



**THE IDENTITY OF TEENAGE FEMALE IN
INDONESIA TEENAGER MAGAZINE *GO GIRL***

A THESIS

**In Partial Fulfilment of the Requirements for
the Sarjana Degree Majoring Linguistic in English Department
Faculty of Humanities Diponegoro University**

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PRONOUNCEMENT

The writer honestly confirms that she arranges this thesis by herself and without taking any results from other researchers in S-1, S-2, S-3 and in diploma degree of any university. The writer also ascertains that she does not take and quote any material from other publications or someone's paper except from the references mentioned.

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MOTTO AND DEDICATION

Sometimes Allah allows you to taste bitterness of this world so that you could fully appreciate the sweetness of faith.

Omar Suleiman

A winner is a dreamer who never gives up.

Nelson Mandela

This thesis is dedicated to my beloved family and everyone who had contributed to the completion of this thesis.

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Finally, the writer expects that this thesis will be useful to the reader who wishes to learn something about eating disorders as the effects of media, fairy tales, and fashion in the society.

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ABSTRACT

Bahasa, baik itu lisan maupun tulisan, memegang peranan penting dalam terciptanya hubungan komunikasi. Dalam situasi yang dikategorikan formal, bahasa yang baik dan benar selalu digunakan. Namun dalam situasi dan konteks yang lain, penggunaan bahasa yang baik dan benar terkadang dirasa tidak tepat atau tidak efektif, contohnya dalam percakapan sehari – hari ataupun bahasa yang digunakan dalam majalah. Penelitian ini membahas mengenai representasi identitas remaja perempuan Indonesia yang ditampilkan dalam majalah Gogirl!, dengan mengeksplor konstruksi identitas remaja perempuan Indonesia melalui analisis bahasa dan isi keseluruhan dari majalah tersebut melalui segi *content* artikel. Hasil analisis yang telah dilakukan peneliti mengenai representasi remaja perempuan Indonesia meliputi bahasa yang digunakan bersifat informal dan penggunaan alih kode kebahasaan menunjukkan karakter remaja selain itu dalam penelitian ini juga membahas identitas sosial remaja yang dihadapkan pada realitas pandangan tradisional dan pandangan feminisme.

Keyword: *Representation, Magazine, Teenager, Language Identity.*

CHAPTER I

INTRODUCTION

1.1. Background of the Study

Language is a tool for human to communicate with each other and it is very essential since we use it every day in our daily live. We use language to inform people around us of what we feel, what we desire, and what we think to the world around us. We communicate effectively with our words, gestures, and tone of voice in a myriad situation. Through language we can connect with other people and make sense of our experiences. Trudgill (2002:22) said that all languages are continuously changing as far as culture develops, it creates many variations and influenced by many factors such as linguistic environment, social background, non-linguistic factor and etc.

Languages represents identities and are used to signal identities by those who used them. The language that people choose to use can be an expression of their thought and behaviour. People are also categorised by other people according to the language they speak. Language operates many system belong to sign and human symbols in order to communicate from one to another. According to Ellis (2008:336) defines the identity as the relation between and the members of the race to which the learner belongs.

Identities consist of meanings, Riley (2007) argues that the specific configurations of meanings can implemented functionally as role through the community's communicative process. An individual identity is constructed through

a variety of different factors, including social, territorial, race, gender, ethnic, linguistic, cultural, religious and political concepts. The link between learning a new language and the emergence of new identities is not clear but is potentially necessary.

Wardhaugh (1992) points out that language is both an individual possession and social possession, especially when a person behaves linguistically similar to another and it belong to the same speech community. By sharing the same language, individuals in this speech community are said to have achieved group identity and group differentiations from other speakers; creating a specific culture.

Female teenager language are actually ‘language disruptors’ or innovators who invent a new words that make their way into the vernacular, according to McCulloch (2015, cited in Thompson, 2016). The relation between language and identity development in female teenager particularly crucial, as this phase of development, they want to know and define themselves in ways that were not possible during their childhood age.

In the adolescence age, female teenager are confuse to discover the meanings of themselves and language used to interact between their relatives or the older people. Erikson (1968) sees adolescence as critical period of identity of formation, he sees adolescence undergoing “a crisis” during puberty in which they are address key questions about their values and ideals, their future occupations of career, and their sexual identity. In this case, the writer wants to analyze the identity of teenage female through the articles in magazine. This study is particularly focusing in an Indonesian Teenage Magazine; Go Girl. The Magazine commonly presents the

entertainment pieces of news that describe the hottest fashion trend, the feature about cover edition, the current state of the artists or bands, movies update, love affairs of artists, upcoming entertainment activities, and others.

1.2. Scope of the Study

This study entitled “The Identity of Teenage Female in Indonesia Teenager Magazine *Go Girl*” focusing on the analysis of the use of language in the representation of meaning and language identities.

1.3. Study Problems

The study problem of this study can be stated as follows:

- a. What kind of the characteristics of language style used in female teenager language?
- b. What is the relation between language used and the distinctive characteristics of female teenage identity?

1.4. Purposes of the Study

This study is aimed three objectives, they are:

- a. To analyze the characteristics of language style used in female teenager magazine; *Go Girl Magazine*.
- b. To find out how the language used can make a correlation with the distinctive characteristics of female language identity.

1.5. Previous Studies

The followings are the previous studies written in the areas/topic close to the topic language and identity representation:

- a. “The Different Language Style and Language Function Between Students and Teachers in Updating Their Status in Facebook Webpage (A Case Study of The Topic National Final Examination 2011)” by Nurul Adhalina (2011). This thesis used descriptive qualitative method to describe the finding for the forms of language and its varieties. The purposes of this thesis is to identify different language style and used by students and teachers in updating status in Facebook webpage about National Final Examination. The writer analyzed her data based on Language Variation theory by Holmes (1992), Trudgill (1974). Furthermore, she also analyzed the language style and language function in community. The result of this research showed that there is a different language style between students and teacher of Junior High School Student in updating their stauts with the topic the National Final Examination in facebook webpage. The casual style was used by the students, while the formal style was used by the teachers.
- b. “The Differences of Language Used in the Advertisement of Females and Males Magazine by Irene Ayuningtyas (2011). This thesis used descriptive qualitative method to investigate the differences between female and male in the form of language feature used and the vocabularies used through the headlines advertisement’s magazine. The writer analyzed her data based on

Language Variation Used theory by Holmes (1992), Brown in Tannen (1993), Bakan, Eagly and Leaper in Tannen (1993), Maltz and Borker in Wardaugh (1986) and Tannen (1993), and Kramer in Wardaugh (1986). In this study, the result explained some findings that express the linguistic differences between female and male in magazine advertisement. They showed not only in the forms of language features but also in vocabularies that can create the image and characteristics between female and male magazine.

c. "Gender, Identity, and Language Use in Teenage Blogs Journal" by David A. Huffaker (2006). This journal discussed about teenage identity and language use among male and female teenagers who created and maintained weblogs, personal journals made publicly accessible on the World Wide Web. Language used and the relation between youth identity were examined in the process of the confession of personal information, sexual identity, emotive features, and semantic terms. The results suggest that teenagers stay closer to reality in their online expressions and these explorations involve issues, such as learning about their sexuality, that commonly occur during the adolescent years.

d. "Constructing Social Identity: A Language Socialization Perspective" by Elinor Ochs (1993). The journal mainly talked about language socialization and development might understand the remote and complex relation between language and social identity. Moreover, the writer analyzed the speaker attempt to set up the social identities of themselves and others through

verbally performing certain *social acts* and verbally displaying certain *stances*.

1.6. Organization of Writing

In order to make the reader easy to understand the content of this study, the writer dividing it into five chapters. They are as follows:

CHAPTER I: INTRODUCTION

This chapter start with the background of the study. This part contains the background of study itself, the reason of choosing the topic about teenage female identity in magazine, the limitation, purposes about why researcher held this study, and why the researcher decide to analyze sociological and representation terms. Moreover, study problems, purpose of the study, previous study, and organizational report.

CHAPTER II: LITERARY REVIEW

This second chapter concern about theories which are related to the topic of the study. The breakdowns of this chapter are theory about sociolinguistics, language variation and language style, language identities, language in the representation meaning, adolescent and magazine.

CHAPTER III: METHODOLOGY

This chapter describes study methods consisting of the types of study, data and data source, population, sample and sampling techniques, method of collecting data, and method of analyzing data.

CHAPTER IV: DATA ANALYSIS

This chapter contains the elaboration between analysis of the data and the selected theory. After that the writer explain the finding of the research for study problems and purpose of the study.

CHAPTER V : CONCLUSION

In the last chapter of the study, the writer summarizes the result of the study and give any suggestion are for the future research to other researcher.

CHAPTER II

LITERARY REVIEW

2.1. Sociolinguistics

Sociolinguistics is the study of the relationship between language and society. It concerns the structure of the language and how language plays its roles and functions in society by considering social aspects lying behind the communication process (Holmes, 1992:1). According to Wardaugh (in Hasyim, 2008:79), language variety is defined as set of human speech patterns (sound, word and grammatical features) that are related to such external factors as geographical area and social group.

