CHAPTER IV
FINDINGS AND DISCUSSION

This chapter presents the findings obtained from the research and discussion of the result. It deals with the analysis of Facebook users stances and styles.

4.1 Findings

This present study eventually creates the result of analyzing the data. Based on the analysis, the researcher finds linguistic form, stance and style which represent constructing of identity of Facebook users. Stance is divided into three types, those are evaluation, positioning (affective and epistemic) and alignment. Meanwhile, style is divided into five types. Those are frozen, formal, consultative, casual, and intimate style. The researcher has found some utterances of some Facebook users that show indexicality principle through stance and style. The detail of data illustrated as follow:

4.1.1 Stance

In this part, the researcher presents the analysis of Facebook users’ utterances that contained in their status updates that referred to the stance. Kiesling (2009) argue that stance as an expression of person in their relationship to the others that they talk (epistemic stance) and an expression of person in their relationship to their interlocutors (their interpersonal stance). Stance also can define as a public act by a social actor, achieved dialogically through overt communicative means, of simultaneously evaluating objects, positioning subjects
(self and others), and alignment with other subjects, with respect to any silent dimension of the socio-cultural field (Du Bois, 2007). There are three types of stance acts. Those are evaluation, positioning (affective and epistemic) and alignment. The following figure illustrates the findings in term of Facebook users’ stance takings.

Figure 4.1 Facebook users’ stance takings.

In Figure 4.1, it can be seen that positioning stance is the most frequently used. It constitutes 218 utterances or 79%. It consists of two other types of positioning stance, those are affective positioning stance (68 utterances or 25%) and epistemic positioning stance (150 utterances or 54%). Meanwhile evaluation stance is in the middle frequency which constitutes 51 utterances with the percentage 18%. And the stance which often used by Facebook users is alignment. It just constitutes 7 utterances or 3%.
The data that had been collected above is divided into two. The first data from college students and the second data from non-college students.

A. College Students:

1. The data from Miko Permana (College student at Indonesian Naval Academy)

From the data that had been taken in Miko’s utterance in his status updates, the researcher has found that there are 15 utterances or just 26% of evaluating stance. One of the evaluative stance can be shown from this status updates:

![Status update](image)

"You're very valuable" can not easily I get just to say "I Love You". Yes, I know and now you know how I unto you (PB) @shintamwn

The stance predicate “valuable” is referred to evaluate something. The thing that evaluated is refer to the pronoun “You”. “You” who Miko mean is his girlfriend (@shintamwn). He tells about his loving, his feeling to @shintamwn through the word “valuable”. This word can symbolize that Miko really loves hers without must to express his feeling through the sentence “I love you” to the @shintamwn. Based on this stance, Miko is an understandable person.
Miko actually more dominant to create his status updates with positioning the stance. Positioning stance which Miko uses divided into two, affective (11 utterances or 19%) and epistemic (32 utterances or 55%). Miko performs affective stance in order to express his feeling and position himself along affective the scale. It can be shown in this example below:

In above utterance, there is affective stance taken by Miko, “I love you”. There is index personal pronoun “I” as the stance taker which is followed by affective verb “love” which indicates affective predicate. It expresses Miko’s feeling that he really loves. And the stance object in that status refer to pronoun “You”. While epistemic stance, Miko uses to express the degree of certainty. It is mean that he usually speaks with confident. From this stance, it can be shown that Miko is a lover. He actually really loves with someone that he loves. For the example of the highest positioning stance (epistemic) that Miko used can be shown from this status updates:

This story will never end, thank you.
#taruna #aal #bumimore #paradesuryasenja #gopraspa2016
The use of modal “will” in sentence “This story will never end” indicates Miko’s degree of certainty by prediction in the future. He assumes that the story never ends. Therefore, modal can be signaled as epistemic stance in analyze the data. From this utterance, it can be shown that Miko is a person with conviction in himself.

