



Communication Style in the Perspective of Masculine and Feminine Culture

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Abstract: *Communication is one aspect of human life and behavior as a whole. Humans are interconnected with one another through communication and with communication, humans can fulfill all the needs of their lives. In communicating, humans use language as a tool to express their feelings and opinions. The difference in communication style is in language understanding, where there are often differences in language understanding, this of course can lead to misunderstandings due to differences in meaning, symbols, and terms. In addition, gender also contributes to the socialization process during the growth period of a boy and a girl. Other roles can also be illustrated by the presence of sexism in the language of men and women from certain cultures. Regarding the comparison of communication styles between two different cultures, namely masculine culture (men) and feminine cultures (women), it does not show that men's communication methods are better than women's ways of communicating or vice versa. However, the differences in communication styles can be observed through certain categories, such as differences in speaking, choosing the topic of conversation, interrupting, using words or interrogative sentences, using stories and jokes, and other categories. The concept of male and female communication is like cross-cultural communication which is sometimes confusing, as when imagining two people talking but coming from two countries and even two different planets. This study aims to find out the description of the concept of gender in different communication styles between women and men.*

Keywords: *communication, Culture, Masculine, Feminine*

Abstrak: Komunikasi merupakan salah satu aspek kehidupan dan perilaku manusia secara keseluruhan. Manusia saling berhubungan satu dengan lainnya melalui komunikasi dan dengan komunikasi pula manusia dapat memenuhi segala kebutuhan hidupnya. Dalam berkomunikasi manusia menggunakan bahasa sebagai alat untuk mengekspresikan perasaan dan pendapatnya. Perbedaan gaya komunikasi adalah dalam pemahaman bahasa, dimana seringkali dijumpai perbedaan pemahaman bahasa, ini tentu saja dapat menimbulkan kesalahan pemahaman karena perbedaan makna, simbol, maupun istilah. Selain itu gender juga memberikan kontribusinya melalui proses sosialisasi pada masa pertumbuhan seorang anak laki-laki dan perempuan. Peran lainnya juga dapat digambarkan melalui adanya seksis dalam

bahasa pria dan wanita dari beberapa budaya tertentu. Mengenai perbandingan gaya komunikasi antara dua budaya yang berbeda yakni budaya maskulin (pria) dan budaya feminim (wanita), tidak menunjukkan bahwa cara berkomunikasi pria lebih baik daripada cara berkomunikasi wanita atau sebaliknya. Namun perbedaan gaya komunikasi tersebut dapat diamati melalui beberapa kategori-kategori tertentu, seperti perbedaan saat berbicara, pemilihan topik pembicaraan, cara interupsi, penggunaan kata atau kalimat tanya, menggunakan cerita dan guyonan, dan kategori-kategori lainnya. Konsep komunikasi pria dan wanita layaknya seperti komunikasi lintas budaya yang terkadang membingungkan seperti saat membayangkan dua orang berbicara namun berasal dari dua negara bahkan dua planet yang berbeda. Penelitian ini bertujuan untuk mengetahui mengenai gambaran konsep gender dalam gaya komunikasi yang berbeda jenis antara wanita dan pria.

Keywords: *Komunikasi, Budaya, Maskulin, Feminim*

INTRODUCTION

Gender inequality in everyday life cannot be completely trimmed, even though statements about feminism, gender equality, and other things that explain gender differences are not a problem. Based on data from the Central Statistics Agency (BPS) in the Ministry of Women's Empowerment and Child Protection or KPPA (2018), it is stated that gender issues are one of the points that are the focus of sustainable development, gender inequality data is still visible, especially in the percentage component of women as professional workers. Decreased from 47.59% in 2016 to 46.31% in 2017, the percentage component of women who successfully served in parliamentary seats was only 17.32%. The contribution of women's income in 2017 has increased compared to the previous year, but the distribution of women's income has not been seen significantly and some have even decreased.

The gender issue is one of the main issues in development, especially human resource development. Although many efforts have been made by the government to improve women's quality of life and strengthen institutional

capacity for gender mainstreaming, data shows that there are still gaps between women and men in terms of access, participation, control, and benefits, as well as control over resources, as in education, health, economy, socio-cultural, and other strategic fields. The lag of one community group in development, especially women, is caused by various problems in society that are interrelated with each other.

The complementary contribution model assumes that male and female workers have different abilities, so there must be differences in managing them. Second, from the perspective of stereotypes, namely sex role stereotypes and managerial stereotypes. From the perspective of stereotypes, it is assumed that gender role stereotypes emphasize the different traits and abilities of women and men. Men are considered to be more work-oriented, more objective, independent, aggressive, and have better managerial skills.

Women are considered the opposite, namely more passive, gentle, consideration-oriented, sensitive and have a lower share of responsibility than men. Managerial stereotypes emphasize the assumption that a good manager is a manager who has an attitude, a

temperamental behavior that is generally owned by men.