A group of people is required by both community and society. They communicate and interact between and among one another. They have a membership consciousness on the basis of the common goals and their behavior is ordered and patterned. Fishman explained the definition of sociolinguistics as follows:

...the study of characteristic of language varieties, the characteristic of their speaker as these constantly interact, change and change one another structure within speech community (Fishman, 1972)

From all definition above, it can be concluded that generally, Sociolinguistics concerns between the use of language and society. The study explores the functions and the varieties of language, the contacts between language use and users, and changes of language in our daily live.

2.2. Language Variation and Language Style

Leading scholars from all over the world investigate the role of language variation through several factors. According to Chaer (2010:61), language variation arises because of two important factors, namely the social diversity of speakers and the diversity of language functions. The social diversity of speaker is produced from the social group differences, ethnicity, status, occupation, age or gender. Furthermore, Lyons (1977) says about language variation:

“When we say that two people speak the same language (e.g. English), we are, whether we are same language of it or not, abstracting from all sorts of systematic differences in the language system which underlie their language behavior. Some differences are covered by the terms of dialects and accent. Others are attributable to such factors as sex, age, social status, social role, and professional occupation, many of which described in this section as contextual variables”.

The use of language is always changing from one generation to generation, pronunciations evolve, new words are found, and morphology develops. People use language to communicate with each other in the process of communication. Their communication will be influenced by their circumstance depending on the social context in which they may have a different style of language. Holmes (1992:223) argues within this literature, style is a kind of language variety in which the speaker selects certain linguistic forms contain the same information.

According to Spolsky (1998:31), a first useful explanation provided by the notion of style and the related dimension is a formality. Furthermore, he explained in bilingual communities, the stylistic levels maybe marked by switching from one variety to another. Officially the people in Switzerland who use Swiss German in intimate and casual circumstances move to high German for informal and formal speech. Paraguayan city-dwellers switch to Guarani for casual and intimate speech

and jokes. Speakers to Arabic use vernacular in normal conversation shift to Modern Standard when they are giving public speeches.

Language style is the entity of a speaker and it belong to their personal characteristics. As Mary Talbot, British academic and author, mentions the use of informal expressions in women's magazines for the purpose of: "the construction of a youthful female identity for the writer" (Talbot 1995:157). She add her explanation as describe as these informal expressions help to induce friendly atmosphere and the feeling of informality. Magazine text producers often use informal lexis to introduce common ground between readers and writers. In the contrary, the term of formal language is rarely used in magazine because it is too rigid and uncommon in daily conversation for adolescent.

Also in the use of language in magazine, normally they will practice slang language as well to make the readers easy to read and understand the meaning. Not only using the common idiom for slang but also using the new idiom in delivering the content of some articles. In the beginning, slang forms were only used by certain social groups, i.e.: the prisoner, the gamblers, or the criminals. It is because slang was valued as similar to the taboo words. However, slang is now used by various social group, such as teenagers, artists, workers, or any other social groups.

The purpose of slang language is to beam the friendship or group togetherness, also to restrain other people from knowing the secret of those groups. But in expansion, slang has become general vocabularies and next, its speaker probably does not know about the origin of those word anymore (Robins, 1992:446).

In the case of slang language is the informal or non-standard words, which are specifically arranged and found in the new update conversational terms belong to societal background. As Keraf (1991) mentioned those words in slang language are produced by altering the pronunciation of an existing word that is done in purpose, or kind of deconstruction of an ordinary word to fill another field in meaning.

In general, Spolsky (1998:35) concluded that slang is not to damage or change the language structure substantially, however it only becomes a communication media among members of a community in order to weave commonality yet a friendship symbol. Indeed, slang is a kind of jargon which formation is out of formal rules, brand newer, and usually it only endures for a while.

2.3. Code Mixing and Code Switching

In a diverse cultural and multilingual nation the ability to use more than one language in conversation is usual, such as code mixing. Code mixing is using the lexical items and grammatical features between two languages in one sentence. Wardhaugh (1992: 106) argues that code mixing happens when the speakers use two languages together to show their ability to switch from one language to others in one utterance. In short, conversational code mixing occurs when a speaker mixes two languages in conversation without an associated topic change.

A further explanation can be found in Holmes's (1992: 50) study says code mixing suggests the speakers to mix codes indiscriminately because of incompetence. After the speakers mixed codes/languages they convey affective

meaning as well as information. In addition, Bhatia and Ritchie (1999) define code-mixing as follows:

“Code-mixing refers to the mixing of various linguistic units (words, phrases, clauses, and sentences) primarily from two participating grammatical systems across sentence boundaries within a speech event”.

In other words, code-mixing is inter-sentential and may be subject to some discourse principles. It is motivated by social and psychological factors. Code mixing is divided into two kinds, inner-code mixing sourced from the native language and all variations such as informal and formal. The second is outer-code mixing, it sourced from foreign language, for example, Indonesian and English language.

Bilinguals often switch between their two languages in the middle of a conversation. These code-switches can take place between or even within sentences, involving phrases or even parts of words. One bilingual individual using a word from language A in language B is a case of switching, but when many people do, even speakers B who do not know A are likely to pick it up. At this stage, especially if the pronunciation and morphology have been adapted, we can say the word has been borrowed. (Spolsky, 1998:45).

Traditionally, code-switching has been viewed as a strategy to compensate for diminished language proficiency. The premise behind this theory is that bilingual's code-switch because they not know either language completely. This argument is also known as semi-lingualism, which underscores the notion that bilinguals “almost” speak both languages correctly. However, one of concerns with this account is that the notion of language proficiency is not clearly defined. It is not

clear whether reading and writing language skills should take precedence over spoken language. This reliance on reading and writing is problematic because most bilinguals receive their formal education in one language, whereas a majority of their social interactions take place in the other language. So, when their reading and writing abilities are tested in both languages, the language in which bilinguals received more formal education will usually fare better.

Most recent have adopted mental mechanism approach to the relation between bilinguals speaker and language used. Fought in Spolsky (1998) which tell us the time consuming process is due to a “mental switch mechanism” that adjust which of the bilingual’s two mental dictionaries are “on” or “off” during the usage of language expression. This mental switch is responsible for selecting the proper mental dictionary to be applied during the comprehension of a sentence. Thus, for a Indonesian-English bilingual speaking English, the English linguistic system is turned on, whereas the Indonesian linguistic system remains off. However, if during the course of comprehending a sentence, a Indoensian code-switched word is encountered, the mental switch must disable the English linguistic system, and enable the Indonesian linguistic system.

In short, code-switching may is the process on how the speaker have the ability to use both of two language in significant way and have a deeper understanding of the nature of the speech communities in whey they used.

2.4. Language Identities

The ability of people in using language defines by our membership in a range of social groups into which we are born such as gender, social class, religion and race. Our various membership along with the values, beliefs and attitudes associated with them, are significant to the development of our social identities. Ochs (1994:424) referring to identity points out, ‘Social identity encompasses participant roles, positions, relationships, reputations, and other dimensions of social person, which are conventionally linked to epistemic and affective stances’.

The literature in language identity is already enormous and the exposure of the recent studies seems to be increasing rapidly. Duranti (1997:45) argues that the meanings of our linguistic actions has a relation on how linguistically pliable our identities depends on a large extent on the historical and sociopolitical forces embodied in them. Thus, while we have some choice in the ways we choose to create ourselves, our every action takes place within a social context, and thus can never be understood apart from it.

Furthermore, Norris (2007) explained about the relationship between individual identity and language use as mentioned bellow:

“Identity is constantly interactively constructed on a micro level, where an individual’s identity is claimed, contested and re-constructed in interaction and in relation to the other participants.” (Norris, 2007:657)

From all definition above it can be concluded that generally, the term of language identity belong to the person and the relation between the language used they use.

2.5. Language in the Representation of Meaning.

There is a developing literature on language identity and its relation with language in the representation meaning which applied and sociolinguistics meet. Stuart (1997) points out in this literature, describes representation as the process by which meaning is produced and exchanged between members of a culture through the use of language, signs and images which stand for or represent things. However, several different theories describe how language is used to represent the world; three of which are outlined above: reflective, intentional and constructionist.

With the reflective approach to representation, language is said to function as a mirror; it reflects the true meaning of an object, person, idea or event as it already exists in the world. Essentially, the reflective theory proposes that language works by simply reflecting or imitating a fixed “truth” that is already present in the reality (Hall, 1997). For instance the poet Gertrude Stein once said, ‘A rose is a rose is a rose’.

The intentional approach argues the opposite, suggesting that the speaker or author of a particular work imposes meaning onto the world through the use of language. Words mean only what their author intends them to mean. This is not to say that authors can go making up their own private languages; communication – the essence of language – depends on shared linguistic conventions and shared codes within a culture. The author’s intended meanings/messages have to follow these rules and conventions in order to be shared and understood (Hall, 1997). For instance, when a women have a problem and she said it is okay but actually she is not fine at all.

The constructionist approach (sometimes referred to as the constructivist approach) recognizes the social character of language and acknowledges that neither things in themselves nor the individual users of language can fix meaning (Hall, 1997). Meaning is not inherent within an object itself, rather we construct meaning using systems of representation (concepts and signs. Hall explained the definition of constructionist as follows:

“Constructivists do not deny the existence of the material world. However, it is not the material world which conveys meaning: it is the language system or whatever system we are using to represent our concepts. It is social actors who use the conceptual systems of their culture and the linguistic and other representational systems to construct meaning, to make the world meaningful and to communicate about that world meaningfully to others.” (Hall, 1997).