2. Dewi Novitasari (College student in Midwifery Academy Nahdlatul Ulama Surabaya)

From all the utterance in Dewi’s status updates, it found 4 utterance of evaluation stance (13%), 27 utterances of positioning stance (84%) which consist of 9 affective stance utterances (28%) and 18 epistemic stance utterances (56%), and alignment just only 1 utterance or 3%. The data can be defined as follows:

The stance predicate “simple person” is referred to evaluate “I’m”. It shows that Dewi is a simple person who always express her feeling through the smile.
The highlight words below index an affective stance. Pronoun “me” is refer to the stance taker (Dewi Novitasari). The object of stance is “you” who can refer to everyone that Dewi means. Dewi uses a noun “love”, with lexical feature “like” to express her affection feeling. It can show that Dewi is a lover woman.

The sentence “believe in yourself” belongs to epistemic positioning stance. Epistemic verb “believe” refers to previous sentence which talk about the choice of life. With the sentence “believe in yourself” Dewi positioning herself, how to be herself. It shows that Dewi is a believer.

By uttering those sentences, Dewi aligns parable life. This alignment takes via imitation from Albert Einstein. She supposes “life” like a riding bicycle. Means that when we are having a balance condition, we must to keep moving. It also shows that Dewi is a believer. Because she believes that life always keep moving.
3. Damara Alif Pradipta (College Student at Department of Fine Art State University of Surabaya)

The researcher has found that there are 58 utterances about stance. The most stance which often used by Alif is epistemic positioning stance. There are 29 utterances with percentage 50%. Almost a half of the percentage Alif uses epistemic positioning stance in his status updates. One of the example of Alif’s epistemic positioning stance can be defined as follows:

Based on the utterance above, Alif shows epistemic stance by uttering “I see clearer”. He expresses his degree of certainty that he can see although that is in total darkness. Another stance that Alif used in his status updates is evaluative stance. It is approximately 11 utterances or just 19% of percentage. The data illustrated as follows below:
From Alif’s status updates above, the evaluation stance can be seen from the sentence “My Cat was a war veteran”. He shown his cat to the public as a war veteran. A war veteran evaluates Alif’s cat. He uses pronoun “My cat” in order to tell that the cat is belongs to Alif.

Affective positioning stance also found in Alif status updates, it is about 12 utterances or it is 21% of percentage. Affective positioning stance in that utterance shown by the lexical feature “afraid”. And the stance rarely used by Alif in his utterances is alignment. It just 10% of percentage or just found 6 utterances in his status updates. From some utterances of Alif’s status updates, it can show that Alif is a person who has self-reliant in himself.

B. Non-College Student

1. Resvicha Leonita Maharaniy (works at flight attendant in Batik Air Indonesian)

   Epistemic stance that was found in Vicha’s utterance in her status updates are about 31 utterances or about 60%. It is the most frequently stance that Vicha’s used in her status updates. The example of epistemic stance data can be illustrated as follows:
In that utterance above, Vicha show her trust to the God. She is a believer. She believes that God “Allah” will always beside “you”. “You” which Vicha means is for someone that she loves. The word “believe” is belong to epistemic stance. Other than epistemic positioning stance, Vicha also often uses affective positioning stance in her status updates. It can be shown by this utterance:

This utterance shows about Vicha’s feeling, how she positioning herself when she was a sick. It can be called that Vicha is a stiff woman. Although she was a sick, but she always did her work “on duty”. It is also referred to Vicha’s mood by showing emoticon like printed on sentence above. She shows that actually she was very tired. But she still positioned herself that she is a great worker. Affective positioning stance which found in Vicha’s status updates are 14 utterances or 27%. Another example is from evaluation stance which found in Vicha’s status updates:
“The mirror is a good friend”. It is the expression of Resvicha in her status update. The predicate “good friend” is evaluate something. Something that Vicha mean is refer to the “Mirror”. The reason of Vicha’s statement that “mirror is a good friend” is because when Vicha is crying, mirror is never laugh. It is a satire for other people in Facebook who often laugh at her when she was in a sad or worse condition. From that sentence can be defined that Vicha is a strong woman. The percentage of evaluation stance in Vicha’s utterance is 13% or just 7 utterances.

