The Use of Non-Standard Indonesian Expressions by Men and Women in *The Reader's Letters*

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Abstract: This study reports on the non-standard Indonesian expressions used by men and women in *The Reader's Letters* in magazines. Seven editions of two different magazines, *For Him Magazine* and *Cosmopolitan*, were used as the source of data. The findings revealed the kinds of nonstandard expressions used by both gender, in terms of linguistic categories and non-standard features, also confirming that the men employed more nonstandard expressions than the women

In communication, people can use different varieties of the same language. The varieties can be either standard or non-standard. The language variety used is influenced by some factors in the social context, such as the age, status, topic, gender, and purpose (Alwi, Dardjowidjojo, Lapoliwa, & Moeliono, 2003, p. 5). People who come from different social status, age, and gender use different varieties. The different use of language variety is usually reflected in the vocabularies and the language structure.

Based on gender, men and women are different, in terms of the language that they use (Holmes, 1992, p. 164). The different usage of language between men and women can be seen in many ways. Female speakers tend to use more "prestigious" form than male speakers in the same social background (Yule, 1997, p. 242). Lakoff (1978) states that women's speech is more "polite" than men's. Lakoff also claims that women tend to use hedges like "It's kinda nice" and question tags in expressing something like "The weather is really nice today, isn't it?" On the other hand, fillers and question tags are rarely found in men's language. Another clear difference between men and women's language is that women use "hyper-correct grammar". It means that women tend to use standard language.

The use of different language varieties in society can be seen in daily life, in the spoken form and in the written one. Written language can be in the forms of newspaper, book, poster, booklet, and magazine. Among those kinds of written forms of language, magazine is one of the interesting written forms to be taken as the object of study. Magazine is a mass media in which several language varieties can be used. The language of magazine may be informal as the language should be as friendly as possible to the readers (Hadi, 2002). It should be communicative as it is more effective to achieve the target market. The communicative style of language that is used by magazine is almost the same as the spoken language style, which is usually less formal. However, as one form of written language, the language of magazine should be more explicit and clearer (Alwi et. al., 2003, pp. 7-8).

At the present time, there are magazines that are published especially for women readers and those published for men readers primarily. It shows that the needs of men and women in terms of information, interest, and entertainment are different. There are two magazines in the Indonesian language, which are designed for different gender: *For Him Magazine (FHM)* for male readers and *Cosmopolitan* for female readers. These two kinds of magazines have some common characteristics: The first similarity is on the content; both magazines are focused on the daily life. *FHM* concerns men's life, and *Cosmopolitan* concerns women's. The second similarity is that both magazines are under the same license, which is MRA-Media Group; both were first published in September 2003.

In order to study the language of men and women, one specific section of both kinds of magazines was chosen as the source of data, that is, the Reader's Letters. The letters posted by the readers are published and replied by the editors. The letters are mostly about compliments, requests, critiques, and opinions of the readers towards the magazines. Since *FHM* is a magazine whose readers are mostly men, the letters that are posted to be published in the readers' letters are also mostly written by men. On the other hand, the readers' letters of *Cosmopolitan* are usually written by women. As both magazines are monthly magazines, seven editions of each magazine, from September 2003 edition to March 2004 edition, were chosen as the source of data.

The language variety observed here are the non-standard expressions that are used by the women and men in composing their letters in the magazines. Expressions refer to all "linguistic forms" that are used in

language (Crystal, 1997, p. 144). So, it is clear that expressions here can refer to all linguistic forms; "word, phrase, clause, and sentence" (Oda & Suparno, 1994, pp. 25-28). Every language, including Indonesian, has its own expressions that have been regularized or standardized according to its own policy. Besides the standard Indonesian expressions, some other varieties are used. Riasa has found some characteristics of non-standard Indonesian expressions used in some teenagers' short story. Some of the characteristics are the use of non-standard affixes and the use of non-standard terms. The expressions used by a speaker can also be non-standard if the speaker uses foreign language instead of using the Indonesian language (Riasa, 2002).

