

## CHAPTER 4

### DATA ANALYSIS AND INTERPRETATION

In this chapter, the writer intends to discuss the analysis and the interpretation of the data related to an analysis of emoticons used by males and females in line. The researcher analyzed the data based on the related theories. She took screenshot chatting board then interpreted the conversation between males group and females group to know if there are differences in using emoticons in line application. The next stage was, distributing the questionnaire to sophomore and juniors semester in Soegijapranata Catholic University. The questionnaire consists of 4 aspects. There are 15 questions in it: the management of a message, emotion, entertainment, and fashion. This questionnaire was distributed to 50 participants. The responses of questionnaire was statistically tested to see the differences between the two sexes.

Validity is an important issue in both qualitative and quantitative research. It is one thing that the writer had to do first before she distributed the questionnaire. The writer tested the validity of each statements based on the results of the respondents' answers. For this research, the writer conducted a pilot study to make sure that the question items are understandable. The pilot study was attended by 5 students who are not from Soegijapranata Catholic University. Based on their responses, there are no confusing statements and all of the statements are clear enough for them.

In this chapter, the writer divides the result in quantitative research and qualitative research.

## **4.1 Analysis of Quantitative Data**

As described in the methodology chapter, this research is conducted using quantitative and qualitative methods. From the perspective of quantitative method, it attempts to map out the differences between sexes in terms of the use of emoticons, and from the analysis assisted by SPSS; it manages to show the following findings.

### **4.1.1 Validity and Reliability Test**

Validity and Reliability test in this research use *Statistical Packages for Social Science (SPSS) for windows Release 21 IBM*. The results indicate that the instrument was valid to be used as the research instrument as shown by the following results.

### **4.1.2 Emoticons use between Females and Males Scale**

From 15 statements of the questionnaire on Emoticons use scale between females and males, one item is found not valid. Coefficient of validity test using a product moment technique shows coefficient of the validity of emoticons use between 0.238 to 0.712 with the standard of 5% significance, which is 0.2353. Coefficient of reliability test using alpha cronbach's technique, which are 0.867. The measure is classified as reliable so it can be used in this research. There are details of emoticon use between females and males in validity test.

Table.1 the items of Questionnaire on Emoticon use between Females and

Males

Aspect	Statements	The number of valid items
<b>The Management of Messages</b>	1, 2, 3, 4, 5	5
<b>Emotion</b>	6, 7, 8, 9	4
<b>Entertainment</b>	10, 11, 12	3
<b>Fashion</b>	13*, 14, 15	2
<b>The number of valid items</b>		14

\*: invalid item

#### 4.1.3 Normality Test

Normality test is being done to find out whether the distribution of data is normal or not. This normality test is being done by *Kolmogrov – Smirnov Z* procedure. Distribution of data is indicated if the probability is bigger than 0.05. The result of emoticon used between females and males in LINE application shows the value of *Kolmogrov – Smirnov* 0.428 ( $p > 0.05$ ); normal.

#### 4.1.4 Homogeneity Test

The writer counts the results of homogeneity used *Levene's test* and that found of this test is F Levene's test = 3.126 and Sign = 0.083 ( $p > 0.05$ ). Its shows there is no difference of emoticon used between females and males, so it is good to hold this test.

#### 4.1.5 Independent T- Test

There are 4 aspects in questionnaire which were distributed to participants:

1. The management of messages
2. Emotion
3. Entertainment
4. Fashion

From 4 aspects, the writer found that females gave 4 until 5 scores and males gave 2 until 4 scores on every statement in questionnaire. The writer distributed 50 questionnaires to students at Soegijapranata Catholic University then from 50 questionnaires distributed, there are 23 people for females and 27 people for males.

As a result after the writer counted the data in SPSS there were differences of emoticon used between females and males sig. (2-tailed) = 0.017 ( $p > 0,05$ ) where emoticon used by females (mean 55,61) is higher than emoticon used by males (mean 50,70).

## 4.2 Analysis of Qualitative analysis

### 4.2.1 Differences of Males and Females Viewed from The Screenshot Scripts

From the analysis of the scripts in screenshot from the respondents' gadgets, the overall data of the chats can be presented as follows.

#### 4.2.1.1 *The Frequency of The Use of Emoticons*

The respondents' chats containing emoticons were taken as samples of qualitative data. The researcher took 64 chats of males talking to males and 90 chats of females talking to females. Each chat taken was more or less 1500 words long, so the total investigated words of chats were approximately 450 words of males and 888 words of females. There is an obvious difference in a sense that females tend to use the emoticons more frequently than males do. From the overall scripts investigated, females used more emoticons 30 % higher than males do. From the investigated data females used 20 times, while males only used 5 times.