2. Ersa Marditicha (College Student at Private University of Wijaya Putra Surabaya)

In Echa’s status updates, she uses the word “Smile” to evaluate something. Something that Echa mean is the happiness in ourselves. She argues that with smile, we can show our happiness. The important point here is being yourself. It is mean that with being ourselves, we
can express our feeling (happiness) through our smile. It can be shown that Echa is a strong woman.

From the whole of Echa’s utterance in her status updates, evaluation stance which found are 7 utterances or 15%. Positioning stance is the most frequent of Ersa’s utterance in her status updates. It is about 85% of 39 utterances. It consists of affective positioning stance (15 utterance or 33%) and epistemic positioning stance (24 utterances or 52%) but from the all status updates of Ersa Marditicha, there is no found alignment stance. The example data of positioning stance can be shown by screenshot below:

3. Yefrita Maharani (A housewife and she works at PT Intie Tehnik Pompa as a staff purchasing)

Based on the investigation to Yefrita’s utterances about style, it found 30 utterances which divided into three categories (evaluation stance, affective positioning stance and epistemic positioning stance). Below, is one of the following example of evaluating stance:
In that utterance shows that Yefrita is a doordie. She was promoting one of the company which needed an employee. The predicate stance that Yefrita state: “a company that serves a variety of pump order to pulp paper industry, sugar industries, steel mills, cements, ceramic, and dredging industries, water treatment plants, irrigation, float pumping, food beverage industries, MSG plants, general industries petroleum industries, etc. is refer to evaluate noun PT. INTIE Tehnik Pompa. Evaluation stance which found in Yefrita’s status updates are 7 utterances or 23%. The percentage of utterance about affective positioning stance are also found 7 utterances or 23%, same with evaluation stance. While epistemic positioning stance is the most frequency of stance that Yefrita used in her status updates. It can be seen from this status updates:
The utterance above symbolized degree or Yefrita certainty about object discussion. It is mean that she sure to the man who can make her world to be happy. The frequency of epistemic positioning stance in Yefrita’ utterance are 16 times or 54% of the percentage.

As a result, Facebook users successfully found their own community and becomes their spiritual leader because of their tendency to position themselves along epistemic scale certainty. In sum, Facebook users’ evaluative stance object covers people, things and social phenomena. Their evaluations consist of positive and negative value. It depends on their viewpoint toward the object. Facebook users’ positioning stance covers subject to self/other. Positioning stance are divided into two, the first is affective positioning stance which showing emotional feelings about object that refers to a mood, attitude, and feeling. While the second is epistemic positioning stance which express degree/certainty to object discussion. And the last stance’s type is alignment which alignment with other subject. Alignment are consisting of two, takes via imitation, feedback, and agreement (alignment) and takes via changing the topic, disagreement and refusal (dis-alignment).
From the findings above about stance which found in some utterances in status updates of Facebook users, Facebook users construct their personal identity through stance taking by evaluating the object, positioning themselves along affective scale or epistemic stance and alignment with his interlocutor. The researcher concludes that both of college students and non-college students actually more use positioning stance. From 276 utterances, the researcher has found that there are 51 utterances (18%) which show evaluation stance, just 7 utterances for alignment (3%), and the most frequency of positioning stance, it is about 218 utterances with percentage 79% which consist of affective positioning stance (68 utterances or 25%) and epistemic positioning stance (150 utterances or 54%).

4.1.2 Style

Keraf (1991) stated that language style is the way of the people to express their idea with the special language which can show the writer's soul, spirit and concern. It is the way of people to convey their expression through language that they used. Many factors may contribute in solidarity between people are includes relative age, sex, social roles, whether people work together, or are part of the same family, and so on (Holmes, 1992). Actually, people has own style. Martin Joss (1967) in his book “The Five Clocks” classified language style into five types: those are frozen style, formal style, consultative style, casual style and intimate style. The percentage of style of language that Facebook users used can be illustrated in the diagram below:
Figure 4.2 Style of Language

In Figure 4.2, it can be seen the percentage of Style of language that used by Facebook users. Style of language itself has many types. Those are frozen style, formal style, constitutive style, casual style and intimate style. From the diagram above, the percentage of frozen style is 6% it constitutes 16 utterances, formal style 18% or 50 utterances, consultative 9% or 25 utterances, casual style 38% or 105 utterances and intimate style is 29% or 80 utterances.

