that evaluative expressions are often used to convey the intensity of emotions and personal responses, which may explain why female participants exhibited stronger affective evaluations. In contrast, male participants were more likely to express their judgments in a more concise, less emotionally explicit manner.

3. Intensifiers

Table 1.3 Intensifiers Used by Female and Male Users

Female	Male
@umnahmomento "I've watched this a gazillion times   "	@qsquests "Wait cuz he was about to cry too   I saw that definitely genetic"
@itsdilarakaan "I couldn't stop watching this, I think I've seen it about 100 times  "	@stephenclementjr "     this is amazing  I'm cracking up that's a DAD RIGHT THERE LET EM COOK !!!"

The findings indicate that female users employ intensifiers more frequently than male users when responding to Instagram Reels. These intensifiers manifest through exaggerated expressions, word repetition, and language used to heighten emotional meaning. Meanwhile, male users also use intensifiers, but their responses are less frequent and generally more direct.

These results align with Lakoff's (1975)

theory, which states that intensifiers are generally used to strengthen meaning and emphasize emotional engagement in communication. The greater use of intensifiers by female users in this study indicates a stronger tendency to express feelings and emotional reactions to the uploaded content.

Similar results were found by Sabir (2025), who reported that female users tend to use intensifiers more frequently than male users and to use them more often to reinforce expressions during communication. This similarity suggests that intensifiers serve not only as linguistic devices for emphasis but also as a means of demonstrating emotional engagement and personal responses in digital interactions.

This finding is also supported by Zahra et al. (2026), who explain that intensifiers serve not only to emphasize meaning but also to express affection, solidarity, and personal engagement in digital communication. Their corpus-based study revealed that female users use intensifiers more frequently and often combine them with emotional and affective expressions to create a stronger emotional emphasis and share experiences. In contrast, male users tend to use intensifiers in a more evaluative and assertive manner. This supports the findings of this study that female users more frequently use intensifiers in Instagram Reels replies to amplify emotions and enhance expressive participation during online interactions.

4. Forms of Politeness

Table 1.4 Forms of Politeness Used by Female and Male Users

Female	Male
@ tienmou75 "Oh, that sweet baby girl! Bless her angel heart!"	@ the.samfilms_ "Love her, bring me again here->"
@Only1dajaaa "omg leave her sweet self alone   "	@surviveofflove "You better STOP LAUGHING RIGHT NOW    "

The findings show that both female and male users employ polite forms of expression when responding to Instagram Reels. However, female users tend to express politeness through supportive, attentive, and emotionally charged language. In contrast, male users also

demonstrate politeness, but their responses appear simpler and less expressive.

These findings align with Lakoff's (1975) view that politeness in language helps mitigate directness and fosters the development of interpersonal relationships during communication. Based on the comments analyzed in this study, female users seem to prioritize supportive interactions and express emotional attachment in their responses. Meanwhile, male users tend to be more concise in demonstrating politeness, without emphasizing emotional expression.

These findings are also consistent with previous research by Laabidi et al. (2025), which showed that gender can influence how politeness is expressed in online communication. The study revealed that female users tend to use more supportive and relationship-focused expressions during interactions, while male users demonstrate politeness through a more direct communication style. These similarities suggest that politeness in digital interactions is used not only to maintain positive communication but also to demonstrate engagement and connection with others.

Further evidence supporting these findings is provided by the study by Dari et al. (2025), which emphasizes that gender contributes to differences in communicative approaches to politeness. Their research shows that female participants are more likely to use relational and empathetic language to create a sense of comfort and closeness during interactions. Meanwhile, male participants tended to use direct, task-oriented expressions that prioritize clarity and efficiency. This pattern aligns with the findings of this study, in which female users demonstrated politeness by providing emotional support in their responses. In contrast, male users demonstrated politeness more concisely and less expressively.

IV. CONCLUSION AND SUGGESTION

Conclusion

This study aims to identify and analyze the linguistic features used by female and male users in the comments section of *Carson Matranga's* Instagram Reels, based on Lakoff's (1975) theory. The findings show that both female and male users employ lexical choices, evaluative expressions, intensifiers, and forms of politeness when responding to the uploaded content.

Although similar linguistic features

appear in both groups, differences are evident in how these features are expressed. Female users tend to demonstrate stronger emotional engagement through more expressive lexical choices, greater use of evaluative expressions, more frequent use of intensifiers, and a wider range of supportive politeness forms. Meanwhile, male users generally convey their responses in a more concise, direct, and less emotionally expressive manner.

These findings are supported by Pawni (2024), who argues that language use in digital spaces may reflect gender-related communication tendencies and patterns. However, based on the findings of this study, the authors argue that these differences should not be interpreted to mean that one gender communicates better than the other. Rather, these differences may reflect distinct ways of expressing emotions, building interactions, and responding to content in online communication. This study focused only on comments taken from a single Instagram Reel and involved a limited amount of data. Therefore, future research could conduct a broader analysis by examining linguistic features across various social media platforms or using a larger dataset. Further research could also explore different communication contexts to provide a broader understanding of language and gender in digital communication.

Suggestion

Based on the results of this study, the author suggests that future researchers explore the relationship between language and gender in the broader context of digital communication by analyzing comments across social media platforms such as TikTok, YouTube, and X, and by using a larger dataset to obtain more comprehensive findings. Future research could also examine various types of content and interaction contexts, including entertainment, educational, lifestyle, and family-related content, to determine whether linguistic characteristics vary across contexts. In addition, the authors suggest combining qualitative and quantitative approaches to provide more in-depth information regarding the frequency and patterns of language use among female and male users. Therefore, further research is expected to deepen the understanding of how linguistic features reflect communication tendencies in digital interactions.

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