From the explanation above, it can be concluded generally there are several approach of language in representation meaning that related to the language identity.

2.6. Adolescents and Magazines

Several researchers (Gerbner, Gross, Morgan, and Signorielli, 1994; Lake, Sosin, and Snell, 1997; McRobbies, 1982; Peirce, 1990) suggest that the media has a powerful impact in shaping adolescents’ attitudes, beliefs, and perceptions of both themselves and the world in which they live. As active consumers of media, adolescent girls are exposed to hours of multiple forms of media a day (i.e., fashion magazines, advertisements, radio, music videos, television programs, and commercials). When messages emphasize the importance of appearance, weight, and relationships with boys, magazines serve as a driving force for early

socialization of adolescents to traditional values and Western sexual standards of femininity and beauty.

Gerbner (1994) conducted a study that suggested that the amount of exposure to media may make it of the highest, if not the highest, influences on adolescence and adolescent development. Their research study on media and gender illustrated that media can offer both positive and negative messages for adolescent girls. He found positive messages in the form of role models, their research concluded that negative messages reinforced stereotypical messages regarding appearance, relationships, and patriarchal power appeared in overwhelmingly high numbers.

As seen in this study, negative messages found in magazines reinforce the stereotypes suggesting that women should place importance on beauty and relationships and should remain confined to the private sphere while men are allowed to focus on their careers in the public sphere, ideologies feminists have long been trying to erase. Similar findings are evident in other studies.

In another study, Peirce (1990) focuses on a study to determine if the feminist movement influenced on the content of popular girls magazines. In order to do so, Peirce analyzed content from Seventeen magazine in the years associated with high radical movement (1961 and 1972), as well as extremely conservative times (1985). She found that sixty percent on one of the teenager magazine Seventeen's articles from all three years analyzed contained messages that focused on beauty and fashion, cooking, and home upkeep or decorating. Then she concluded that Seventeen reinforced traditional ideologies as she stated that Seventeen magazines alludes to assuming that the "concerns of a teenage girl are primarily with her

appearance, household activities, and romance and dating”.

While issues from 1972 decreased in adolescent heterosexual relationships and increased in “self-development”--stories that focused on personal health, self-care, hobbies, and relationships with family and friends--by 1985 these levels would return to more traditional messages, indication that the women’s movement did not have a permanent effect of the messages and content within magazines marketed towards adolescents and women.

In response to her study, she published an article arguing that adolescent publications did not depict girls as liberated. Furthermore, she found it disturbing that Seventeen, a magazine that claims to empower our youth, “focused mostly on appearance, finding a man, and taking care of a home”. Women were portrayed as dependent and magazines created a gender segregation of occupations. Peirce argues that messages found in adolescent-based magazines are potentially harmful because teenage girls lack a solid understanding of social realities as they are currently learning about and being socialized to the world (Peirce, 1993)

Despite Peirce’s negative views of messages in teen magazines, she stays positive by offering the opportunity to counter act the negative affect associated with such messages. The presence of anti-oppressive, liberating, and feminist messages would do just that. While her research indicated minor positive changes have been made in regards to the content of Seventeen magazine over the years such as an increase in articles focusing on self-development, her research also showed that its content has not abandoned the messages that have been conveyed since its first publication in 1944—that women are concerned first and foremost with

accepted appearances and pleasing a man.

As in Peirce's (1990) study, Low and Sherrard (1999) measured data based on feminist or traditional messages. They used a total of six categories, three providing traditional messages (appearance and sex, male-female relations, home and mother) and three holding feminist messages (self-development, career development, and political and world views).

2.7. Gender Role Socialization, Body Image, and the Media

Women's desires to have a perfect body, white skin, obtain thin, can be directly linked to images portrayed in media. Mass media, magazines included, have been and will continue influence the reader about the standard beauty as portrayed in media. This idea sends messages to women that they must desire the ultra-thin, "glamorous" body in order to be accepted, respected, and successful. Adolescent girls and women desire a fantasy of White Western beauty, while the actuality is that the images they desire to look like are, in fact, fake. Botta captures the irony of Western ideals in stating:

"[Our] culture's obsession with thin ideals is played out in the media via models and actresses who may have eating disorders themselves, who may have personal trainers to help them maintain a thin body, and whose bodies, as portrayed through airbrushing and camera-angle techniques, may not even be their own."

Botta indicated that adolescent girls are particularly vulnerable to the ultra-thin messages promoted in media. She concludes that adolescent girls seek outside information to help form their self-identity. Conflicting message between their changing body and the media's representation of a thin, non-curvaceous woman can

result in feelings of low self-worth and body dissatisfaction (Botta, 1999).

Furthermore, Pipher (1994) also found a negative correlation between exposure to images of thin women and self-esteem, body image, and confidence in adolescent girls. When an adolescent girl believes her body does not meet societies acceptable ideal, her self-assurance become devalued. Similarly, Turner, Hamilton, Jacobs, Angood, and Dwyer (1997) critically analyze the influence of adolescent magazines have on adolescent girls' body image. Supporting their hypothesis, results showed that:

“...women who viewed fashion magazines preferred to weigh less, were less satisfied with their bodies, were more frustrated about their weight, were more preoccupied with the desire to be thin, and were more afraid of getting fat than their peers who viewed news magazines”. (Turner et al., 1997)

Additional studies have been conducted to assess the influence of magazines and other forms of mass media on girls' weight concerns and this result demonstrate the dangers associated with exposure to images of underweight models and it is vital to continue research on adolescent girls' body-image in order to create social change within the institution of mass media.

CHAPTER III

RESEARCH METHODOLOGY

This chapter explains research method applied in this study. Including in this section are type of research, data and source, method of collecting data, population and sample and method of analyzing data and method of presenting data.

3.1. Type of research

This research observes language used and variation, language in the representation of meaning and language identity in Indonesia teenager magazine; Go Girl. The data are written words from the article appeared in Go Girl! Magazine January 2016 edition In this research, the writer uses the qualitative approach because the accurate data is not in the form of number but in the forms of word or explanations. (Sudaryanto, 1993:62).

Similarly, Kountour says that “The qualitative research refers to research method which is not designed to use statistic procedures”. It is descriptive method because the research prefers the explanation and elaboration of the data in the form of discourse, verbal data, non-verbal data, and non-linguistic data (socio-cultural data) than the data in the form of numbers and data processing in the form of mathematical calculation (Kountour, 2004:16).

3.2. Data Source

According to Arikunto (1998:114), a data source is all information or subjects should be collected and chosen by the research. The data used in this research is several articles contains traditional and feminist approach in Go Girl Magazine January 2016 edition.

3.3. Method of Collecting Data

In this research, the data were obtained from the articles in Go Girl magazine which uses English-Indonesian language. The writer collects the original article from the magazine. It means that the writer uses documentation method. Documentation method is a method in which the data is collected from magazine, newspaper and television, script and radio. Additionally, the writer reads all the article in Go Girl magazine and selected several of those article which belong to traditional and feminist approach based on Peirce's Theory.

The writer use *simak* method, Sudaryanto (1993:133) argues *simak* method is a method of collecting data through observing the language use and it could be spoken or written language. In this research, the writer use *simak* method before collecting data. For *Simak Bebas Libat Cakap* technique, the writer only acts as observer of the article's language on Go Girl Magazine. After that, the writer will take a note when the writer finds the selected articles. (Sudaryanto, 1993:135)

3.4. Population and Sample

The important components to describe the research are population and sample. Population means all subjects that is analyzed in a research. According to Sevila and Friends (1993) in *Metode Penelitian Bahasa* defined a population into groups which are object in a research. The population in this research is all unit analysis in the form of word, phrase and sentences of the selected article which belong Peirce's (1990) about traditional and feminist approach for 32 articles.

In this study, the writer uses the purposive sampling to analyze the selected articles in Go Girl! Magazine. The writer chooses headline section as the hot issue in January 2016 edition with the different topic. The kind of purposive sampling is done by choosing the data sample with certain purpose for certain cases or phenomena happened. The phenomenon in this study is that there are correlation between language use in the magazine with female teenage identity in magazine.

3.5. Method of Analyzing Data

Data analysis is the main part of research because this is the part showing how the data are analyzed for accomplishments of the research. Qualitative method is applied in analyzing the data in this study. The technique is used for knowing the characteristics of samples and explain the phenomenon thoroughly and clearly. The writer used qualitative method because this method is effective to identify the headline article in Go Girl! Magazine. Using qualitative method is very significant because it allows the writer to do deep research on the topic. Furthermore, the writer use *agih substitusional method*, a method in which the indicator device is the

language itself. This method is used for identifying the level of substituted category with the substituting one. The outcomes of this method are the utterances that can be acknowledge or not (Sudaryanto, 1993:48).

3.6. Method of Presenting Data

Sudaryanto (1993: 44) explained that in presenting data analysis of research, researcher can use a formal method and informal method. An informal method is a method used by describing the data in technical words through sentences. Meanwhile, the formal method is a method used by describing the data through signs and symbols. In presenting the data, the writer applied the informal method since the writer described the analysis result by using common words (natural language) and does not use any symbols.