4.1.2.1 Frozen style

Frozen style is the most formal way in language style. It is elegant variety that reserved for very symbolic moments and usually used in legitimate (e.g., state laws), respectful situation or formal ceremony (e.g., church service and prayers, militarily and governmental occasion). From the analysis of some utterances, the researcher has found 16 utterances
which include to the frozen style. The examples of the data that showing frozen style is illustrated as followed:

Frozen style in the military world:

The word which related to the military world can be classified to the frozen style. It is usually used by people who works in the military field such as a commander, lieutenant, sergeant, etc. From this style, people can identify as an army or navy, because not many people know about this language. It is also can be defined as register. Not only used in military field, but frozen style also can be found at the religious proselytizing man’s speech.

4.1.2.2 Formal Style

Formal style is a style which use in formal condition. Formal style is usually used in speech, student books, newspaper, and discussion in the classroom. The characteristics of this style are its careful and standard speech, low tempo speech. Formal style which found in Facebook users’ status updates are about 18% or 50 utterances that belongs to formal style. One of the example can be seen as follows:
In the status above, can be seen that Alif uses a formal language to share his argument about religion. In that utterance, looks that Alif is religious man. He uses careful word with the grammatical pattern. That sentence was also seriously impressed. So, it is can be categorized that this utterance belongs to formal style.

4.1.2.3 Consultative Style

Consultative style is a style that used in semi-formal communication. This style used among strangers or distant work colleagues, in the other word, people who do not share the same immediate knowledge. For information where provide answer to such request in consultative, like: seller-buyer conversation, doctor-patient conversation, and so on. The example data of consultative style that used by Facebook users as illustrated follows:
The data which takes from Resvicha utterance in her status updates shown consultative style. It can be seen from the content of the information that she was shares on Facebook. The information contains about job vacancy that needed by Emirates Airlines. There is a description about salary and some requirements of the register. It is included the promotion of Emirates Airlines that Vicha share on Facebook. the language that Vicha’s used is include a consultative style because there is a sentence that Vicha added in the last sentence to suggest the other person. From the whole of utterances of Facebook users, the researcher
has found 25 utterances or 9% of the percentage that including to consultative style.

4.1.2.4 Casual Style

Basically, casual style is used in informal situation for example the conversation between friends and family. It is usually applied in daily conversation, in relaxed situation that appropriate to the conversation with our friends such as when they have a picnic or sport, etc. Casual style is the most style that often used by Facebook users. Not only Facebook users, but also people in daily activities more often use this style because this style easy to pronounced and get a great role in daily life. The choice of casual style also influenced by the environment. As the examples, the researcher showing some of data covered under this:

Ersa’s utterances in her status updates shows the colloquial words. There are ellipsis (omission) that shown in the word “We’re” which originated from the word “We are”, the word “I can’t” with originate from the word “I cannot”, the word “I’ll never” from the originated “I will never” and the word “I’m” it’s from the originated word “I am”. This style is the most frequency of Facebook users’ utterances which can be found in
the status updates. It is about 38% of the percentage or exactly 105 utterances.

4.1.2.5 Intimate Style

Intimate style is the completely private language used within family and very close friends. Normally, intimate style is used in pair. It is not public assumption, means that intimate style has private vocabularies with the addressee. The word that generally signal intimacy such as “dear”, “darling” and even “honey” or in the other names and nicknames. Although is not a public assumption, but some Facebook users instead using this style in order to share their feeling to their pair. There are 80 utterances of Facebook user’s intimate style or 29%. It can be the most frequency also after casual style. The data can be seen from some utterances that they share on Facebook. One of the example can be seen as follows:

Actually, Miko has a relationship with Shinta Ameldia Imawan. He shares about his relationship in Facebook which can be seen in biodata of
Miko profile. Intimate style can be seen from the word “dear my love”. In addition, the intimate style can be identified through the words of love or through the person tagged in the status updates.