For a long time, men are considered to dominate women in various matters, such as in the fields of work, profession/career, sports, military, to personal and household relationships, even though this dominance lasted relatively long before the issue of emancipation and gender equality emerged.

Many experiences and observations around us illustrate the complexity of communication that occurs between men and women. The concept of male and female communication is like cross-cultural communication which is sometimes confusing, as when imagining two people talking but coming from two different countries.

Men and women often use language that is contrary to their intent and purpose. Like when there is a fight between lovers, where women tend to choose to be silent, as an expression of a message which means that she (woman) is punishing her lover (male), on the other hand, a man enjoys the quiet atmosphere created when he is with his partner before he finally men) realize that "silence" is the beginning of a conflict against gender inequalities against women.

Gender is the differentiation of roles, attributes, traits, attitudes, and behaviors that grow and develop in society. And gender roles are divided into productive roles, reproductive roles, and social roles. The word gender can be interpreted as the roles formed by the community and the behavior that is embedded through the socialization process related to the gender of women and men. There are biological differences between women and men—but culture interprets these biological differences into a set of social demands about the appropriateness of behavior, and in turn rights, resources and power.

While these demands vary by society, there are some striking similarities. For example, almost all community groups hand over

responsibility for child care to women, while military duties are assigned to men. Like race, ethnicity, and class, gender is a social category that largely determines a person's way of life. Not all societies experience discrimination based on race or ethnicity, but all societies experience discrimination based on gender—in the form of inequalities and differences—to varying degrees. It often takes a long time to change this injustice. This atmosphere of injustice can sometimes change drastically due to socio-economic policies and changes.

From the above phenomenon, the focus of the problem analyzed is how the concept of gender in male and female communication styles and the differences in communication styles in masculine and feminine cultures.

According to the critical perspective, communication is the result of various pressures (tensions) between individual creativity in producing messages and social barriers to creativity itself. In everyday life, gender issues are still found, which can be seen in the gender gap between men and women. It is undeniable, until now this phenomenon is still emerging (Lani, O.P, Dkk, 2021)

METHOD

This research is qualitative research that is library research that uses books and other literature as the main object (Hadi, 1995: 3). The type of research used is qualitative, namely, research that produces information in the form of notes and descriptive data contained in the text under study (Mantra, 2008: 30).

RESULT AND DISCUSSION

1. The Meaning of Communication

Communication is one aspect of human life and behavior as a whole. Humans are interconnected with each other through almost all community groups hand over communication and with communication

humans also fulfill all the needs of their lives. As we know, every human being wants to complete his life in pairs.

Communication can occur if there are similarities between the sender of the message and the person who receives the message. In line with this, communication or communication comes from the Latin "communis". Communis or in English "common" which means the same. When we communicate this means that we are in a state of trying to create similarities (Suwardi in H. Syaiful Rohim, 2009: 8).

Tubbs and Moss communication is the process of forming meaning between two or more people (Mulyana 2017: 15). In this context, communication does not distinguish the sender and receiver of the message and is no longer oriented to the source because this communication involves many individuals and it appears that communication is dynamic.

namely common, which if we define it in Indonesian means "same", then we can clearly see that the purpose of communication is to achieve a commonality of opinion or opinion.

3. Changing Behavior (To Change the Behavior) After obtaining information, the purpose of communication is that someone who receives the information will behave in accordance with the given stimulus or in other words behave as expected by the information giver. (Effendy, 2002:50)
4. To Change the Society In the previous point, the expected behavior change is more for individuals or individuals, at this point the changes are focused on a wider range of human groups. So the changes that occur are en masse. (Effendy, 2002:55)

2. Communication Purpose

The purposes of communication are as follows:

1. Change Attitude (To Change the Attitude) Communication aims to influence a person's behavior. After someone expresses what information he wants to convey (communication) then the next stage is whether or not someone will be affected by the information or message conveyed and then whether it will change the person's attitude or not. Communication is expected to change a person's attitude in accordance with what is expected by the communicant.
2. Changing Opinions / Opinions / Views (To Change the Opinion) Furthermore, communication aims to change someone's opinion or opinion as expected by the communicant. In line with the basic word of communication,

3. Communication Process

The communication process can take place well if the communication process goes well and smoothly. As a process, communication has something in common with how a person expresses feelings, things that are opposite (contradictory), the same (harmonious, harmonious), and goes through the process of writing, listening, and exchanging information. According to Effendy in his book Communication Science Theory and Practice quoting that the communication process is divided into two stages, namely as follows: The ongoing delivery of ideas, information, opinions, beliefs, feelings, and so on by communicators to communicants by using symbols, for example, 20 languages, images, colors, and so on that have conditions (2003:63-64). To be clearer, the researcher will discuss the communication process with a review from Carl Hovland in Effendy who explains that:

