Critical Discourse Analysis: Language and it's Influence to Hegemony in Social Media or Directly Happen in Society and Relations with The Use of Language on Gender

Rendy Putra Pratama[1], Bela Rizky Utami[2]
English Literature[1]
English Education[2]

rendy424rocketmail.com@gmail.com
belarizkyutami83@gmail.com

Abstract
This study examines the relationship between language, hegemony and gender in relation to society and also the impact that occurs or can be seen from social media on society and individuals. It explores how language, hegemony and gender play major roles in social life in modern society. This study aims to explore language, hegemony and gender, which function to provide a value for people's views on people in different generations, young or old, or if it leads to an increase in the value of a perspective on one thing, such as gender. Empirical data were obtained from four case studies involving participant observation and research questions. The qualitative data obtained shows that language, hegemony and gender have a negative as well as positive impact on social interactions between individuals and the values of society's perspective

Key words: *Analysis, Gender,Hegemony, Social Media.*

INTRODUCTION

Now social media technology has greatly influenced it and have a major impact on people's lives as a whole (Kardiansyah, 2019). Social media relations have even entered into social settings in society (Fithratullah, 2019), such as family, friends, lover and work relationships and have an influence on politics (Heaverly & EWK, 2020), in high cases have a major influence on social interactions between individuals (Kuswoyo et al., 2020). But social media can go a long way in increasing interaction between individuals which makes it easier to get information or pass information on to one another (Amelia, 2021b). There are many positive results on social media as well as negative results (Kuswoyo et al., 2021), the relationship between the Hegemony on social media makes it a force (K. Sari & Pranoto, 2021) that can influence one's status to be high in front of many people (Suprayogi, Samanik, & Chaniago, 2021), as well as the influence of language (Pranoto, 2021) and gender associated with Hegemony (EWK, 2018). Social media can help bridge gender differences that are visible so clearly (Ngestirosa et al., 2020), for example we can see the use of language in social media from a woman and a man (Fakhrurozi & Puspita, 2021), Then on the other hand privatization can develop so quickly (Sartika & Pranoto,

2021) in individual lives (Aminatun, 2021) and a social life (Suprayogi, Pranoto, et al., 2021) that communicates through technology emerges (Aminatun, Muliyah, et al., 2021) . Social media is an online technology that is widely used by people (Candra & Qodriani, 2019), to build social networks or social relationships (Amelia, 2021a) with many people around the world (Mandasari & Wahyudin, 2021) who have goals and backgrounds (Suprayogi & Eko, 2020). The impact of social networks on society is very significant and it is becoming increasingly clear that social networks have become part of people's lives (Suprayogi, Samanik, Novanti, et al., 2021).

We have known for a long time about the general assumption (Kardiansyah & Salam, 2020), by which we can imply (Aminatun, Ayu, et al., 2021), that the use of the language of a woman and a man is sometimes very different (Puspita & Amelia, 2020) and we know the associated values of that (Ambarwati & Mandasari, 2020), it is because they are different in terms of gender (Nurmala Sari & Aminatun, 2021), and not only that. but from ancient times women and men (Amelia & Daud, 2020) have been differentiated in many ways (Oktaviani et al., 2020). If we discuss women and the use of their language, it can be found that women's problems usually lead to the use of language that needs to be understood (Putri & Sari, 2021), further about the explanation of the use of women's language (Qodriani & Wijana, 2021), that is different from men without thinking long using words directly from their thoughtsn(Afrianto et al., 2021). We live in an era where the social construction of gender (Kasih, 2018), ethnicity, race, and sexual orientation (Kardiansyah & Salam, 2021) has become a critical focus for examination in the social sciences in general (Puspita, 2021), from these things we can see the emphasis that distinguishes between women and men. and has become a natural thing (Wahyudin & Sari, 2018). Then if, or here I make a man who has power and strong influence over the crowd, then that shows who he is and how he adapts to the social and political structure in which many people affected by him live are very important to generate a sense of conviction (F. M. Sari & Wahyudin, 2019a), trust, ownership, and participation in general as citizens of a society (Puspita & Pranoto, 2021). With the most basic support that a person has is that he is a man thus (Suprayogi & Pranoto, 2020), identity as a social science issue is not doubted by many people (Qodriani, 2021), because of the previous view that elevated the gender of men over women (Suprayogi & Novanti, 2021), and this will also continue to be the case.

urgent. based on differences in the variety of languages of women and men in society (Kardiansyah, 2021).

