A Thesis on

An Analysis of Men and Women Tendency to Choose Greeting Cards:
A Case Study in Desa Gubug, Grobogan

A Thesis Presented as a Partial Fulfillment of the Requirement to Obtain the
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A Thesis on

An Analysis of Men and Women Tendency to Choose Greeting Cards:
A Case Study in Desa Gubug, Grobogan

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ABSTRACT

Since long time, the differences between men and women have existed. Physically, the difference is very clear to see. However, the difference between men and women in using language is not easy to notice. Therefore, it is interesting to investigate it.

To investigate the difference, a study of language and gender is important to do. The purpose of this study is to discover the differences between men and women in using language of greeting cards. The data of the study were taken from the questionnaires that were given to 100 people who live in Dusun Margosari Rt 04 Rw 02 Gubug Grobogan that consisted of 54 women and 46 men. The data were analyzed qualitatively. The result of the study shows that men and women do have differences, in choosing greeting cards.

Women tend to choose female greeting cards with polite, simple and admiring terms words. But in cards for Moms some of the female respondents tend to chose male greeting cards. Because most of female respondents think sentences in male cards are more suitable for mother, and because mothers have taken care of us, guided and loved us.

Men tend to choose male greeting cards which reflect problem solving words and they were meaningful. But in birthday cards some of the male respondents tend to chose female greeting cards, because most of male respondents think sentences in female cards are suitable for girlfriend, and may be because sentences in female cards are romantic and a symbol of faithfulness of a lover.
ABSTRAKSI

Sejak dulu perbedaan antara pria dan wanita sudah terjadi. Perbedaan yang sangat jelas adalah tentang bentuk tubuh antara pria dan wanita. Bagaimanapun perbedaan antara pria dan wanita dalam menggunakan bahasa tidak mudah untuk dilihat. Maka dari itu, menarik untuk meneliti perbedaan bahasa pria dan wanita.

Untuk meneliti perbedaan tersebut, penelitian tentang gender dan bahasa sangatlah penting untuk dipakai. Tujuan penelitian ini adalah untuk mengetahui perbedaan antara pria dan wanita dalam menggunakan bahasa pada kartu ucapan. Data dari penelitian ini diperoleh melalui kuesioner yang dibagikan kepada 100 orang di Dusun Margosari Rt 04 Rw 02 Gubug Grobogan, yang terdiri dari 54 wanita dan 46 pria. Hasil dari penelitian ini menunjukkan bahwa pria dan wanita memiliki perbedaan dalam memilih kartu ucapan.

Wanita memilih kartu ucapan wanita menggunakan kata-kata yang sopan, simpel dan mengandung kata-kata pujian. Tetapi dikartu ucapan untuk ibu beberapa responden wanita memilih kartu ucapan pria, karena sebagian besar responden wanita berfikir bahwa kalimat dikartu ucapan pria lebih cocok untuk seorang ibu, dan karena ibu perhatian, menuntun dan menyayangi kita.

Pria memilih kartu ucapan menggunakan kata-kata yang menggambarkan suatu pemecahan masalah dan penuh makna. Tetapi dikartu ucapan ulang tahun beberapa responden pria memilih kartu ucapan wanita, karena sebagian besar responden pria berfikir bahwa kalimat dikartu ucapan wanita cocok untuk seorang pacar, dan karena kalimat dikartu ucapan wanita romantis dan sebagai simbol kesetiaan cinta.