"communication is a systematic effort to decide firmly the principles and on the basis of which information and opinions and attitudes are conveyed." (2003:16)

From this explanation, communication is clearly an activity carried out by someone to express or not state an idea to others by using symbols in the form of language, pictures, or signs which mean general attitudes. The communication process consists of two stages, including the primary communication process and the secondary communication process. Mondry in Effendy explains that:

The primary communication process is the process of conveying one's thoughts and feelings to others by using symbols (symbols) as media. Symbols as primary media in the communication process include language, gestures, images, colors, and so on. Terms can directly "translate" the communicator's thoughts or feelings to the communicant.

The process of secondary communication, is the process of delivering messages from one person to another by using a tool or means as the second medium after using the symbol as the first medium. Communicators use a second medium in communicating because the communicant as the target is in a relatively distant place or in large numbers. (2002:15)

4. Verbal Communication

Verbal communication is a symbol or message that uses one or more words by using conscious efforts to relate to other people verbally by using language that can be understood because language is a verbal code system.

According to Larry L. Barker (in Mulyana, 2005: 13), language has three functions: 1) naming (naming or labeling), 2) interaction, and 3) information transmission. The following is an explanation regarding the function of the language:

- a) Naming or naming refers to efforts to identify objects, actions, or people by mentioning their names so that they can be referred to in communication.
- b) The interaction function emphasizes the sharing of ideas and emotions, which can invite sympathy and understanding or anger and confusion.
- c) Through language, information can be conveyed to other people, this is what is called the transmission function of language. The specialty of language as a function of transmitting information across time, by linking the past, present, and future, enables the continuity of our culture and traditions.

5. Understanding of Communication Style

According to Norton (Allen, et al (2006) Communication style can be defined as the way a person can interact verbally and verbally, to give a sign of how the true meaning must be understood or understood. Communication style is a window into understanding how the world perceives a person fully as a unique personality. It affects a person's relationships, career, and emotional well-being. Understanding the communication style will allow a person to work on aspects that are found to be negative.

The way or style of communication sometimes becomes more important than the content of the communication. Many people understand the content well but the communication message does not reach or is not received by others because of the inability to convey the message. In terms of this communication style becomes important to apply.

Based on the above theory, it can be concluded that the theory of communication style itself is a device of interpersonal behavior that is specialized in a particular situation. Each communication style consists of a set of

communication behaviors that are used to get a certain response or response in certain situations. The suitability of a communication style used depends on the intentions of the sender and the expectations of the receiver.

6. Communication disorder

Disturbances in Communication Communicating effectively is not easy. This happens because of several things, one of which is a disturbance in conveying communication. There are two types of disturbances in communication which according to their nature can be classified as follows (Effendy, 2003: 45-46):

- a) Mechanical disturbances (mechanical, channel noise) Disturbances caused by communication channels or physical noise, for example, unclear letters, upside-down letters, torn pages in newspapers, or noise from the audience when someone is leading a meeting.
- b) Semantic noise (semantic noise) Disturbance that makes the understanding of a communication message to be damaged. The meaning of the word semantics is knowledge of the actual meaning of the word or changes in the meaning of the word. Everyone can have a different meaning of the same word symbol caused of two types of understanding, namely:
 - 1) denotative meaning is the understanding of a word that commonly exists in cases accepted by people with the same language and culture. , and
 - 2) connotative meaning is an emotional understanding of a person's experience and background.

7. The Role of Gender in Men and Women's Communication Styles

To distinguish between sex and gender, it can be understood that, "Sex refers to the biological characteristics between men and women, which are often called gender, while gender refers to the psychological, social and interactional concepts of the individual's character". (Wolvin, 2010:105).

In line with this opinion, Sandra Harding and Julia Wood, mention that gender is a system of meaning, a point of view through a position where most men and women are separated environmentally, materially, and symbolically. Gender also refers to differences in the character of men and women based on socio-cultural construction, which is related to the nature of their status, position, and role in society.

Factors to consider are That the terms "male nature" and "female nature", namely the concept of masculine culture and feminine culture. However, in reality, the discussion of male and female communication must refer to the "tendencies that exist in men" and "the tendencies that exist in women". It should be remembered that the predisposition of gender is not a descriptor for a sex/gender. A person with his gestures, way of walking, tone of voice, and language are often used to become stereotypes of a particular group.

8. Comparison of Masculine and Feminine Cultural Communication Styles

Women who come from feminine cultures respond to the world differently than men because of their different experiences and activities rooted in the division of labor. Due to its political dominance, the male perception system becomes more dominant, hindering the free expression of women's alternative thoughts. To be able to participate in society, women must change their perspective into a system of expression that is acceptable to men.