LITERATURE REVIEW

Hegemony or we can call it as the meaning of power, where the Hegemony has very strong dominance from one group to another (F. M. Sari & Wahyudin, 2019b), which is usually led by someone who has a very strong influence on many people from both men and women, Hegemony is often supported by norms and a legitimate idea. Therefore the term hegemony is now often used as an abbreviation to describe the relatively dominant position of a certain set of ideas from many people and the related tendency to be sensitive and intuitive, thus inhibiting the spread or even articulation of alternative ideas that come out of other minds (Yulianti & Sulistiyawati, 2020) . From this I can conclude that the Hegemony is usually used to identify a person, a certain group, then there is also a class level owned by a person, or even a state that has the authority to exercise a certain area of power and must be obeyed by those who live or have a population. within the scope of the area and hegemonics have the responsibility of spreading their own hegemonic ideas to themselves and their followers.

Every person who has power and becomes a role model for his community, surely that person has advantages in him as the example I gave, one of which is first he is male, then another advantage is the ability to use language which is the view of many people that someone has high self-worth. Here I will give a little example what happened in the community where I live, where many of the institutions and even the community themselves think that someone who is able to master the use of English is great, educated, qualified people and even becomes a reference for many people. Although we can know that English has become the dominant global language of communication, business, entertainment, diplomacy and the internet. Political governments as well as state officials and many students and scholars seem to accept the spread of the English language without criticism. As a basic example that often happens is that the people of Lampung think that those who master English are people who have high values and deserve to be leaders, from here we can see the closeness of what Gramsci said. Different societies achieve hegemony at different times through the agreement of the majority of subordinate groups.

METHOD

In this study using qualitative research methods of intensive participation observation. I believe that using qualitative methods can provide complete data. The aim of qualitative research is to describe a phenomenon in depth by collecting data as deep as possible, which shows the importance of depth and detail of the data under study. However, by using qualitative methods, in terms of the number of respondents or research objects, qualitative research methods have fewer objects, because they prioritize data depth. So that by using qualitative research we can understand, look for the meaning behind the data, find the truth, understand the subject under study, complete the data collected and get the required data sources.

RESULTS AND DISCUSSION

The general assumption already implies that we are all knew women and men are indeed different in using language and also how is the view where they are different in terms of sex. If we discuss about women and their language or if we discuss language and women's problems usually lead to the explanation of the differences in language between women and men, but i think what makes the language is different because of the sterotiep of human in the past in giving a value about man and women. In an era where we can see that the social constructions that happen now from gender, ethnicity, race, and sexual orientation have become critical foci for examination in the social sciences generally (e.g. Le Page and Tabouret-Keller, 1985; Wiley, 1994) and in gender and language specifically (e.g. Kotthoff, 2000; Pujolar, 2000; Scott, 2000), this emphasis on identity is not surprising.

The Use of language that has different meanings and expressions of men and women seen on social media

Talked about who we are or where we come from and about how we fit into the social and political structure of where we live is critical for our sense of well-being, belonging, and generally participating as a citizen of a society. From those identity as a social science issue and also the view point, we can make sure there are will no doubt continue to be important. Based on differences in the variety of languages of women and men in society. First here I will focus on the different languages used by women and men in written form on the social network Instagram. The use of language by men is more accepted in society,

especially on social media, society thinks that a man has more freedom rights than women and therefore many men are free to speak their minds while women must be careful with what they say because they will get a direct assessment from the community about the picture of these women. From the statement above we can directly see that a value from man and women is different in society, what the society knows that, womens are feminist, they should they have to behave like they are feminim, soft and polite also the have to pay attention in using language because it's as representative to show who are they(women).