Basically, it is not public assumption, instead now Facebook users more often use the words of love to express their feelings to someone that they love through social medium, especially through Facebook account. Not only to express their feeling, their loving, there interest to someone but also it is the one of the way of people in constructing the identity. All of them think by showing that utterances, other people can know that they have a partner, they have a pair in love with someone. This is the reason why they choose intimate style in their status updates in Facebook. The frequency and the percentage of each feature are charted in figure 4.3 below.

**Figure 4.3 Style of language.**
In figure 4.3 above, each type of Facebook users’ Style of Language is drawn. Casual style is the biggest frequency among all types. It is portrayed for 105 utterances or 38%. On the contrary, frozen style becomes the lowest items which are only 16 utterances or 6%. Intimate style is subsequently in the second level which is used for 80 times or 29%. Formal style then follows as the third style which is used for 50 times or 18%. Consultative style is in the fourth level which is used 25 times or 9%.

4.2 Discussion

The result of the present study implies that Facebook users’ stance taking index their personal identity construction and style attached to Facebook users’ manner expression. Facebook users take the stance in order to position themselves among others. Meanwhile styles attached to the way of Facebook users to express their expression.

Regarding the three kinds of stance, Facebook users’ epistemic positioning stance achieves the highest frequently used (150 times or 54%). It is followed by affective positioning stance (68 times or 25%), evaluation stance (51 times or 18%) and alignment (7 times or 3%). The relation between stance and identity construction relies on its functions in displaying subjectivity which Du Bois (2007) defines as relation between stance taker and the object of stance and intersubjectivity (e.g. evaluation and positioning), the relation between one actor’s subjectivity and another’s (e.g. alignment). Facebook users construct their personal identity through stance taking by evaluating object, positioning
him/herself along affective scale or epistemic scale, and aligning with his/her interlocutor.

Based on the findings, Facebook users evaluate people, things and social issues. Their evaluations consist of positive and negative value depend on their view toward the object. Facebook users perform affective positioning stance in order to express his feeling and position themselves along the affective scale. The use of affective predicate is varied including noun, verb, adjective and adverb (Biber as cited in Chindamo et al, 2012). The object of Facebook users’ stance includes the things and people. Facebook users perform epistemic positioning stance in order to degree or certainty to object discussion and positioning themselves along the epistemic scale. The use of epistemic predicate is varied including noun, verb, adjective, adverb, conjunction, modal, preposition, and pronoun. Facebook users calibrates his relation to their interlocutor by taking alignment and dis-alignment. Facebook users take alignment stance via imitation, feedback and agreement. Meanwhile dis-alignment, they take the stance by changing the topic, dis-agreement or refusal.

According to data that are founded, the dominant type of language style in Facebook users’ utterances in their status updates is casual style. From the diagram of style of language above, the casual style is founded 105 utterances or 38%. Whereas intimate style is the second frequency with the percentage 29% (80). In the middle frequency, the researcher has found formal style with the percentage 18% (50). Consultative style becomes the fourth level of frequency with the percentage 9% (25). And the last frequency is frozen style with the
percentage 6% (16). The casual style mostly appears and used in the Facebook users’ status updates. The researcher begins to answer the second research question which is formulated as following question: “What the dominant style are used by Facebook users to construct their personal identity in Facebook?”.

Based on Martin Joss theory about language style, there are five kinds of language style. The first is frozen style which the characteristic of the sentences is very formal situation. The sentences are complicatedly related this style requires high skill. The second style is formal which used in formal situation where there is the least amount or shared background knowledge. The characteristic of this style is standard form with low intonation, and present in the important information. The third style is consultative style which sometimes combines the formal and informal language. It takes place in business transaction or daily life. The fourth style is casual style. It is the most commonly used in the numerous of Facebook users’ utterances. This style occurs in an informal situation and occurred between friends or family. And the last style is intimate style which commonly used by people who have close relationship and known well each other such as in conversation between father and daughter, husband and wife and the couple. Basically, the choice of language style not only can be influenced by some factors, such us age, gender, and sex but also by background of knowledge each account of Facebook users. From those factors, it can represent their personal identity each account.