CHAPTER IV

DATA ANALYSIS

In this chapter, the writer will present the data analysis of the research. Data of this research are an English-Indonesian article in Go Girl magazine on January 2016 edition. The writer will give brief explanation and analysis of several articles in the teenager magazine from the content and language used.

In the first section, the writer will present language style and variation, a form of mixing and switching language in used as identity of teenage language in magazine. Then in the second section, the writer will describe the content and relation with female language identity based on Peirce's (1990) theory related to traditional and feminist approach.

4.1. Go Girl Magazine

Go Girl! Magazine is an Indonesian teenage magazine for women with the age of around 15 – 23 years old. The distinctive characteristic that makes this magazine different is coming from the covers itself which continually present Hollywood's actress rather than Indonesian. Mostly, teenager magazine is segmented for the early-age adolescence or adult female. Based on *gogirlmagz.com*, Go Girl magazine is segmented for 15 – 23 years old who has a vision 'Go Girl believes in feminism because woman has all the power, more power that we can all imagine. Go Girl also believes in Good Morality and Self-Motivation starting from our self'. Through the mission of this magazine, it can be classified that Go Girl wants to show teenager

their true potentials. Indeed, the message of this magazine is to be smart, to pick the right choice in life and also to know how to present themselves through comfortable, wearable and stylish fashion.

The content of *Go Girl* magazine is about the latest fashion issue trend. Besides that, there are several rubrics such as feature, routine, celebrity, fashion, beauty and easy read. The use of language in this magazine should be modern and interesting because it is designed for young age and is aimed at constructing their identity as fresh adolescence. The diction of the language represented the teenager and perspective of their existence.

4.2. Finding

After analyzing the data, the writer discovered language style and variation, a form of mixing and switching language in used, the whole content of magazine which belong to traditional and feminist approach, language representation and meaning also language identity of *Go Girl* magazine that make the writer interested to understand about the identity of teenage female in magazine

4.3. Language Style and Language Variation

The language of teen magazines has always been informal and more personal and speech-like, riddled with slang, clippings and colloquial lexemes. The sentences also tend to be short; even long ones have dashes and commas. In writing text sometimes we use the sentence which sounds as a spoken utterance, and it makes a good relation between the writer and readers. This kind of phenomena is

called speech-like sentence and is often used in teenage magazine. Here is the example:

Data 1

Pernah nggak sih ngalamin dipojokkin sama temen – temen supaya cepet punya pacar? Well, drama kayak gini juga pernah kok dialami Tante Iva dan tiga temennya. Mereka ketemu setelah berprofesi sebagai pramugari selama 10 tahun, sampai akhirnya masing – masing resign dan berkeluarga, tapi mereka masih contact dan sahabatan banget.

(“Real People: The Extraordinary Friendship”, January 2016)

Have you ever experienced pushed by your relatives in order to be taken in relationship by someone? Well, this kind of story belong to Aunty Iva and her three friends. They finally meet after almost 10 years lost contact and found a job as flight attendant. After both of them resigned from the previous job and have a family, they having a good relationship until now.

(“Real People: The Extraordinary Friendship”, January 2016)

Data 2

Kita bisa nyontoh Tante Oen yang berani ngungkapin rasa nggak nyamannya ke temen – temen yang suka show off. Jangan ngejadiin hal sepele kayak gini buat ngehambat hubungan sama temen – temen kita, justru tugas kita sebagai temen buatngingetin sesame sahabat to make our circle tetep nyaman samapai kapanpun.

(“Real People: The Extraordinary Friendship”, January 2016)

We can learn an example from Aunty Oen who brave enough to speak the truth when she is uncomfortable while her friends like to show off. Do not take this case into a serious problem and detain our friendship. Our task is to keep remind our friends in order to make our circle in a good way forever.

(“Real People: The Extraordinary Friendship”, January 2016)

In data (1) and (2), the writer analyzes that the sentences in the articles of Real People: The Extraordinary Friendship use the informal languages which sound like a speech-like. In data (1) the editor wrote a paragraph with this sentence: '*Pernah nggak sih ngalamin dipojokkin sama temen – temen supaya cepet punya pacar*' and it can be mark as an interrogative question. The urgency to use this kind of sentence is to make the readers more convenient and related to their background as teenagers. The question also discusses the relationship issue and most of the reader experience that. The use of words such as *nggak, ngalain, dipojokkin, temen, cepet, punya* are identified as informal language and often used in daily conversation between each other, while the formal language of these word are *tidak, mengalami, dipojokkan, teman, cepat* and *memiliki*.

Also in data (2), the article gives an advice on how to maintain a good relationship with friends and the editor uses the persuasive language in order to approach the reader's interest, as can be seen in this sentence: '*Jangan ngejadiin hal sepele kayak gini buat ngehambat hubungan sama temen – temen kita, justru tugas kita sebagai temen buat ngingetin sesame sahabat to make our circle tetep nyaman samapai kapanpun*'.

The next part is about slang language. The writer found that there were 56 utterances of slang words which can be identified as the identity of a language used in the magazine. Here is the explanation in detail. The utterance is taken from the articles in Go Girl magazine like example:

Data 3

It's hard to be single

“Temen – temen di **geng** aku semuanya udah pada punya pacar. Secara nggak langsung aku mulai ngerasa tertekan karena masih **jomblo**. Padahal aku nggak boleh pacaran dulu sama **ortu** dan emang nggak pengen – pengen amat. Tapi karena se-geng udah punya pacar, akhirnya mau nggak mau aku mulai ikutan nyari cowok dan berniat untuk **backstreet** aja.” - Jennie, 15 (Example 1)

(“The Pressure is on”, January 2016)

It's hard to be single

“Most of my friends in my circle already have a boyfriend, in the contrary I felt so annoying because I’m still single. Even though my parents did not give me a permission and it was not my priority. Because of the fact, I’m starting to find a boyfriend and have a backstreet relationship”.

(“The Pressure is on”, January 2016)

These data show that there are three words of Indonesian language, and another is in English. According to Kamus Besar Bahasa Indonesia (2001), *geng* means ‘group member may have similar interest’, but in slang language the use of word ‘geng’ refers to a group which prefers to attach to the same member of the group and there is unwritten form that they need to obey the club rules. *Jomblo* (formally: tidak memiliki pasangan ‘single’), according to *kitabgaul.com*, means a single person who could not find his/her true love.

The word ‘ortu’ which formally refers to ‘orang tua’ means parents and the two words are mixed into one form. According to Oxford Dictionary, *backstreet* means ‘acting or doing something secretly and typically illegally’, but in slang, it means having a secret or illegal relationship with someone.

The next explanation of slang language as part of language style and language variation is taken from *Chill Time* article entitled “ROPANG – The Midnight Hunger Hero”. Here is the detail:

Data 4

ROPANG – The Midnight Hunger Hero

*Comes with the industrial interior and decorated with old-fashioned sewing machine, pilihan menu yang lagi **hip** nyatu jadi satu, friendly staff and cozy ambience, nggak heran tempat ini jadi favorit buat **'kongkow'**.*

(“Chill Time”, January 2016 edition)

ROPANG – The Midnight Hunger Hero

Comes with the industrial interior and decorated with old-fashioned sewing machine, unique and up-to-date menu, friendly staff and cozy ambience, it make this place as a favorite place to hangout.

(“Chill Time”, January 2016 edition)

According to Oxford Dictionary, hip means a projection of the pelvis and upper thigh bone on each side of the body in human beings and quadrupeds, but in slang it means something that is becoming the latest styles (trend). *Kongkow* has the basic form of ‘kumpul bersama’ and it refers to ‘having fun by hanging out somewhere together’; it means the person is having a quality time with their friends.

The aim of slang language used is as special kinds of ‘intimate’ or in a group speech. Slang is a kind of jargon marked by its rejection of formal rules, its comparative freshness, and its common ephemerality, and its marked use to claim solidarity (Spolsky, 1998:35). Slang also has many expressions that are acceptable

in informal communication. There is something that attracts people to use slang and colloquial expression.

Colloquialism is the use of informal or everyday language in literature. Naturally, they are bound to add colloquial expressions in their vocabulary. Campbell (2015) points out writers use such expressions intentionally too as it gives their works a sense of realism. Colloquialism is similar to slang, like the example below:

Data 5

Bikin Insta-Photography Workshop

Kalo kita ngerasa capable enough in capturing moment into pictures, nggak ada salahnya buat nyoba bikin mini workshop tentang insta-photography. Tentuin waktu dan tempat buat ngadain workshop, better pas weekend supaya banyak yang ikutan. Jangan lupa bikin slide presentasi untuk bahan 'ngajar' dan flyer digital buat bahan promosi yang disebarin di Instagram dan Path.

(“Life Tips: BFF Fun Project”, January 2016)

Create Insta-Photography Workshop

If you are think that capable enough in capturing moment into pictures, it does not matter if you are trying to create a mini workshop about insta-photography. Choose the date and place for workshop exhibition, it is better if you held the event in weekend so that many people could come. Don't forget to make slide presentation for materials and digital flyer as a promotional tools and share to Instagram and Path.