In this study, the language used by the males and females, in terms of their use of non-standard expressions, was examined to find out the kinds of non-standard Indonesian expressions used by the writers in the Reader's Letters in the two kinds of magazines for different genders: *For Him Magazine* (*FHM*) and *Cosmopolitan*. The kinds of the non-standard expressions were classified based on linguistic categories and non-standard features. In addition, the study seeks to reveal the frequency of occurrence of the sentences containing non-standard expressions to find out whether the Indonesian male writers in the Reader's Letters in *FHM* used more non-standard Indonesian expressions than the Indonesian female writers in *Cosmopolitan*.

Language and Gender

Some linguists have done researches on the influence of gender on the language used. Lakoff, for example, has given some characteristics of women's language that differentiate them from men's. Women, as said by Lakoff, tend to use some forms that men rarely use. Some other linguists also discuss the reasons why men and women use the language in different ways (Montgomery & Thomas, 1994). There are some reasons why both gender use the same language differently. One of the reasons is that sociologically women are usually more conscious to status than men. It can be related to the reality that in many societies, women are considered as the second class. Facing this reality, some women try to raise their status in the society. One of the ways is through the language they use. That is why women usually tend to use a more standard variation or "form" of language than men (Trudgill, 1974, p. 87).

On the other hand, men usually tend to use more non-standard linguistic forms than women. It is influenced by the condition of men as a main part of working-class life. In many societies, men are the ones who have to work. The language that is usually used by the men is usually related to 'toughness'. Since 'toughness' is often considered as one of the characteristics of "masculinity", men tend to use the "working-class language", which is characterized by the non-standard form (Trudgill, 1974, p. 87).

Holmes also talked about the role of vernacular language in expressing masculinity. Men prefer "vernacular" forms as they carry "macho connotation" of "masculinity" and "toughness". This assumption, directly or indirectly, states that the standard forms of languages seem to be the females' languages (Holmes, 1992, pp. 174-175).

Non-Standard Indonesian Expressions

A non-standard variety is a language variety which has not been standardized and does not have official status. A language variety that does not suit the standard language norms is a non-standard language. Generally, it can be said that a dialect is a non-standard language (Tampubolon, 1978 p. 21). Non-standard language is usually the first language that is learned by people in a multilingual community, and the use of this kind of language is limited. This kind of language is usually used by people to show solidarity among those who come from the same group. This language is also sometimes used for everyday interaction or communication (Holmes, 1992, p. 81). The examples of the non-standard expressions that can be found in the Indonesian language are the Javanese language and the Jakartanese. Those kinds of language can also be called vernacular language. Based on the understanding that a standard language is the language that has certain norms not influenced by vernacular, regional, and foreign language, it can be said that the non-standard variety is the one influenced by those languages (Tampubolon, 1978, p. 23). In fact, people can choose which language they want to use to communicate. The use of other varieties, directly or indirectly, makes the standard language non-standard.

Riasa's study (2002) entitled "Bahasa ABG dalam Cerpen Remaja: Implikasi dan Pengajarannya bagi Siswa/i Sekolah Menengah di Australia" ("Teenager language in adolescent short story: Its implication and teaching

to high school students in Australia") revealed the characteristics of the non-standard Indonesian, which were classified into nine types as follows:

1. An active verb + -*in* to form active transitive verbs
   Instead of using affixes "meN-kan" or "meN-i", people tend to use a simpler affix, which is "meN-in". For example: p*ikir→ mikirin* (think), *ambil → ambilin* (take).
2. Passive form 1: *di-* + simple verb + -*in*
   This passive verb is formed by adding prefix "di-" and suffix "-in" into the simple verb. For example: *jalan → dijalanin* (go through).
3. Passive form 2: *ke-* + simple verb
   This passive verb refers to passive form "ter" in standard Indonesian. For example: *tangkap → ketangkap* (catch), *timbang → ketimbang* (compared to).
4. Deletion of one or more letters
   This can be in forms of the deletion of the first letter or phoneme or the deletion of the letter "h" from the standard Indonesian vocabulary. For example: *habis → abis* (ended), *memang → emang* (indeed).
5. Simplification or contraction of two different words
   The examples are: t*erima kasih → makasih* (thank you), *bagaimana → gimana* (how).
6. The use of other non-standard terms
   The examples are: c*antik → kece* (pretty), *dia → doski* (he/she).
7. Substitution of one or more letters
   The substitution is usually on the letter "a" to "e". For example: *benar → bener* (right), *cepat → cepet* (fast).
   The substitution can also be in the forms of the changing of the dipthong "au" with "o" and "ai" with "e". For example: *kalau → kalo* (if), *sampai → sampe* (until).
8. Adaptation of foreign language.
   For example: sorry → *sori*, c*omment → komen*.
9. The use of foreign language
   For examples: *thank you, sorry*.