Table.2 Frequency of emoticons use in the chats

	FEMALES	MALES
<i>Frequency</i>	20	5

#### 4.2.1.2. *The preference of emoticons*

With regard to the preference of emoticon use , there is also difference of choice as described in the following table.

Table.3 Preference of emoticons between Females and Males

<b>Types of Emoticons</b>	<b>FEMALES</b>	<b>MALES</b>
<b>Smile</b>	V	-
<b>Sad</b>	V	-
<b>Cry</b>	V	-
<b>Laugh</b>	V	-
<b>Kiss</b>	V	V
<b>Hug</b>	V	V
<b>Others / Emoji</b>	V	V

From the table we can see that females prefer to use many emoticons than males. Males just use some emoticons, for example kiss, hug, and other emoji to express their thought. From the writer analysis it may be because females like more fun and enjoyable talks to females counterparts. They like to enjoy talking about light issues such as, jokes, anything light topic, including telling about boys where there they inserted anything fun.

While, males tend to use three parts of emoticons in the table and focus more on the topic. This may suggest that males are more serious people. It proves from the conversation in below.

- Orang ke -1 : "Apa lim ?  
: " Bukan lim ini catering X "....."
- Orang ke -4 : "Gan, bajunya Cuma utk kita aja? Desainnya maksudnya"
- Orang ke -1 : "Iyaaa buat kita aja"  
: "Oiyaaa, ini catering e buat panitia EX"  
: 
- Orang ke -4 : "Gmn kl open PO aja"  
: "\*kaos"  
: "Soalnya kl kita doang yang bikin kaos, ntar dirasa "eksklusif" gak sama orang2 laen?"  
: "wkwkwkwk, gmn menurut kalian? Ada +/- nya sih"
- Orang ke -1 : "Maksud e open po jo (?)"
- Orang ke -4 : "Maksudnya semua orang ditawarin"  
: "Kita mau bikin baju ini"  
: "Spa mau join bisa join"
- Orang ke -1 : "oalahh, brati nti buat angkatan juga kan (?)"  
: "ya ndakpapaaa sih jo"
- Orang ke -4 : "Aku mikirnya supaya gak keliatan terlalu "kelompok" juga"  
: "Ntar dirasani orang kan gaenak juga kan gaes, wkwkwkwkwk"
- Orang ke -1 : "Betul juga sih gaes, wkwkwkk"
- Orang ke -4 : "Yaaa kl ke angkatan juga boleh"  
: "Ke orang2 laen juga boleh"

: “Gmna menurut kalian?”

Orang ke -2 : “Cuss”

Orang ke -7 : “Cuss”

Orang ke -1 : “Manut”

They discussed about making of clothes for their organization group. Some people discussed that it could be better if people also bought that clothes. From the conversation, the writer knows that they didn't want the production of their clothes giving “exclusive” impression so they decided to offer to others. Male did not need the details to be discussed and they spoke what their thought with brief enough, they were able to express something with the truth.

#### 4.2.1.3. *The use in context*

##### 1. Hug & kiss emoticon

Males like using hug and kiss emoticon in their conversation. They use the emoticons because at the time they discuss about females. Look at this sample of extract;

Orang ke-6 : “Hayo emily siapa?”

Orang ke-5 : “Emilia”

Orang ke-6 : “Tu tong yos hargai orang disisimu kalo udah hilang nangis nanti kalian”

*Orang ke-2* :



*Orang ke-4* :



From the sample we can say that someone asked others about a girl's name but one of them did not describe who emily was but he just said "emilia".

The sixth person said to advise his friends that "you must appreciate the people around you, if not they will disappear and the tears will come into you.". The words show that the sixth person was caring with his friends so he replied the message with hug & kiss emoticons. It means their friendship is very close.

Females use hug and kiss emoticon when they also have a close friendship.

They usually use kiss or hug emoticon in their daily conversation also when their friends love them. Look at this sample of females group.

### Sample 1

*Orang ke -1* : "Aku sekalian pamit ya temen-temen sukses semuanyaaaa"

*Orang ke -2* : "Ooo iyaaa yahhh gak ikut after care ya con?"

: "Oke con...dadaaaah ati2 yaa JBU 🤗🤗🤗"





:



:

Orang ke -2 : *"Iyaaa kakak wkwk"*



:

Orang ke -3 : *"ok"*

From this context , we can say that smile emoticon is simple and is usually used by the user. Females use this emoticon as the first emoticon symbols in the beginning of conversation. This is way to make the conversation is more comfortable and it shows close relationship.