(“Life Tips: BFF Fun Project”, January 2016)

From data (5), the writer analyzes Go Girl magazine which prefers to use the colloquial term as the language in order to deliver the message. In this example, from the tittle, the editor wrote ‘Bikin Insta-Photography Workshop’ instead

'Membuat Insta-Photography Workshop.' The word 'bikin' is colloquial language, and it should be written as 'membuat' "make" if it belongs to formal language. In this part of example, the writer also analyze several word which belong to colloquial terms such as 'kalo' "if" should be 'kalau', 'ngerasa' "feel" should be 'merasa', 'nggak' "no" should be 'tidak', 'nyoba' "try" should be 'mencoba', 'tentuin' "mark the date" should be 'tentukan', 'ngadain' "held" should be 'mengadakan', and 'ikutan' "join" should be 'mengikuti'.

From this data, the writer realizes that language used in Go Girl magazine specifically focus on the readers who are in adolescent age. The editor uses informal words to evolve the meaning also as language tools to the readers for what are being speech-like, slang and colloquial language. These phenomena significantly effect on how the magazine communicates the ideas to the readers in terms of developing a rich and extensive vocabulary. Here, the editors of Go Girl magazine use this kind of language style and variation for different reasons: to make an impression, to be on a colloquial level, to be understood by the reader, for the fun of it, in playfulness, to demonstrate the class that one belongs to, and to enrich the informal language.

4.4. Code Mixing and Code Switching

The articles in Go Girl magazine often use Indonesian-English mixing language and switch to each other. The readers who are in the adolescent age already know the meaning of the language and use it in the daily conversation by the utterance of English-Indonesia article in the magazine. Below, the writer present the data of the hypothesis of language used in the magazine:

Data 6

(1) *Be Open to Your Potential Squad*

Dikelilingin sama orang – orang yang positif dan bikin kita ngerasa nyaman, ada dalam first list on forming a special squad.

(2) *The Sisters Code*

*Yang namanya pertemanan antar cewek, kadang muncul drama - drama yang kadang bikin **our friendship** bikin **awkward** bahkan renggang. Bahkan we could always shrug off the probs, asal tau triknya.*

(“The Squad Formula”, January 2016)

(1) Be Open to Your Potential Squad

Maintain our surrounding with positive people make us feel comfort, this must be put on our first list forming a special squad.

(2) The Sisters Code

Most of relationship among female teenager, sometimes causing an unpredictable drama that make our friendship going awkward and estranged. Even worse we could always shrug off the problem, when we already know the tricks.

(“The Squad Formula”, January 2016)

From the utterance above in data (7), in the first sentence the editor uses Indonesian clause ‘*Dikelilingin sama orang – orang yang positif dan bikin kita ngerasa nyaman*’ which also belongs to the informal language then continues with English clause ‘first list on forming a special squad’ and separates it with a comma. This sentence is indicated as complex sentence and deliberately written as one utterance delivered by the editor. Also in the second sentence, the editor inserts several English words and phrases such as ‘our friendship’ and ‘awkward’ as the type of insertion in code mixing. For this sentence, the writer analyze our friendship as the common word and most of the reader know the meaning since it is written

regularly in several articles not only on one page; on the other hand, the word awkward indicates as the uncommon word. The writer believes several words such as the examples above have the equivalent word in Indonesia but it is more convenient to use English word in a sentence because the editor uses such words sounds better and will be liked more by the reader. Mostly, the reader know the words both in English or Indonesian in a sentence and it is not a big problem for them to learn those language in that way.

Data 7

Kata pakar psikologi, “drama queen” yang butuh perhatian berlebihan ini bisa dikategorikan dalam salah satu bentuk mental disorder yang erat kaitannya sama genetika atau trauma masa kecil.

(“Headline: Friend-O-Drama”, January 2016)

According to Psychology expert, the terms “drama queen” has a meaning that a person who needy, attention seeker and categorized as part of mental disorder which has relation with genetic role and childhood’s traumatic experience.

(“Headline: Friend-O-Drama”, January 2016)

According to *urbandictionary.com*, drama queen has the meaning of an overly dramatic person. In our circumstance especially teenager age, there will be an individual who is overact and becomes so annoying. From that kind of phenomenon, the editor wrote tips about the drama queen. It is a well-known English idioms, so the editor decide to keep using the phrase rather than translate it into Indonesian language.

Drama queen is identified as an uncommon phrase for the readers but since this phrase is regularly used in media it makes teenagers as the target audience

accustomed with the meaning. This sentence also inserts an English phrase which is ‘mental disorder’. Based on *wikipedia.com*, a mental disorder, also called a mental illness, is a diagnosis of a behavioral or mental pattern that causes either suffering or a poor ability to function in ordinary life. This phrase is mixed with Indonesian language and this way smoothens the meaning.

Data 8

(1) *Nggak Cuma kita, orang dewasa sekalipun mengalami **social pressure**. Some people **give up** to **peer pressure** because they want to be liked by the others, to fit in, atau karena khawatir orang lain bakal make fun of them karena nggak ngelakuin hal yang sama.*

(2) *Open Up
Yes, it is hard. Tapi berusaha buat nyimpen perasaan sendiri cuma bakal bikin situasi makin keruh.*

(“Headline: The Pressure is On”, January 2016)

(1) It is not only about us, but adult people also have a problem in social pressure. Some people give up to peer pressure because they want to be liked by the others, to fit in, or worry too much that other will make fun of them because they are doing a different things.

(2) Open Up
Yes, it is hard. But as long as keeping our personal feeling will causing the worst situation.

(“Headline: The Pressure is On”, January 2016)

In this example, the editor inserts the phrase ‘social pressure’ to smoothen the meaning for the readers. According to *physiologydictionary.com*, social pressure is the influence that is exerted on a person or group by another person or group. It includes rational argument, persuasion, conformity and demands. The editor also uses the English clause ‘Some people give up to peer pressure because they want to

be liked by the others, to fit in' incorporated with the Indonesian language as alternation to make a complex sentence.

The other phrasal verb 'give up' is mixing in complex sentence between English and Indonesia language. According to *dictionary.cambridge.org*, give up means 'to stop trying to guess'. It is an uncommon word which is found in the article like the other example. While the second sentence in data (10) shows a simple sentence written in English which are 'open up' and 'yes, it is hard'. The words in the example are the title and the beginning of the first sentence. Again, the editor uses the English language because mostly the readers already know the meaning, the simple phrase such as 'open up' which means "*terbuka*" and 'yes, it is hard' which means "*ya, itu sangat berat*".

In conclusion, mostly in the articles, the writer found a lot of phenomenon in code mixing and code switching between Indonesian and English language. The patterns usually use the insertion and alternation to make the sentence classy. The writer found several uncommon words often used by the editor to evolve the meaning in the articles. Furthermore, the ability to switch a language between English and Indonesia mostly spread in the article. Go Girl's reader is capable enough to understand the meaning, and it is seen from the utterances which mostly use complex sentences. From this language phenomenon, there are a lot of new vocabulary in English and Indonesian identified by speech like, slang and colloquial terms.

4.5. The Content of Go Girl Magazine

The content analysis is focused on the analysis of article's headlines that appear in Go Girl. The analysis is based on Pierce's (1990) theory of feminism. The content of the magazine is divided into two groups; the first containing articles with the traditional approach and the second containing articles with the feminist approach. Among the traditional approach according to Pierce's (1990) places the idea of: "stressing the importance of looking good, finding a man, and taking care of home and children, so the articles of interest were those related to fashion and beauty, dating behaviors, sex, relationship problems, and any that had to do with household activities" Furthermore, feminist approach were marked as those that stress on "taking care of oneself, being independent, and not relying on a man for fulfilment or identity".

For further analysis, the definition of categories was divided in the table below:

Table 1

Traditional	Feminist
1. Appearance	4. Self-development
2. Male/Female Relationship	5. Career-development
3. Home	6. Political/World Issue

After the writer analyze the data based on Peirce's (1990) theory, it showed that the result of some contents and articles are divided into traditional approach and feminist approach, described as follows:

Table 2

Content	Article
1. Appearance	“On Topic” “ Monthly Pick” “ Excited About” “ Runway Your way ” “ Hottest List “ “ Fashion Spread “ “ Re-Style” “ #GGTIPS “ “ Style Trick” “ Rated Stylist” “ Beauty Hottest List” “ Beauty News” “ Beauty Spread” “ Beauty Tips” “ Body” “ Make Over” “ Beauty Q & A”
2. Home	-
3. Romance & Dating	“ Falling for Some Crush” “ Tanya Cowok “

4. Self-Development	“Cover Face” “ The Squad Formula” “ BFF Fun Project” “ The Extraordinary Friendship” “ Friend-O-Drama” “ The Squad Theme” “ The Pressure is On” “ Sense of Awareness”
5. Career Development	“ My Lovely Teacher” “ Career Coach”
6. Political / World Issue	“ Recent Issue” “ Green Page” “ Local News”

From the table, the writer conclude that there were 19 articles with a traditional approach and 13 articles with a feminist approach. As far as the feminist view is concerned, *Go Girl* still represents more on traditional approach in the ideology it expresses through the content. It presents its readers with traditional areas such as, beauty, fashion and gossip.

4.5.1. Traditional Approach

In the first category, the writer will explain the content from *Go Girl* magazine which indicates as the traditional approach. Here is the details:

Data 9

Whoaa! We love Emma Watson new haircut!

From pixie to frizzy balls, and now Emma gets a bob! We've seen how Emma experiment with so many hair style. Tapi kita bener – benet naksir sama rambut barunya ini deh!