Although this study was focused on the Indonesian teenagers' language, which is different from the subjects of this study, the Indonesian adults, the findings on the basic characteristics of the non-standard Indonesian is important for this study, to be applied as a guideline to identify and categorize the data.

METHDOLOGY

In conducting the research, the writer used a qualitative descriptive approach dealing with mostly words as its main concern to find out the kinds of non-standard expressions used by men and women. Besides, the writer himself was the main instrument in collecting and analyzing the data gathered from the magazines.

The sources of the data of this research were seven editions of the two magazines, *FHM (For Him Magazine)* and *Cosmopolitan*, starting from September 2003 to March 2004. The data were nonstandard Indonesian expressions consisting of words, phrases, clauses and sentences.

Data Collection and Data Analysis

The data were collected by identifying the expressions that are non-standard in Indonesian based on the non-standard guideline of Indonesian expressions. All the letters from the seven editions were put in a table, and the non-standard expressions were bolded. The table was also used to count the number of non-standard sentences and total number of sentences used in each edition. This was essential to count the frequency of occurrence of the non-standard expressions produced by the men and women writers.

Each non-standard expression collected was analyzed to determine its type based on linguistic forms and non-standard Indonesian features using Riasa's classification as a guideline, which means that it did not close any possibility to accommodate some other features of non-standard expressions. To view all the features of non-standard Indonesian expressions that occurred in both magazines, the results of both magazines were presented in one table for comparison.

To answer the question whether the men really used more non-standard Indonesian expressions than the women, the frequency of occurrence of the non-standard expressions in both sources of data was counted based on the number of sentences containing non-standard expression(s) in relation to the total number of sentences produced in the letters in each edition, using the following formula:

$$\frac{n}{\Sigma n} \text{ x } 100\%$$

n   = numbers of non-standard Indonesian sentences
ΣN = total number of sentences

FINDINGS AND DISCUSSION

The whole findings were summarized in 4 (four) tables. Table 1 and Table 2 present the kinds of non-standard expressions, used in *The Reader's Letters* of *FHM* and *Cosmopolitan* respectively. Another table, Table 3 is used to summarize the types of non-standard features occurring both in the male magazine and the female magazine. Table 4 presents the frequency of occurrence of the non-standard expressions in the seven chosen editions of both kinds of magazines. Following the tables, explanation and discussions on the findings are provided.

Kinds of Non-Standard Indonesian Expressions Used in *FHM* and *Cosmopolitan*

The kinds of non-standard expressions in terms of the types of non-standard features and the linguistic categories occurring in the male magazine, *FHM*, is summarized in Table 1.

Table 1. Non-Standard Indonesian Expressions in *FHM*

Linguistic Forms		Base + *-in*	*di-* + base + *-in*	Deletion	Non-standard term	Substitution	Adaptation of foreign language	Foreign language	Combination of English & Ind. Indonesian-English	Unnecessary use of suffix
Word	Verb	v	v	-	-	v	-	v	v	v
	Noun	-	-	v	-	v	-	v	-	-
	Adj	-	-	v	v	-	-	v	-	-
	Adv	-	-	v	-	-	-	v	-	-
	FW	-	-	-	v	v	-	v	-	-
Phrase	NP	-	-	-	-	-	-	v	v	-
	VP	-	-	-	-	-	-	-	-	-
	AdjP	-	-	-	v	-	-	v	-	-
	AdvP	-	-	-	-	-	-	-	-	-
Clause		-	-	-	-	-	-	-	-	-
Sentence		-	-	-	-	-	-	v	v	-

The check mark (v) indicates the existence of the kind of non-standard expressions in terms of linguistic category and type of non-standard feature; whereas the non-existence of the related kind is represented by a dash mark (-).

