

## **CHAPTER IV**

### **FINDINGS AND DISCUSSION**

In this chapter, the researcher provides data description, findings and discussions of the paralinguistic features in musician facebook fanpages. This chapter answered the first research question about what types of paralinguistic features used by musicians in their facebook fanpages using the typographic strategies that represent paralinguistic in CMC theory by Thurlow et al. This chapter also answered the second research question about the meaning of paralinguistic features used by musicians using the semiotic theory by Roland Barthes. The last, this chapter answered the third research question about the function of paralinguistic features in Musician Facebook Fanpages using the communicative function theory by Mary Finocchiaro.

#### **Research Question**

1. What are the Paralinguistic Features used in Musician Facebook Fanpages?
  - What types of Paralinguistic Features used in Musician Facebook Fanpages?
  - What are the meanings of the Paralinguistic Features used by musicians in their Facebook Fanpages?
  - What are the functions of the Paralinguistic Features used by musicians in their Facebook Fanpages?

#### 4.1 Data description

The data are the entire status, photo captions, video captions, and link caption updated from January until April 2014 in musician facebook fanpages. The writer took the data from six verified musician facebook fanpages. They are three female singers (Taylor Swift, Britney Spears, Madilyn Bailey) and three bands (As Blood Runs Black, The Word Alive, and Betraying the Martyrs). They chosen because they are very active in status updating. Also, they usually use the paralinguistic features to express their feeling and emotion in their facebook fanpages. The data consist of three hundred and six data, but only two hundred and forty two data that contain the typographic strategies that represented the use of paralinguistic.

For example, this is the status updated in January 2nd, 2014 by Madilyn Bailey that contains the typographic strategies that represented the use of paralinguistic in musician facebook fanpages and the analysis of meaning and function of it.

*Yeahhhhhhhh this hat is pretty much the coolest thing ever... ;) I  
bet you want one now lol #crazyhat :p*

It updated in January 2nd. This is a caption of her photo. It talks about the hat that she bought from some place at that time. She loves it and let her fans know about the hat she bought. in denotaion level of meaning, it is the term yeah that given an additional letter. In connotation level of meaning, the term 'yeah'

that given some additional letters means that she was very excited about the hat. It looks like being spoken by her directly. According to Finocchiaro's theory about communicative function, it has the personal communicative function to express her feeling about the hat and mark her tone of voice, so her fans can know her tone of voice when she updated that status.

After that, in denotation level of meaning, it is the multiple used of periods. In connotation level of meaning, the multiple periods (...) mean that the story is unfinished. It has the imaginative communicative function to narrating the event and give a pause for her before she say the following statement about the hat. The emoticon in denotative level of meaning is the combination of some punctuation. In connotative level of meaning, the emoticon ;) and :p used to add more about her feeling of the hat. The emoticon ;) looks like she was winking and the emoticon :p looks like she was teasing about the hat. It has the personal communicative function to express her feeling about the hat.

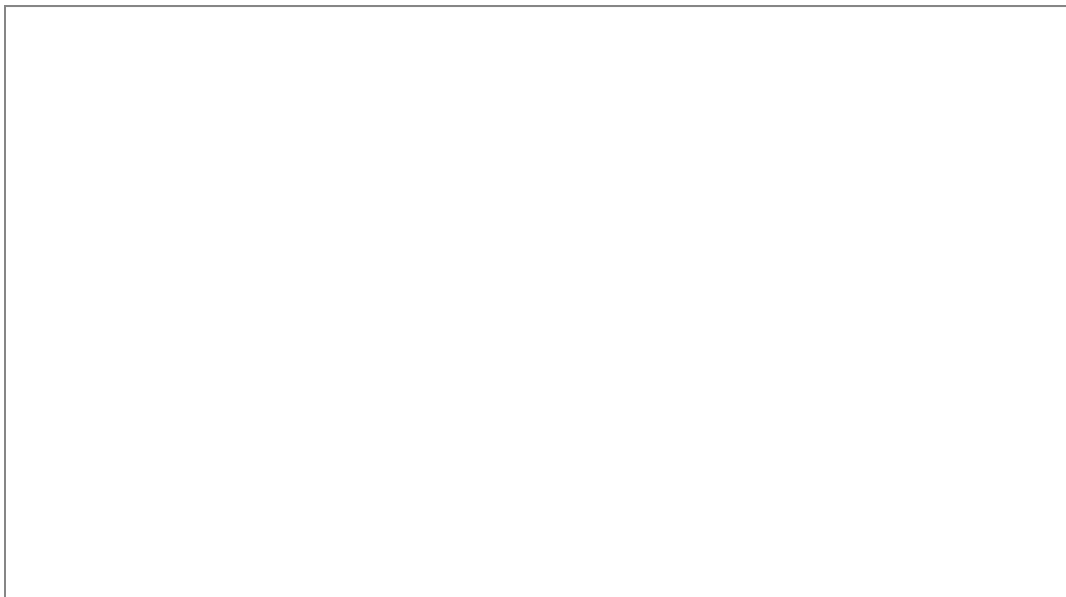
In denotation level, the term 'lol' is an acronym for *laughing out loud* or *laugh out loud*. In connotation level, it means that she was laughing at the hat about how ridiculous the hat is. It is a common element in internet slang. It has the referential communicative function to simplify the statement that she was laughing at the hat. The last, the hash tag that used in *#crazyhat* means that the hat is crazy, it is the unusual hat used by the others. It has the referential communicative function to tell what she is talking about when her fans read the status.