Work Out In Style

Working out is one our essentials secret to stay in shape and fit, biarpun penuh keringet seleb – seleb ini tetep keliatan fabulous!

(“Glitz News”, January 2016)

Whoaaa! We love Emma Watson new haircut!

From pixie to frizzy balls, and now Emma gets a bob! We've seen how Emma experiment with so many hair style. But we do love her new hair cut so much!

Work Out in Style!

Working out is one our essentials secret to stay in shape and fit, even though these celebrities look too sweaty but they are so fabulous!

(“Glitz News”, January 2016)

From the examples above in ‘Glitz News’ of Go Girl Magazine, the reader will get the latest update from the Hollywood artist. In the first sentence, it tells the readers about one of the famous and influential artists who did a new haircut. Basically it might be a joint news for several people, but when it comes to the teenagers who adore western artists they will seek for the latest style from their idol.

The editor mentioned some hair types such as pixie, frizzy balls, bob that use several words which is uncommon. Then in next sentence, the reader will know the information on how to mix and match fashion style regarding to Dakota Fanning, Kendal Jenner, Karlie Kloss, Miley Cyrus, Gigi Hadid and Allesandra Ambrosio.

These are the fashion icon which is lately followed by teenager all over the world because of their unique style. Literally, the term “fashion icon” belong to the celebrity or public figure who are fashionable. It is important to remember that at its root, the word “icon” refers to the representation of a common symbol.

The writer also analyzed On Topic article in Go Girl to find out more on how magazine reinforce the mindset of White Western standards of beauty. Moreover, while another Indonesia magazine usually exposes local actress in cover story but Go Girl has a standard policy of choosing Hollywood actress as cover story and this is the basic concept of that magazine.

In the article with the title On Topic related to traditional messages which talk about latest fashion issue and it is divided into several sections as the explanation below:

Data 10

(1) “New York Fashion Week for Public?”

Ngerasa selang waktu 6 bulan antara fashion week sampe barang itu dijual di toko terlalu lama dan ngebuka kesempatan untuk para copycat bikin CFDA (Council of Fashion Designer America) pengen bikin perubahan. Untuk koleksi in-session bakal dibuka untuk publik, sementara next-session collection bakal dibikin only for private only for editors and buyers.

(2) “PUMA by Rihanna at NYFW”

Yes, it's been confirmed! Rihanna bakal mamerin kolaborasinya bareng PUMA di New York Fashion week next season. Tiket show-nya sendiri udah dilelang dari Desember lalu!

(“On Topic”, January 2016 edition)

(1) New York Fashion Week for public?

Because there is a gap between post-exhibition for last 6 months and the availability of the stocks in the store, and it turns out as a chance for copycat person copied the goods. Based on this problem, *CFDA (Council of Fashion Designer America)* want to make a new policy. In this year, for *in-session* collection will be open for public and *next-session* collection *only for private only for editors and buyers*.

(2) “PUMA by Rihanna at NYFW”

Yes, it's been confirmed! Rihanna will be launched her new collection in collaboration with PUMA in *New York Fashion week next season*. For the ticket it has been open since last December!

(“On Topic”, January 2016 edition)

Here is the explanation in details about *On Topic* article. From the first sentence, Go Girl magazine informs the readers current news talking about New York Fashion Week planned to open for public. Based on *teenvogue.com*, fashion week is when the industry's top designers present their upcoming collections in series of runway shows and presentation.

As followed by in the second sentence, On Topic article still concerns about the collaboration between artists with one of the fashion brand called PUMA. The actress is Rihanna, who is eminent as one of the vast singers in the world and very influential in youth popular culture. After all, she announced her latest collaboration in fashion style with fashion brand ‘PUMA’ in New York Fashion Week.

Also in the article *Beauty Hottest List*, Go Girl magazine still conveys the message of western beauty which is demonstrated by Hollywood artists by giving some tips on how to use make up in proper way, as shown in the data below:

Data 11

Beauty Hottest List

Make Up Tips

(1) Emma Stone

Crème lipstick yang dipake Emma bikin rona kulit aslinya yang flush pink lebih kelihatan. Buat kita yang kulitnya cenderung putih pucat tapi mau kayak gini, tambahin a hint of pink blush di pipi biar nggak keliatan pucat banget.

(2) Karlie Koss

Dengan trik contouring yang benar wajah Karlie kelihatan lebih tirus dan tulang pipinya lebih terlihat. Pair it with the right red lipstick and we're ready for red-carpet event.

(“Beauty Hottest List”, January 2016 edition)

Beauty Hottest List

Make Up Tips

(1) Emma Stone

Crème lipstick which used by Emma make her flush-pink bare skin look flawless. For those who have a white face but want to have a look like this, put a hint of pink blush to have a better looks.

(2) Karlie Kloss

The right contouring method make Karlie Kloss's face look tapering and show-off her cheek bone. . Pair it with the right red lipstick and we're ready for red-carpet event.

(“Beauty Hottest List”, January 2016 edition)

The fact that the representation for the model itself coming from Hollywood actress, somehow aspires young girl to look like them and duplicate their style. Unlike most Indonesia local magazine, Go Girl Magazine regularly shows the western model as their magazine's identity. Thus, magazine as one of the source

near popular culture and where the young people are. Both of the examples in the article Beauty Hottest List are Emma Stone and Karlie Koss are well-known as the *superstar* and *supermodel*.

On the data (13) in the first sentence, the representation belong to Emma Stone which is well-known American actress and plays some roles in Hollywood movie. In the other hand in the second sentence, which belong to Karlie Koss who is an American fashion model. Vogue Paris declared as her one of the top 30 models of the 2000s. She was a Victoria's Secret Angel from 2013 to 2015.

This portrayed image sends messages to women that they must desire to have a good look, “fabulous” make up in order to be accepted, respected, and successful. Yet, those message related to current society which worry much about the appearance itself. Botta (1999) indicated that adolescent girls are particularly vulnerable to the ultra-thin messages promoted in media. Through her textual analyses, she concludes that adolescent girls seek outside information to help form their self-identity. Conflicting message between their changing body and the media’s representation of a thin, non-curvaceous woman can result in feelings of low self-worth and body dissatisfaction.

The writer could not find the article in Go Girl Magazine January 2016 edition which concern about house hold or home decorating. Then the analysis continues to third category of traditional message which talks about romance and dating. From the current source of Go Girl Magazine the writer found article that supports the idea on relationship category below:

Data 12

(3) 'Boys: Falling for the Same Crush'

We can't choose who feel in love with. Well, naksir sama cowok emang ga pandang bulu. Ada aja kalanya kita justru naksir sama gebetan sahabat sendiri. Oopsie Daisy!

("Boys: Falling for the Same Crush", January 2016)

(3) 'Boys: Falling for the Same Crush'

We can't choose who feel in love with. Well, it is kind of normal feeling. There is a moment when we actually have a same crush with our best friend. *Oopsie Daisy!*

("Boys: Falling for the Same Crush", January 2016)

Romance and Dating is very common topic between women. From the example above, the writer analyzes that the problem does not only come from the opposite sex but also from the peer. In the data (14) above provide a typical example of the relation problem that is usual dilemma in adolescent life. The readers often confused about what exactly they feel and how they act in a relationship. The analysis in Go Girl magazine related to Peirce (1993) theory, a magazine that claims to empower our youth, "focused mostly on appearance, finding a man, and taking care of a home.

Furthermore, Go Girl share some tips that will prevent the problem in relationship to the readers below:

Data 13

But on the other side, rasanya berat buat ngelupain atau bahkan ngerelain crush buat sahabat kita. What should we do then? Read on the cope with the S.O.S situation!

- *Don't set up the deal*

We might hear the best deal to cope this situation is to let the guy be alone. Tapi kalo kita berdua janji buat sama sama nggak deketin dia, nggak jamin ujungnya bakal happy ending. Try to get the heart-to-heart convo dan bilang, "let's make a fair game, whoever gonna get him, nggak boleh ada yang merasa kesel". Tapi kita mesti play the fair game, jangan sampe kita ngejelek – jelekin sahabat kita depan gebetan.

- *Go get him notice*
There's a huge possibility, kalo rasa suka kita ke gebetan ini didasarin sama rasa penasaran yang nggak terjawab.
- *Make a list*
Coba deh pikir – pikir lagi, apa sih yang bikin kita stay in crush with this guy? Terus, bikin juga daftar kontra yang bikin kita nggak cocok satu sama lain.
- *Look up at his past relationship, together*
Kadang karena udah keburu baper, kita jadi nutup mata sama hal – hal yang kurang oke tentang gebetan.

Cliché it is, tapi kenyataannya kita tau walaupun lagi naksir berat sama si cowok ini, but our girl will be there for us a lot longer than he possibly will.

(“Boys: Falling for the Same Crush”, January 2016)

But in the other side, it's hard feeling for us to forget our crush or let him go with our best friend. What should we do then? Read on the cope with the S.O.S situation!

- *Don't set up the deal*
We might hear the best deal to cope this situation is to let the guy be alone. It doesn't mean when we make a deal with our best friend to stay away from the guy will going to a happy ending. We might try to have a heart-to-heart conversation and said that “let's make a fair game, whoever going to have him, shouldn't be bother anyone”. We need to make a strict rules that prohibit to talk behind our friend.
- *Go get him notice*
There's a huge possibility, if the curiosity lead our feeling to our crush.
- *Make a list*
Let's think again what make us stay in crush with the guy? There might be a pro and contra that make us did not fit in each other.
- *Look up at his past relationship, together*
If we think that our love getting bigger to our crush sometimes we forget to look his past experience in relationship.