Table 1 shows the kinds of non-standard Indonesian expressions used by the male writers in *FHM*, categorized based on linguistic forms and types of non-standard features. Based on linguistic forms, the non-standard Indonesian expressions used by the male writers comprised words – verbs, nouns, adjectives, adverbs and function words --, and phrases - noun phrase, adjective and adverb phrase-, and sentences. The non-standard linguistic features found in the male writers' letters were categorized into eight types as follows:

a. base + -*in*

The non-standard suffix –*in* is usually used in Jakartanese to form a verb. It was found in *malu-malu-in*, used instead of the standard form *memalukan*. The suffix–*in* was attached to the stem *malu* (embarrassed), replacing the standard suffix –*kan*.

The stem was duplicated, while the prefix *me-* in the standard form was deleted.

b. *di-* + base + -*in*

The confix consisting of the prefix *di-* used in the standard Indonesian and the non-standard suffix –*in* was attached to the stem *banding* (compare) forming the non-standard passive verb form *dibandingin* (be compared), instead of using the standard Indonesian *dibandingkan* (be compared). Another example occurred in *dikirimin* (be sent), in which the prefix *di* and the suffix –*in*, forming the confix *di-...- in* was attached to the stem *kirim* (send). The non-standard suffix –*in* replaced the standard suffix –*i* in the standard form *dikirimi*. From the examples it can be seen that the non-standard suffix –*in* could co-occur with the prefix di- forming a passive verb.

c. deletion

The element deleted could be a prefix or a letter used in the standard form, which existed in noun, adjective and adverb, as presented in the following examples:

kerjaan (job)   :   The prefix *pe-* in the standard verb form *pekerjaan* (job) has been deleted.

asik (fun)   :   The letter *y* in the standard form of adjective *asyik* has been deleted.

aja   :   The standard adverb word is *saja* (only), in which the initial letter *s* has been deleted.

d. non-standard term

This type of non-standard feature occurs as adjective, function word, and adjective phrase, as seen in the following:

nglantur   (confused)
nggak   (not)
gak norak   (not vulgar)

The adjective *nglantur* does not exist in standard Indonesian. It is commonly used in Javanese vernacular. Similarly, the negation *nggak* and *gak* are from the same vernacular, Javanese, meaning not. They can be used interchangeably. In the data, *nggak* was used preceding a verb, i.e. *nggak percaya* (not believe), while *gak* was used preceding an adjective, i.e. *gak norak* (not vulgar)

e. substitution

Substitution occurs when a certain letter used in the standard form **is** replaced by another one. This type of non-standard feature typically occurs in Jakartanese in verb and noun, in which the letter *a* is replaced by *e*, as shown in the following examples:

Verb : dat*a*ng → dat*e*ng (come)
Noun : tem*a*n → tem*e*n (friend)

Another example was found in the use of function word the non-standard function word *kalo*, which was originated from the standard form *kalau*. The letter *o* representing the vowel [o] replaced the letters *au* representing the diphthong [au].

f. foreign language

This type of non-standard expressions occurred due to the use of foreign language, in this case, English, instead of the standard Indonesian expressions. It comprised words functioning as verb, noun, adjective, adverb, function word; phrases – noun and adjective phrases-, and sentences. The examples are presented in the following:

Verb   : revealing
                   subscribe
                   wish
Noun   : girls
                   girlz
                   clients
                   jokes
Adjective   : full
                   funny
                   sexy
                   hot

Adverb   : anyway
Function word   : gosh
                          hi
Noun Phrase   : sex guide
                          market leader
                          girl on the sofa
                          student of the month
Adjective Phrase : smart and sexy
                          Sexy and funny
Sentence   : It's so exciting can join the world of *FHM*
                          Don't forget the annual calendar
                          Last but not least, plz pay more attention to the details
                          Hey guys what were u thinking
                          Well, who says being a leader suppose to be easy
                          FHM Indonesian will live up to the challenge, won't
                          you guys?