It's a complex issue, how women who have been sexually assaulted deal with language as they come to grips with their experiences of sexual violence. Negotiating how to refer to oneself as victim or survivor or to use both or other words is one facet of using language to describe one's experience of sexual assault. The words a woman chooses can convey to herself and others a sense of personal empowerment: they might even be considered a form of social activism (***Language in The Real World. Pg:140***). We can see just a small example that often occurs on social media, that women are a bit shy about mentioning parts of their body in an overt manner, unlike most young and adult men who prefer to call it without hesitation. Particularly in Indonesia, most teenage boys are influenced by the interactions in their environment, starting from school, residence and so on. They also teach dirty things in the use of language, because maybe it is normal and not a problem. Likewise with girls who are adolescents and adults, with the familiar association that occurs in their environment about boys who often say or use bad language, they girls can only teach about it. On the other hand, if there is a teenage girl who behaves like a boy in the neighborhood, it is certain that the girl will get a direct assessment from her environment. Then, to maintain self-worth, usually the language used by women is more often than not the language used by men. For example, girls often use adorable, charming, sweet, or lovely instead of neutral words, such as great, terrific, cool, or neat, while men's language is more assertive, mature, and men like to speak openly in their vocabulary. right. However, the language used by women is indecisive, not overt (using figurative words), and is careful when expressing something, and often uses more subtle and polite words or through signs (metapesan). In addition, if a woman feels unsure about a problem, she will question herself and do not have confidence in themselves.

Therefore, many problems that arise end in question marks. In socializing, men usually talk about sports, business, politics, formal materials or women. Meanwhile, the topics discussed by women are more leading to problems of social life, books, food, drinks and lifestyle. In this point of view, women are expected to be more polite when speaking. It is inconceivable for a woman to use "strong" swear words, for example shouting dirty words (such as shouting out male genitalia) women will only say oh dear or fudge. Then there are examples that we often see in language abuse, for example, women will not say ASU, KONTOL, DOG (those example are taken from Indonesia) and other dirty words that are often said by teenage boys but rather express a feeling with adjectives. By using polite or standard language, women try to protect their wants or needs. In other words, women demand more social status. Here are some examples that i collect to became a data, the example show about the differences of man and women in using language in social media :
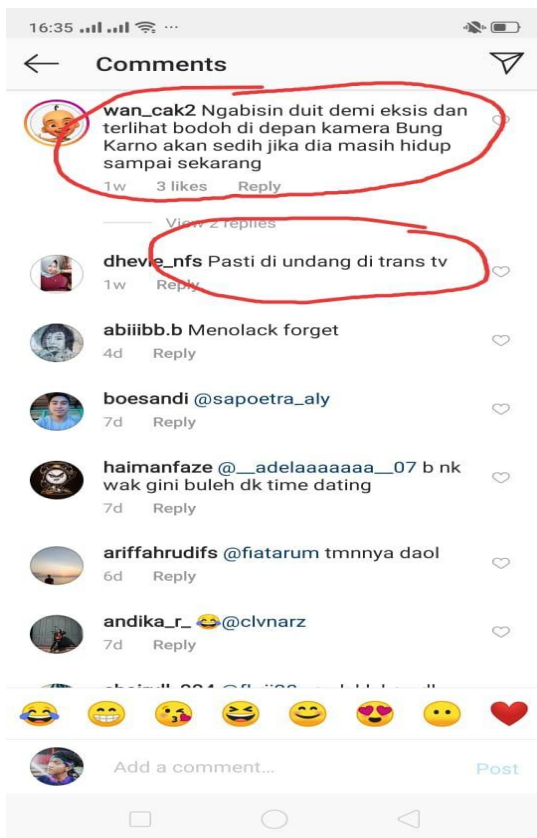
From the results of the data we see and also the theory that proves that women have limited movements in their actions which make them have to pay attention to their character,

behavior, mindset and language. In contrast to men who have freer rights than women in acting, thinking, behaving and in using their language in the sphere of society and social media. An understanding of the language used by women when talking about sexual violence, foul language and so on can be said that women have more good language and are more refined in their delivery. We can find this language in several genres such as soft, simple, hard and dirty type languages. Here we have learned about the various factors that influence our use of language, such as gender, race and hierarchy of power. Explore how language can be a source of personal empowerment for survivors of sexual violence and also challenges prevailing norms that tolerate (even encourage) violence against women and other marginalized groups.