Several tips above might be a cliché but it make us realize even though we are so in love with him but our girl will be there for us a lot longer than he possibly will.

(“Boys: Falling for the Same Crush”, January 2016)

Several tips above appear in Go Girl magazine as a suggestion for the reader when they actually have the same crush with their friend. This message contains the idea on how we should act when we are in the situation like that. Peirce argues that messages found in adolescent-based magazines are potentially harmful because teenage girls lack a solid understanding of social realities as they are currently learning about and being socialized to the world (Peirce, 1993).

The writer also found *Tanya Cowok* article which is related to romance and dating and being different with another content because the editor did an interview with the opposite sex of the reader. In this article, the magazine tried to be romance consultant and give the answer based on the research as one of the questions as below:

Data 14

Tanya Cowok

“Aku lagi ngedeketin cowok dan lumayan aktif komunikasi sama dia, dan mulai kea rah serius. Tapi temen – temen dekatnya bilang kalo dia nggak ada perasaan sama aku. Aku harus gimana ya, lanjutin terus atau stop this feeling instantly?” (Keke, 17)

Ask the Boy

“Right now, I am getting closer with one boy and we are having an intense communication and it is getting serious. In fact, some of his friend said that he does not like me. What should I do? Should I continue to get closer with him or stop this feeling instantly?” (Keke, 17)

The answer came from several boys which have been interviewed by Go Girl to give their thought:

Data 15

- *Pede aja! Kan kamu yang ngerasain respon baiknya. Bisa jadi temen temennya Cuma isengin kamu aja. Kalo emang suka tunjukin aja tapi jangan over!* – Arya (19), Telkom University
- *Bukan cuma cewek yang suka curhat, cowok juga. Jadi kata temen – temennya itu ada benarnya mungkin bisa buat ngurangin perasaan kamu pelan – pelan* – Fritz (21), ITB
- *Mungkin temennya lagi isengin. Supaya tau dia suka atau nggak, mungkin kamu bisa stop dulu conversation with him. Nah liat deh si cowok itu nyariin tau nggak.* – Robin (20), UNJ
- *Biasanya cowok cuma ngerespon cewek yang dia suka aja dan menurut aku sih kamu nggak usah terlalu nunjukin rasa kamu lagi. Tapi coba aja tetep komunikasi, lama – lama cowok itu bakal ngerasa deket sama kamu.* – Andhiko (19), ITENAS

(“Tanya Cowok”, January 2016)

- Just be yourself! You are the one who know the truth. It might be that his friend onl tease you down. If you are like him just show them but do not over! - Arya (19), Telkom University.
- Not only are the girls like to share their story with their friends, but also the boys. So it might be true fact and you could disappear your feeling step by step. Fritz (21), ITB
- Maybe his friends only tease you down. You need to make it clearly by stop conversation with him for a while. Then you could see whether he is looking for you or not. Robin (20), UNJ
- In general, a guy only response the affection from the girl whom he like. In my opinion you don't need to rush the feeling but keep maintain the good communication and the guy will like you back. Andhiko (19), ITENAS

(“Tanya Cowok”, January 2016)

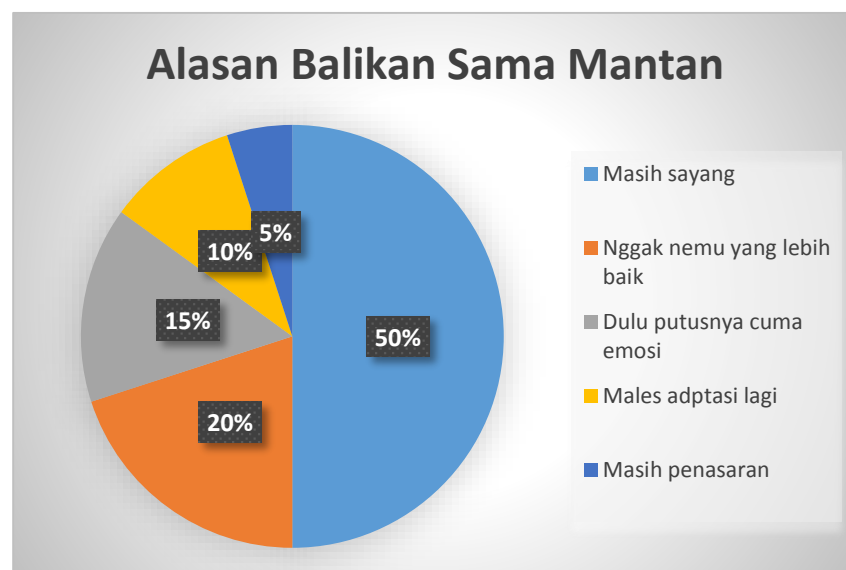
In *Tanya Cowok* article, regularly every month Go Girl receive a question from the readers about relationship problem. Then, this magazine will make some research regarding the question from the reader. The answer will be discovered

from men's point of view to help the reader find the perfect solution toward the question.

The writer analyzes the question came from one of the reader name Keke (17 years old). Here, Keke was confused about her feeling to someone, and she felt that she already maintain the good relation, but his crush's friends said that he doesn't like her. She is still wondering whether she should she continue her feeling or forget about it. Some thought came from men interviewed by Go Girl in order to give some suggestion. From this article, the writer sees that there is an urgency why Keke need some advice from men perspective to solve her problem.

Peirce's (1990) previous research, was full of images that portrayed girls as being "neurotic, helpless, and timid beings who must rely on external sources, usually men, to make sense of their lives. Also in the 'Tanya Cowok' article, the writer also spotted the interesting object in the case of young girl with their ex-lover that captured in diagram below:

Data 16



The utterance meaning *alasan balikan sama mantan* means ‘reason why come back with our ex-lover’. The word ‘*balikan*’ in this context is not return it back to someone but it refer to physiological connotation, i.e. come back and building a relationship. While the word ‘*mantan*’ in this context means the ex-lover it belong to boyfriend and girlfriend.

Repetitious exposure of these messages negatively influence adolescents and lead to the overrated phenomenon in our current society and objectification of adolescent girl. When relationship-problem everyday issues becomes a tug-of-war over who is right and who is wrong it can cause a break up. Based on this issue, Go Girl delivered the result of the survey ‘*reason why come back with our ex-lover*’ to the reader which answered by men.

4.5.2. Feminist Approach

In the first category, the writer will explains the content from Go Girl magazine which indicates as the feminist approach. The writer chooses *Sense of Awareness* article which obviously leads into feminist message and related to the construction of self-development issue. In the beginning of the article, the editor provides several questions in order to get a clear justification from the readers, as described below:

Data 17

- ❖ Suka cuek, kalo udah dapet tempat duduk di kereta. Ada ibu – ibu yang gendong anak sih, tapi aku kan capek kalo harus berdiri. Siapa cepet dia dapet.
- ❖ Sering kena tegur pelayan café kalo ketawa kekencengan. Aduh, abis lucu banget sih jokes temen gue!
- ❖ Naik eskalator, jalan atau nyetir sambil main hape, suka nggak sadar kalo jadi sering ngehalangin orang lewat di belakang.

- ❖ Seminggu yang lalu pinjem uang temen buat bayarin kita makan siang di kantin. Sampai hari ini belum bayar karena lupa.
- ❖ Ngomong sama orang yang lebih tua sama aja kayak ngomong sama temen sebaya.
- ❖ Pas main ke rumah temen dan lagi ada ortunya di rumah, kita langsung masuk ke kamar temen kita tanpa nyapa dan ngasih salam lebih dulu.

(“Personality: Sense of Awareness”, January 2016 edition)

- ❖ We tend to be ignorant, when we already have a seat in the train. Even there is someone carry her children, but we just do nothing.
- ❖ While in restaurant, we often be reproved by the waiter because our voice is too loud.
- ❖ While in escalator, walk around or driving a car, we are too busy with our phone and blocked the way.
- ❖ A week ago, we borrowed money from our friend to pay for our lunch. But we forget to return it back.
- ❖ While we visit our friend house and there are her parents, we just go to the room without asking permission.

(“Personality: Sense of Awareness”, January 2016 edition)

The questions above indicate that Go Girl magazine are not only focusing on traditional message but reinforce the feminist message to broaden perspective in terms of self-development issue. The teenage years can be turbulent ones, full of self-doubt and angst in their world. They are all bombarded these days with images of the rich and famous with perfect faces, figures, hair and lives. Teenagers are constantly under pressure to have a perfect body, wear the ‘right’ clothes, to ‘fit in’ and to be socially accepted by their peers. Add to that the day to day pressures of school and exams as well as the physical and emotional changes they are going through.

The writer analyze that media also play a role in portrayed the image and shape the urban culture itself. As the utterance of this question has an objective to understand the kind of positive behavior that need to be implemented. The readers need to take a note and count how much of those question really matters in their personal life and has an impact to the society. The editor also warned the reader if the results showed more than two answers, so there is a possibility that they have less of sense of awareness to their society.