### 3. Sad

Orang ke -1 : *"Langsung galau, hahahaha"*

Orang ke -2 : *"Hee yo con...lgs galau max"*

: *"Terus digabung kelompok lainne \*sad\*"☹*

Females are easy to express their feelings, we can see from the example above they are using the word "galau" that describes a sadness. The word

"galau" is to bridge the feeling one of the two people. The grief becomes clear when someone above said that he would be merged with other groups and at the end of the sentence appeared a sad emoticon.

#### 4. Cry & Laugh

##### Sample 1

Orang ke -2 : "Aku dikerjain 🤔🤔"

: "Gws yaa wyn"



Orang ke -4 :  
: "dikerjain gmn revi?"

Orang ke -3 : "Iyaa thank you yahh"  
: "hee? Gimana2? Ceritain"

##### Sample 2

Orang ke -2 : "Wkwkwk ni ceritanya kan mau wisuda, laa trs koh andprak bilang ada yg gk lulus krn ada sesuatu hal dan uda di evaluasi dr YM smYG ternyata dikerjain yg ultah bln julii #hiyaa. Sertifikat nya bs diambil di sekretariat"

Orang ke -4 : "Mesti kamu nangis berderai2 ya...wkwkwkwk"

Orang ke -2 : "Ndak nangis, tapi kagett 🤔"

*Orang ke -4 : “Nangise karo gluntung2 ning depan ya...hahahaha”*

*Orang ke -2 : “Endak kak, wahhh wkwkwk”*

From the context, cry and laugh emoticons make the air of conversation in group change more active. It started when someone said that she worked over for someone while attending an event. When she tells that story, her friends in chat group show laugh emoticon and ask “how did that happen?” Cry and laugh have a part to make the conversation more enthusiastic and it is identical with females that more expressive.

In the screenshots, writer finds that males just use hug and kiss emoticon also emoji in the conversations. Look at the sample of this conversation.

*Orang ke -5 : “Ga mudeng kakakk”*

*: “Brisik!!!”*

*: “Kuis 45 ekekw kuis tai*

*: “Soal e gatel wkwkwkwk”*

*Orang ke -8 : “Soal gampang gt kok wkwkwkwk”*

*Orang ke -5 : “Ya ya 90”*



From the conversation above someone shows his frustration because of the exam; he said that the questions were shit and he could not do it but his friend said that the questions are easy. From this context the writer found the emoticon applause in last conversation; applause means as an award and admiration of person to another but in this conversation it shows admiration and also envy because he said “yaya 90” and he can’t do the exam like his friend.

#### **4.2.2 Motives of Emoticon Use**

In order to know the answer of the second problem formulation, the writer interviewed 10 users of LINE. There are 5 females and 5 males to identify the motives of the emoticons use. From the interview the writer found various kinds of reasons about the emoticons use; *“it is cute”*, *“emoticons can express my feelings”*, *“emoticons make the conversation not boring”*, *“to make the conversation more interesting”*, *“to ease to answer chat”*. The answers prove that emoticons are little things which have important point in messenger conversation. From the interview it is found that emoticons make the conversation more interesting because it can say the people’s right and clear expression. Also emoticon is made to entertain people so the situation of conversation in message is not boring. As admitted by the respondents there are 8 people; 5 females and 3 males, who always use emoticon in LINE application.

