

CHAPTER 5

CONCLUSION

This thesis discusses gender stereotypes in young people's *Instagram* account using Goffman's (1979) framework proposed in his book entitled *Gender Advertisement*. The five categories proposed are relative size, the feminine touch, function ranking, the ritualization of subordination, and licensed withdrawal.

First, relative size framework is closely related to the difference in height or weight between men and women captured in the same selfie. The height difference influences the perception of a person's social weight and roles.

Second, the feminine touch is about female figures who often use their hands to touch an object in a picture. The feminine touch in this study includes the women touching part of their faces like chin or cheek, women touching the hair and women touching each other's cheek and body. Interestingly, the feminine touch is not monopolized by women. There are two selfies that show men who do feminine touch regardless their reasons are.

Third, function ranking discusses men and women in their social roles and activities. In this study, the expression of the man among women in the group selfie tends to be less friendly than the woman. Nevertheless, there are four selfies that can be categorized in function ranking. The decision to put those selfies in function ranking category is based on not the setting of the selfie but the position and expression of the men in a group.

Fourth, in the ritualization of subordination, Goffman explains that women are often portrayed in a submissive pose like children. In this framework, Women's poses are different from men who are portrayed in serious and masculine pose. In the study, the writer found thirteen selfies

that contain the ritualization of subordination. The girl's poses in the selfie are smiling, pouting lips, sticking out tongue, making duck face, wearing suggestive clothes, and wearing make up. The poses are the expression of femininity, sexuality, and narcissism. The writer found in her study that although there is a selfie where a boy is sticking his tongue out, the poses are still dominated by girls.

Fifth, licensed withdrawal relates to the removal of the object from its social setting. This framework relates with facial expression about gazing such as eyes are unfocused to the camera. Yet, there is an occurrence when a girl's sight is wandering, thus detaching herself from the setting.

Overall, from fifty-three *Instagram* accounts, there are seventeen accounts or 32% that their pictures can be categorized in Goffman's framework. The total number of pictures found in the seventeen accounts is thirty-three. There are some pictures that contain more than one framework. The selfies are dominated by women because in selfie, there are many expressions and gestures that often related with women poses. It means that even though society has allowed women to have equal right with men, the picture said that there is a stereotype between men and women. It can be concluded that women are stereotyped as being subordinate and have less power over the male figures. This result is dominated by the ritualization of subordination framework also. It says that the gender stereotype in posing already exists in someone unconsciously because what they know that in taking pictures they just want to get a good impression. In addition, there are things that cannot be explained using Goffman's framework. For example, the v-sign pose. It is a popular pose but it cannot be discussed here because it cannot be fit into the theory of gender stereotypes.