## 4.2 Findings and discussion

Based on the table analysis 1, about the categorization of the data, the writer found 457 typographic strategies that represented the use of paralinguistic features that categorized into six types in six musician facebook fanpages. Each paralinguistic features have the different meaning and function. The results of analysis are presented in the table and chart below:

No	Musician	The use of paralinguistic features	Percentage
1	Taylor Swift	37	8%
2	Britney Spears	52	11%
3	Madilyn Bailey	147	32%
4	As Blood Runs Black	97	21%
5	The Word Alive	80	18%
6	Betraying The Martyrs	44	10%
	<b>Total</b>	<b>457</b>	<b>100%</b>

**Table 4.1 Paralinguistic features in musician facebook fanpages**



### **Figure 4.1 Paralinguistic features in musician facebook fanpages**

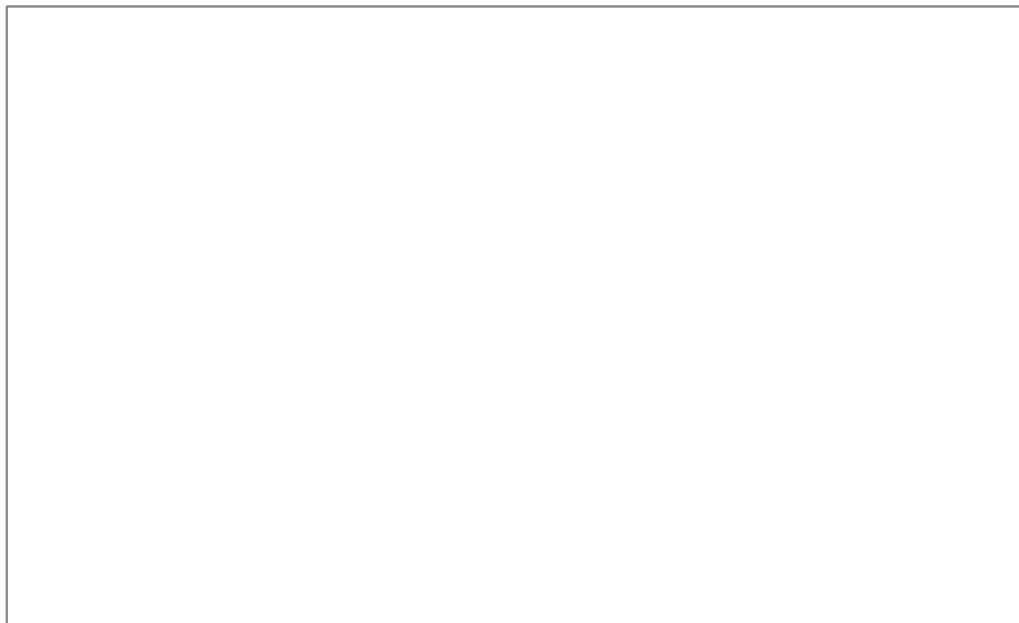
Based on the table and chart 4.1 above, the writer found 457 typographic strategies that represented the use of paralinguistic in six musician facebook fanpages. It shows that there are 37 paralinguistic features (8%) in *Taylor Swift* fanpage, 52 paralinguistic features (11%) in *Britney Spears* fanpage, 147 paralinguistic features (32%) in *Madilyn Bailey* fanpage, 97 paralinguistic features (21%) in *As Blood Runs Black* fanpage, 80 paralinguistic features (18%) in *The Word Alive* fanpage, and 44 paralinguistic features (10%) in *Betraying The Martyrs* fanpage. The discussion of the type, the meaning, and the function of paralinguistic features will be explained in the next part.