Chart 1. The results of emoticon use by Interviewees

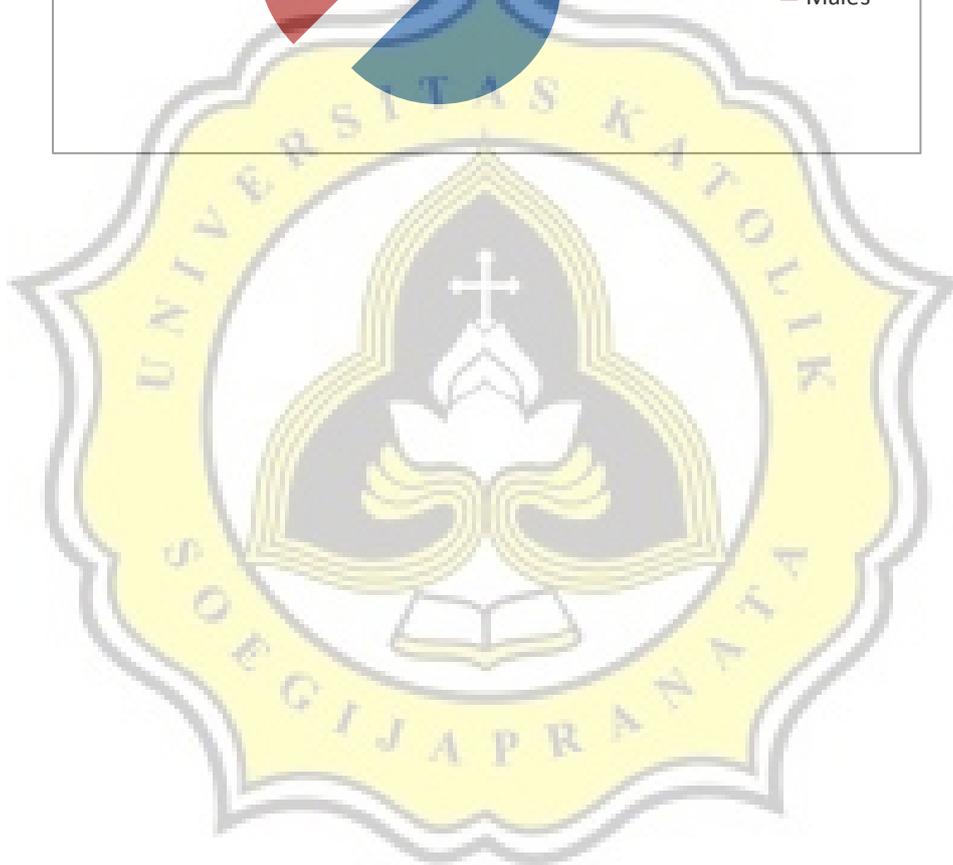
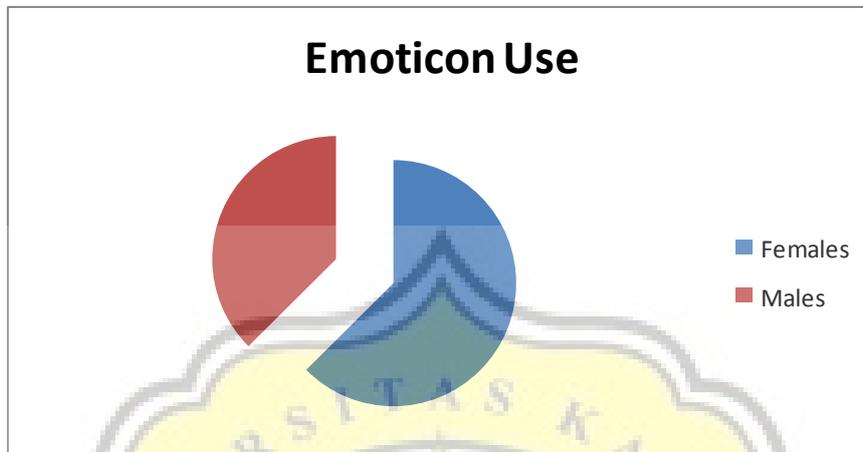


Table 4. The answers of interviewees on emoticon use

GENDER	RARE	ALWAYS
F1	-	V
F2	-	V
F3	-	V
F4	-	V
F5	-	V
M6	-	V
M7	V	-
M8	V	-
M9	-	V
M10	-	V

Note : F = Females; M = Males

### 4.3 Discussion

Analysis results which are found by the writer in this research show the differences. First, it can be seen from quantitative analysis. The writer found emoticon use between females and males is different. The result of the analysis from the questionnaire show that most female participants agree with the statement as they chose 4 and 5, meaning that they agree. Meanwhile the male participants chose 2 to 4 among the five options, meaning that they disagree and some agree but no one chose very disagree. Females love light topic, jokes, and including telling about boys where there they inserted anything fun but males use LINE application more as media for the communication that do not need to use a lot of words. It is short enough and focuses on topics which they talk about at that time. This is an evidence from the analysis of questionnaire. It is in accordance with Talbot' statement (1998) who said women focus more on rapport and the affection, in which women use more empathy feeling to chat with others. In the other hand, men tend to focus on report and the informational function of conversation.

Second, qualitative analysis shows that females have more respond to tell and express everything they want. Seen from the screenshot, females prefer to use funny emoticons to make the situation of the conversation more enjoyable, chatty, fun, and friendly, while males use emoticon more little than females in LINE application. From this analysis, the writer knows how the interaction between humans in LINE happens and now there are lot of online applications that facilitate a human wandering in. Herring (1992) said that Computer mediated communication produced when human beings interact with one and another by transmitting messages via networked computers. Females and Males in this analysis have a same portion in communication. They are free to express what they want to say in interaction in the LINE. Anyway. There must be a difference between females and males in communication either oral or in writing. From the two of analysis, there are some differences in attitudes between females and males in using emoticons in the LINE application.

It is also supported by the results of the interview with 10 participants on LINE chatting. The data collected is that 10 people said emoticons have a very important role in expressing feelings or the users' mood. The views of how often they use emoticons, 8 people said they always use emoticons in LINE application.