In general, men have dominated society through speech using strong expressions while

women have to adapt their language to their environments be it business or personal, where there is a language problem when women are faced between business and personal relationships. They (women) are required to use formal language in a business setting but still use "feminine language" when talking to friends in personal relationships. If they refuse to speak like women, they will be laughed at because they are considered masculine (tomboy), but they are also ridiculed when using "feminine language" because they are considered unable to speak clearly, for example when women have to make adjustments. In their every speech. Most women can master feminine and masculine language and feel comfortable.

Use feminine language and language the masculine. When men want something, they will ask for it directly, like when a man asks a woman, "please". Buy me an orange!" When a man wants something, he feels that he has a status to ask and get something, different from what women do. When women ask a man for something, they always start with a little "nice" such as: "Are you not busy today? Did you go back through that street/shop? Do you mind buying oranges" or using indirect sentences, such as: "I've been feeling unwell lately, and get sick easily, maybe because I lack vitamin C".

Often women speak in this way because they feel they are of a rather low status which causes them to have no right to ask for anything. When men are not able to interpret the request correctly, women will be angry and disappointed, and men will show their attitude by saying, "If you want something, why don't you just say it?". Women use a lot of questions when speaking because they want assurance that their statements are true. This shows the hesitation of women to express themselves. For example, a woman will be more likely to say "That's the right button, isn't it?" to others, while a man would say "That is the right button." without an additional question word at the end of the sentence. Women also use it to add a question sentence at the end of a statement, such as "The movie was terrible, wasn't it?" This kind of intention is usually to attract the other person to enter into a conversation.

In addition, the many questions in women's conversations also illustrate that women try harder than men in maintaining relationships in every conversation. Women often feel it's their role to make sure the conversation goes well, and they assume if it doesn't go well they'll try to make things right. In an argument, women tend to mix things up. Meanwhile, men have a fighting instinct, especially if he doesn't understand why women get angry.

In a complaint argument, in fact, men tend to see themselves as problem solvers. So, what he was saying was probably a shorthand solution he was trying to come up with. This makes men not feel that what their partner says is a solution. Rather, as a matter of showing his indifferent nature. In fact, the majority of men have helped their partners find a solution, even if it's only a simple solution.

From the nonverbal context, when speaking, women tend to keep their gazes, often nod, and mumble as a sign that they are listening and expressing their togetherness. Men in terms of listening try to obscure that impression in an effort to maintain their status. Likewise with other nonverbal forms, such as tone of voice, environment, body contact, and appearance.

9. Language, Communication, Gender

Communication can take place well if there is mutual understanding between the sender and recipient of the message, so that there is an understanding of an idea or idea. Through a good understanding, the purpose of communication to provide a stimulus for attitude change will be easily achieved. (Lani, O.P, Dkk, 2021)

Women are more expressive but have less control. Compared to men, women are more able to express themselves spontaneously and show accurate facial poses for what is being conveyed. Often because of her expressive attitude, women make things that are less liked by the communicant because women are able to express their emotions but lack the ability to control what should not be expressed. But men are better able to read writing in the form of a code (code). Men who are trained in nonverbal languages show that they are also capable of decoding. In addition, men also showed more dominant behavior when shaking hands, angry, and annoying expressions, while women showed more connected body movements when laughing, smiling, and having a more open posture.

Communication, which is closely related to language and culture, has its own interesting aspects to study.

This is because different cultures and people's understanding of gender affect language and communication. Deficit Theory talks about the differences in communication between two cultures, namely male and female cultures. At first, this theory assumed that women's speaking styles were considered "different and less intelligent" compared to women's speaking style Men.

Some of the reasons behind this assumption include: (1) the existence of Intellectual Inferiority of Women. (2) Women socialize and behave in less powerful ways so that they adopt a language style that is appropriate to their status (Juliano P, 2015). Experts also mention that the concept of two cultures between men and women has two different styles and strategies, both of which are equally valid. In accordance with this approach, the solution to seeking redress for gender misunderstandings is mutual understanding and acceptance. Men and women must understand how to relate to one another and respond appropriately. Communication approaches, language, culture,

and gender affect the patterns of communication and interaction between men and women.

CONLUSSION

1. The role of gender in communication styles cannot fully be used as a reason for the differences between male and female communication styles, but gender has contributed through the socialization process during the growth period of a boy and a girl. Other roles can also be illustrated through the presence of sexism in the language of men and women of certain cultures
2. Regarding the comparison of communication styles between two different cultures, namely masculine culture (men) and feminine cultures (women), it does not show that men's communication methods are better than women's ways of communicating or vice versa. However, the differences in communication styles can be observed based on certain categories, such as differences in speaking, choosing the topic of conversation, interrupting, using question words/sentences, using stories and jokes, and other categories.

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