Some of the lexical words do not belong to the normal standard English, such as *girlz,* which was used instead of the standard form *girls,* plz instead of *please*, and *u* instead of *you*. In addition there were grammatical deviations as found in the sentences: *It's so exciting can join the world of FHM* and *Well, who says being a leader suppose to be easy*

g. combination of English and Indonesian
Similar to the previous type, this type of non-standard expression was due to the use of the English language. The difference lies in the fact that the use of the English expression was mixed with the Indonesian prefix *di-* as found in the verb *dirolling*, in which the prefix *–di* was attached to the English stem *rolling*. In most cases, the Indonesian suffix denoting possessive ,i.e., the first possessive form *–ku* (my), the second possessive form *–mu* (your), the third person possessive form *–nya* (his/her), was attached to the English stem , which can be seen in the following nouns and noun phrases:

Noun   : Joke-*nya*
                          Cover-*nya*
                          Stress-*ku*
Noun Phrase : Local content-*nya*
                          beauty guide-*mu*
                          student of the month page-*nya*

In the examples of noun phrase, the Indonesian suffix was attached to the English phrases *local content*, *beauty guide* and *student of the month*. In other cases, there was a mixture of Indonesian free morphemes combined with English free morpheme as found in the following:

> thanks *banget* (thanks a lot)
> *dalam* long weekend (in long weekend)
> *warung pojok* of the month (food stall of the month)

In one case the Indonesian function word, negation, *bukan* was inserted in the English sentence: *Brand loyalty <u>bukan</u> (is not) taken for granted especially in this era of unlimited choice*.

h. unnecessary use of suffix

There was one case occurring in the use of an Indonesian suffix *–an* attached to the standard verb form *ganti* (replace?) making a non-standard term *gantian.* (take turns)

In the female magazine, *Cosmopolitan*, as shown in table 2, the non-standard expressions comprised fewer linguistic categories compared to those found in *FHM*.

There were six linguistic categories consisting of noun, adjective, adverb, noun phrase, adjective phrase and sentence. The non-standard features found in the data could be classified into five types: non-standard term, adaptation of foreign language, foreign language, combination of English and Indonesian, and unnecessary use of suffix. The examples are presented in the following:

a. non-standard term

It was found in one case in the use of non-standard adverb *malahan* replacing the standard word *bahkan* (even)

b. foreign language

The foreign language used was borrowed from the English language, which were of various linguistic categories: noun, adjective, noun phrase, adjective phrase and sentence, as seen in the following:

Noun   : foreplay
                   website
                   thanks
                   trafficking
                   cover
Adjective   : yummy
Noun Phrase   : swimsuit special

                    thanks a lot
                    tote bag
                    beauty guide
                    fun fearless female
                    the naked bartenders
Adjective Phrase : fun and fearless
Sentence   : Never let fear rule your life
                    You've helped me a lot
                    Your next target: get a pay rise

Table 2. Non-Standard Indonesian Expressions in *Cosmopolitan*

Linguistic Forms		Base + -*in*	*di-* + base + -*in*	Deletion	Non-standard term	Substitution	Adaptation of foreign language	Foreign language	Combination of English & Ind. Indonesian-English	Unnecessary use of suffix
Word	Verb	-	-	-	-	-	-	-	-	-
	Noun	-	-	-	-	-	v	v	-	-
	Adj	-	-	-	-	-	-	v	-	v
	Adv	-	-	-	v	-	-	-	-	-
	FW	-	-	-	-	-			-	-
Phrase	NP	-	-	-	-	-	-	v	v	-
	VP	-	-	-	-	-	-	-	-	-
	AdjP	-	-	-	-	-	-	v	-	-
	AdvP	-	-	-	-	-	-	-	-	-
Clause		-	-	-	-	-	-	-	-	-
Sentence		-	-	-	-	-	-	v	-	-

c. adaptation of foreign language
    There was only one case occurring in one of the letters in Cosmo-politan, as found in *jender*. The English noun *gender* was adapted to the Indonesian spelling to represent the sound.
d. combination of English and Indonesian
    There was only one case occurring in the use of the Indonesian second person possessive form *–mu* (your), being attached to the English noun phrase, as seen in beauty guide-*mu*

e. unnecessary use of suffix

Similar to the data found in *FHM*, the Indonesian suffix *–an* was added to the standard adjective form *sabar* (patient), making it a non-standard form *sabaran*

In the case of the non-standard types of b and c, all the English expressions were borrowed without any modification. In the same way, in terms of patterning, the expressions borrowed from English followed the English patterns, except for one case, i.e. swimsuit special, which was adapted to the Indonesian pattern, where the modifier *special* followed the head *swimsuit*, which is different from the English phrase *special swimsuit* in which the one-word modifier commonly precedes the head.