Based on *wikipedia.com*, self-awareness is the capacity for introspection and the ability to recognize oneself as an individual separate from the environment and other individuals. It is not to be confused with consciousness in the sense of qualia. While consciousness is a term given to being aware of one's environment and body and lifestyle, self-awareness is the recognition of that awareness. In short, young people need to understand the term of self-awareness, for the better society they also to gain the knowledge on 'how' they manage themselves and have a sense of awareness.

There is a correlation between youth behavior and influence of globalization somehow bear the new atmosphere in popular culture. Norms and attitudes often changes yet the mindset itself. Young people are surrounded by a 'dizzying array of signs and symbolic resources dislodged from traditional moorings', are the main targets of global consumer cultures and are increasingly targeted with messages concerning global social problems (Dolby & Rizvi, 2008).

Literally, Go Girl mentioned the reason why youth lose the sense of awareness below:

Data 18

❖ *We focus on our gadget too much*

Technology can change us, if we don't use it well. Kemajuan teknologi bikin segalanya jadi mudah, and makes everyone addicted about it. Sekarang semua pekerjaan bisa dilakuin dengan satu gadget, ini yang bikin mata kita nggak leas dari gadget yang kita punya. Zaman dulu interaksi dilakukan secara face tp face, jadi kita bisa ngeliat ekspresi seseorang secara langsung. Tapi sekarang semuanya digantiin sama gadget yang nggak punya ekspresi dan kita jadi lupa gimana seharusnya berinteraksi sama lingkungan sekitar kita.

❖ *Selfish Level*

Tau dong kasus kebun bunga Amaryllis di Yogyakarta yang rusak karena keinjek – injek pengunjung demi fot selfie bagus di tengah kebun bunga? Ada pengunjung yang ngasih pembelaan dan bilang wajar kalo kebunnya rusak karena emang nggak ada jalan buat dilalui, dan mereka bebas ngelakuin apapun karena mereka udah bayar biaya masuk. Padahal ini lebih kemana kita ngejaga, nikmatin tanpa harus merusak, bukannya malah cuek dan cuma mikirin foto yang bagus buat di socmed.

(“Personality: Sense of Awareness”, January 2016 edition)

❖ *We focus on our gadget too much*

Technology can change us, if we don't use it well. The growth of technology makes everything easier and everyone addicted about it. Nowadays, all the things could be done by using one gadget, which makes us difficult to stay away from our phone. In the previous year, we need to have a face to face for having interaction, so we can clearly get the meaning from it. But now, everything replaced by gadget and we forget how to act nicely and having interaction with each other.

❖ *Selfish Level*

Did you know about Amaryllis's park in Jogjakarta which devastated by the visitor who crave for pictures? There is one visitor said that it is normal if the park was destructed because the alley is so small and they are have a privileged by reason of paid ticket. Though it is belong to how we could save the environment without causing a catastrophe and just to think about good pictures which soon to be share in social media.

(“Personality: Sense of Awareness”, January 2016 edition)

Egins and Iedema (1997) divide the advice into positive and negative. From this point of view, it is possible to consider the editors spread a positive messages. Go Girl tries to find the root of readers' problems and tries to find the best possible solution. On the contrary, this magazine makes the readers look at the situation from several different angles; thus it is easier to find a solution. Furthermore, they provide a solution regarding the issue that actually happen in youth problem.

The second category talked about career development issue. In January 2016 edition, the editor chooses *Bita Budiariani* as the representation of women who work as Management Consultant. Based on *the guardian.com*, management consultants help businesses improve their performance and grow by solving problems and finding new and better ways of doing things. It's not just in the private sector either – many firms work with public sector organizations to help develop their services and, where necessary, reduce costs and make savings.

In this article, the editor gives the perspective from the expert who already interviewed by them for the specific job in management consultant, as presented in the data below:

Data 19

Q: What is a management consultant?

A: Shortly, management consultant ngebantu perusahaan mengurus Sumber Daya Manusia (SDM) mulai dari system pembagian gaji berdasarkan jabatan dan tingkat kerumitan pekerjaan. Profesi ini dibutuhkan banget sama perusahaan karena masalah SDM termasuk masalah yang cukup berat dalam bisnis.

Q: *What does she basically do?*

A: *Management Consultant itu menginvestigasi kondisi perusahaan dari sisi SDM dan struktur organisasinya. Seorang management consultant harus intens ngobrol dan ngedengerin crucial problem yang lagi dihadepin. Mereka juga harus paham betul background, culture dan history perusahaan tersebut.*

Q: What is a management consultant?

A: Shortly, a management consultant help the company to maintain human resource (HR) from the rate of allowance based on the career level and the workload. This job is really important for a company because HR is one of the biggest problem in a business

Q: What does she basically do?

A: Management Consultant need to investigate current condition of a company from HR side and organizational structure. A consultant need to maintain the client and listen to their crucial problem. They need to really understand the background, culture and history of that company.

The questions above asked by the editors to Bitu Budiariani. On the other hand, the genuineness of the questions is important for this section as the main purpose is to give a new perspective to the readers and advise them. Strongly hold on feminist approach, Go Girl portrays the image of Bitu Budiariani as one of the success women who work in the business field which is mostly dominated by men. In the adolescent age, a lot of young people still confuse to choose the right path for their future so it is one of the benefits to help them prepare for the next career.

In the third category, this magazine provide the information about current global issue happened in the world. Furthermore, Go Girl magazine helps the reader to know the new information in political or worldwide issue. This is also important for the readers who live under the influence of globalization and it makes the young people easy to update the news.

On the January 2016 edition, the editor of *Go Girl* magazine in *Article: The Terror* collects several incident happened all over the world in below:

Data 20

❖ *Paris*

What: Bom bunuh diri dan penembakan massal

When: 13 November 2015

Setidaknya 129 orang meninggal dan 180 orang terluka akibat serangan bom bunuh diri dan penembakan di Stade de France, Bataclan Concert Hall, dan beberapa di pusat kota, kayak Le Carrillon, Le Petit Cambodge, dan Café Bon Bierre, La Belle Equipe dan Comptoir Voltaire restaurant. Pas kejadian, di State de France tadi ada pertandingan sepakbola Prancis vs Jerman dan kira – kira ada 35 orang yang meninggal, termasuk pelaku pengemboman itu sendiri. Sementara di Bataclan Concert Hall ada 89 orang meninggal karena ditembaki beberapa orang bersenjata di konser Eagles of Death Metal. Other gun men also shot people sitting on those restaurants and killed at least 39 peoples and 28 peoples injured.

(“Recent Issue: The Terror, January 2016 edition)

❖ *Paris*

What: Suicide bombers and gunmen attacks

When: 13 November 2015

Almost 129 people were dead, and left 180 people wounded because suicide bombers and gun attacks in Stade de France, Bataclan Concert Hall, and several place in the city center such as Le Carrillon, Le Petit Cambodge, and Café Bon Bierre, La Belle Equipe dan Comptoir Voltaire restaurant. In the days when the tragedy happened, there was a international football friendly match between Paris and Germany and almost 35 people died, include the man behind the attacks. While in Bataclan Concert Hall, there were 89 people died because attacked by gunmen in Eagles of Death Metal. Other gun men also shot people sitting on those restaurants and killed at least 39 peoples and 28 peoples injured.

(“Recent Issue: The Terror, January 2016 edition)

The objective of this message is to give information on how the readers should take care of themselves and build an awareness about world issues that happens.

Sometimes the readers are too focus in their own life and misunderstanding about the society. The content this of article is to tell the reader to stay positive and stay away from the negative act as it might cause trouble.

As the analysis of the magazine's content showed, *Go Girl* seems to be a neutral magazine. It neither holds strong pro-feminist ideas nor represents women in a traditional status. Still, it is a women's magazine and the contents should reflect what is considered to be a feminine area of interest. So what is the message that is being conveyed? From the content analysis it is clear that fashion, beauty and relationships are still the most important things in women's lives. These topics have not changed since the publishing of the first women's magazines in the eighteenth century. McLoughin (2000) says magazines are means of presenting ideal-reader images to which the purchaser can aspire, it might not be only readers who influence the contents of magazines but it might be magazines that determine areas of women's interest

CHAPTER V

CONCLUSION

In this chapter, the writer will make a conclusion from the analyzed data taken from *Go Girl Magazine* January 2016 edition.

Determination of the finding data of the content in several articles in this research based on Sociolinguistics studies. The writer found a lot phenomenon in code mixing and code switching between Indonesian and English language also informal language which identified as speech like, slang and colloquial terms. *Go Girl's* readers are capable enough to understand the meaning, and it is seen from the utterance which mostly use a complex sentence.

The analysis on the content of *Go Girl* magazine based on Peirce's (1990) theory shows that there were 19 articles with a traditional approach and 13 articles with a feminist approach. The portrayed image represent in those articles sends messages to teenage female that they must desire to have a good look in order to be accepted, respected, and successful. On the other hand, *Go Girl* believes in feminism because woman has all the power, good morality and self-motivation starting from the reader.

In conclusion, magazine as one of the media to inform the knowledge and current trend for youth usually use informal language and from the content *Go Girl* seems to be a neutral magazine. It neither holds strong pro-feminist ideas nor represents women in a traditional status. Still, it is a women's magazine and the contents should reflect what is considered to be a feminine area of interest.

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