Hegemony and The Importance of Mastery of The English Language and its Influence in the Society

Hegemony, or we can call it the domination of one group over another, is often from the hegemony of a group or a person supported by norms and ideas that legitimize other groups. From what has been obtained about the term hegemony, it is now often used as an abbreviation to describe a relatively dominant position or one that has more influence than a certain set of ideas and the related tendency to be sensitive and intuitive, thus inhibiting the spread or even articulation of alternative ideas. The term hegemon is used to identify actors, groups, classes, or countries who exercise hegemonic power or who are responsible for the spread of hegemonic ideas. We can understand that English has penetrated every area that is spread almost throughout the world and has become the largest language of communication and is used by people in this world from various countries, English is also part of the language that is always used in business, entertainment, diplomacy, and the dominant global internet. Currently almost all government in politics as well as state officials as well as many students and scholars seem to accept the spread of English without criticism and understand the importance of being able to use English in everyday life. As a basic example that often happens is that the people of Lampung think that those who master English are people who have high values and deserve to be leaders, from here we can see the closeness of what Gramsci said.

Different societies achieve "hegemony" at different times through the agreement of the majority of subordinate groups. In this sense, Gramsci's hegemony is related to how the ruling class transforms their ideology into common sense and natural and how they maintain the status quo. However, I argue here that there is a problem gap about the increasing dominance of English contributing to neocolonialism by empowering those who are already able to master English and leaving those who are less fortunate away from mastering English, hence this is an issue that needs to be addressed, where is English are still unfamiliar to the people of Lampung and many of them have not mastered it, even though there are still many institutions that make English standard one of the requirements to be accepted to work in existing institutions. In particular, I discuss how English as the dominant language worldwide imposes pedagogical and unknown social cultures on its learners, all the way in socio-psychological, linguistic and political terms that place them in danger of losing their first language, culture and identity, and contribute to the devaluation of local knowledge and culture. "Cultural value as an element of resistance to foreign domination lies in the fact that culture is a

strong manifestation at the ideological or idealist level of the physical and historical reality of a society that is dominated or dominated. Culture is simultaneously the fruit of the history of a society and the determinants of history, by the positive or negative influences it exerts on the evolution of relationships between humans and their environment, between humans or groups of people in a society, and among different people. Public. Ignorance of this fact can explain the failure of some attempts at foreign domination - as well as the failure of some international liberation movements. Source: Amílcar Cabral. 1970 (Syracuse University). "History is a Weapon: Liberation and National Culture". Based on the work of critical theorists who have drawn my attention to the close relationship between language and power, I show here how the global spread of English is not only a product of colonialism, but also the most powerful instrument of control and cultural construction. Here are some examples that i collect to became a data, the example show about the qualifications of job should have a skill in using english :

We can understand that someone who has language skills other than their native language, for example mastering English, they will get more value than the public view, even many institutions are interested in people who are able to master English. Not only that, another important influence is about someone who has high power, plus he is someone who is also very active in using English, so he will get a better assessment from the community and also his colleagues where he works or a group led by him.

CONCLUSION

From the results of the discussion above, it can be seen that language, hegemony and gender are able to provide views or values to individuals and also have a strong influence on society and most importantly the impacts that can be positive and negative on social and individual interactions in social life. It should be noted that the relationship between present life and the existence of social media technology is very close, why is that? Because life in today's modern era, everything humans do is not far from the smell of technology, from which it can more easily influence society. That is why the relationship between humans and social media technology is very close even though there are also many impacts.

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