The features of the non-standard expressions used in both kinds of magazine can be summarized in the following table.

Table 3. Features of Non-Standard Indonesian Expressions

Features of non-standard expressions	*FHM*	*Cosmopolitan*
Base + *-in*	√	-
di- + base + *-in*	√	-
Deletion	√	-
Non-standard term	√	√
Substitution	√	-
Adaptation of foreign language	-	√
Use of foreign language	√	√
Combination of Indonesian and English	√	√
Use of unnecessary suffix	√	√

From the table, it can be seen that the features of non-standard Indonesian expressions found in *FHM* were the use of suffix *–in*, confix *di--in*, deletion, the use of non-standard or vernacular term (dialect), substitution, the use of foreign language (English), the combination of English and Indonesian, and the use of unnecessary suffix. Some, exactly four, of the features that appeared in *FHM* were also found in *Cosmopolitan*. However, there was one type of feature, found in *Cosmopolitan*, which did not occur in *FHM*, i.e. adaptation of foreign

language. The other features of non-standard Indonesian expressions found in *Cosmopolitan* were the use of non-standard or vernacular term, the use of English, the combination of English and Indonesian, and the use of unnecessary suffix.

It was, thus, revealed that the features of non-standard Indonesian expressions found in *FHM* were more various than the ones found in *Cosmopolitan*. From table 1 and 2, it can be seen that the features of non-standard expressions in *FHM* appeared in more various linguistic forms than the ones in *Cosmopolitan*. The non-standard features used in *FHM* could be found in all parts of speech and function words, noun phrases, adjective phrases, and sentences. On the other hand, in *Cosmopolitan*, the non-standard expressions were found only in noun, adjective, adverb, noun phrase, adjective phrase and sentence. Non-standard forms of verb, and function word, which occurred in *FHM*, did not occur in *Cosmopolitan*. Furthermore, the data also revealed that the features of non-standard expressions occurred in every linguistic form more often in *FHM* than those in *Cosmopolitan*. Nevertheless, it was found out that there were no non-standard features in verb phrase, adverbial phrase, and clause either in *FHM* or in *Cosmopolitan*.

The Use of Non-Standard Expressions in *FHM* and *Cosmopolitan*

The next question to answer was whether the men really used more non-standard Indonesian expressions than the women. As stated in the previous explanation, the study tried to find out whether the men used more non-standard expressions based on the total number of non-standard sentences used by both gender, compared to the total number of sentences in each of the seven editions of both types magazines, *FHM* and *Cosmopolitan*. Sentence units were used to represent the expressions with a basic understanding that a sentence would be non-standard if one or more of its components are non-standard.

The calculation of the number of the non-standard Indonesian sentences and also the total number of the sentences used in the letters in each edition of both kinds of magazines were summed up in table 4 below:

Table 4. The Frequency of the Use of Non-Standard Expressions by Male and Female Writers

Magazines / Editions	FHM		Cosmopolitan	
	Number of non-standard sentences	Number of sentences	Number of non-standard sentences	Number of sentences
September 2003 ed.	8	22	1	6
October 2003 ed.	21	52	34	17
November 2003 ed.	14	20	5	-
December 2003 ed.	39	39	26	7
January 2004 ed.	36	8	4	4
February 2004 ed.	60	30	26	17
March 2004 ed.	14	117	3	20
TOTAL	44	252	26	160
(%)	46.43%		12.5%	

Using the numbers indicating the total occurrence of non-standard sentences, the percentage of the occurrence of nonstandard sentences in each magazine was calculated. It was done by the following calculation:

Cosmopolitan:

$$\frac{n}{\Sigma n} \times 100\% = \frac{20}{160} \times 100\% = 12.5\%$$

FHM:

$$\frac{n}{\Sigma n} \times 100\% = \frac{117}{252} \times 100\% = 46.43\%$$

with

n   = numbers of non-standard Indonesian sentences

ΣN   = total numbers of sentences

From the percentage, it can be concluded that the men used more non-standard Indonesian sentences, which also means that the men used more non-standard Indonesian expressions than the women. The women used only 12.5% non-standard sentences from the total sentences they produced, while the men, on the other hand, used 46.43% non-standard sentence from the total sentences they produced in composing their letters. This fact showed that indeed the men used more non-standard expressions than the

women. What is more, it can be seen that the men writers consistently used more non-standard expressions than the women. This was shown in each monthly edition from September 2003 to March 2004.

The whole findings showed the kinds of non-standard Indonesian expressions used by the male writers of the reader's letters in *FHM* and those produced by the female writers in *Cosmopolitan*. There were eight kinds of non-standard Indonesian features that were found in the male magazines, *FHM*, and five found in the female magazines, *Cosmopolitan*. Usually, the female and male writers mixed their standard Indonesian with the nonstandard varieties of Indonesian vernacular, Jakartanese or Javanese. In most cases, the foreign language, English, expression was inserted in the Indonesian sentence, either as a separate unit or as a stem to which the Indonesian affix, standard or vernacular, was attached.

The frequency count of the occurrence of non-standard expressions in *FHM* and *Cosmopolitan* showed that the male writers used more non-standard Indonesian expressions more frequently than the female writers. In addition, the male writers used more variety of non-standard features spread over more linguistic forms. The data showed that there were some non-standard features and linguistic forms that could be found in *FHM*, but were not found in *Cosmopolitan*. These indicated that the male writers used non-standard expressions more extensively than the female writers.

CONCLUSION

Some linguists (Lakoff, 1978, Holms, 1992, & Yule, 1997) argue that men's language is different from women's. In general, they say that men tend to use less formal or non-standard language than women. This has given the inspiration to carry out the study on the non-standard Indonesian expressions used by male and female writers in the Reader's Letters of two different kinds of magazines, respectively designed for male and female readers.

To reveal the kinds of non-standard expressions in terms of linguistic categories and nonstandard features and the frequency of occurrence of the non-standard expressions used by male and female writers, two different kinds of magazines were chosen: the *FHM* and *Cosmopolitan* magazines. The data were collected from seven editions of each kind, dated from September 2003 to March 2004. The findings on non-standard features revealed that, totally, there were nine types of non-standard features used

by the male and female writers in both kinds of magazines: base + *-in*, *di-* + base + *-in*, deletion, non-standard term, substitution, foreign language, adaptation of foreign language, combination of English and Indonesian, use of unnecessary suffix, found in both kinds of magazines; eight types found in the *FHM* magazines and five types found in the *Cosmopolitan* magazines. Some of the features existed in both kinds of magazine, consisting of the use of non-standard term, use of foreign language, combination of English and Indonesian, and the use of unnecessary suffix. There was one which existed in the *Cosmopolitan* magazine only, i.e. adaptation of foreign language. On the other hand, there were four kinds which were non existent in the female writers' letters: the use of base + *-in*, *di* + base + *-in*, deletion and substitution.

In terms of linguistic categories of the non-standard expressions, there were also more kinds of linguistic categories found in the male writers' letters than those found in the female writers' letters in the magazines. In addition, the non-standard feature which was in forms of verb and function word found in *FHM* were non-existent in *Cosmopolitan*. All these cases indicated that the male writers employed more kinds of non-standard expressions than the female writers, which was also supported by the results on the frequency count.

Based on the frequency counted on the occurrence of the sentences having non-standard expressions used by the male writers in the seven editions of *FHM* magazines and the female writers in the equal number of magazines of *Cosmopolitan*, it was revealed that the male writers consistently used more sentences with non-standard expressions than the female writers. This can be observed that in every edition there were more sentences with non-standard expressions in *FHM* than in *Cosmopolitan*. These findings are in line with the statement that men tend to use less formal or non-standard language than women.

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