#### **4.2.1 Type of paralinguistic features**

According to Thurlow et al (2004, p.125), there are eight types of typographic strategies that represented the use of paralinguistic in computer mediated communication. Meanwhile, the writer only found six types of typographic strategies that represented the use of paralinguistic in this research. The six types are the use of abbreviation, punctuation, capitalization, onomatopoeic, emoticon/smiley and symbol. The results of analysis are presented in the table and chart below:

No	Paralinguistic features	Total	Percentage
1	Abbreviation	48	11%
2	Punctuation	105	23%
3	Capitalization	83	18%
4	Onomatopoeic	20	4%
5	Emoticon and smiley	85	19%
6	Symbols	116	25%
<b>Total</b>		<b>457</b>	<b>100%</b>

**Table 4.2 Types of paralinguistic features in musician facebook fanpages**



**Figure 4.2 Types of paralinguistic features in musician facebook fanpages**

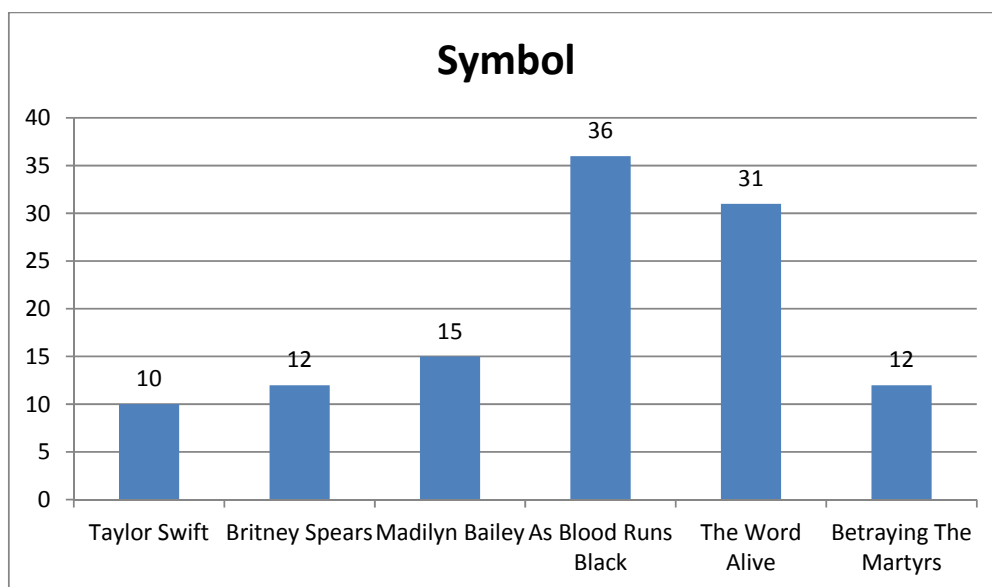
Based on the table and chart 4.2 above, the writer found that the use of symbol has the highest percentage; it is 25% with total 116 times used in the data. The second one is the use of punctuation that has 23% with total 105 times used in the data. Then, the use of emoticon and smiley is in the third place with 19% and

total 85 times used in the data. The fourth is the use of capitalization with 18% and total 83 times used in the data. After that, the use of abbreviation in the fifth place with 11% and total 48 times used in the data. The last one is the use of onomatopoeic with 4% and total 20 times used in the data. The result from each source of the data will be explained bellow.

#### 4.2.1.1 Symbol

No	Musician	Total	Percentage
1	Taylor Swift	10	9%
2	Britney Spears	12	10%
3	Madilyn Bailey	15	13%
4	As Blood Runs Black	36	31%
5	The Word Alive	31	27%
6	Betraying The Martyrs	12	10%
	<b>Total</b>	<b>116</b>	<b>100%</b>

**Table 4.3 Symbol in musician facebook fanpages**



**Figure 4.3 Symbol in musician facebook fanpages**

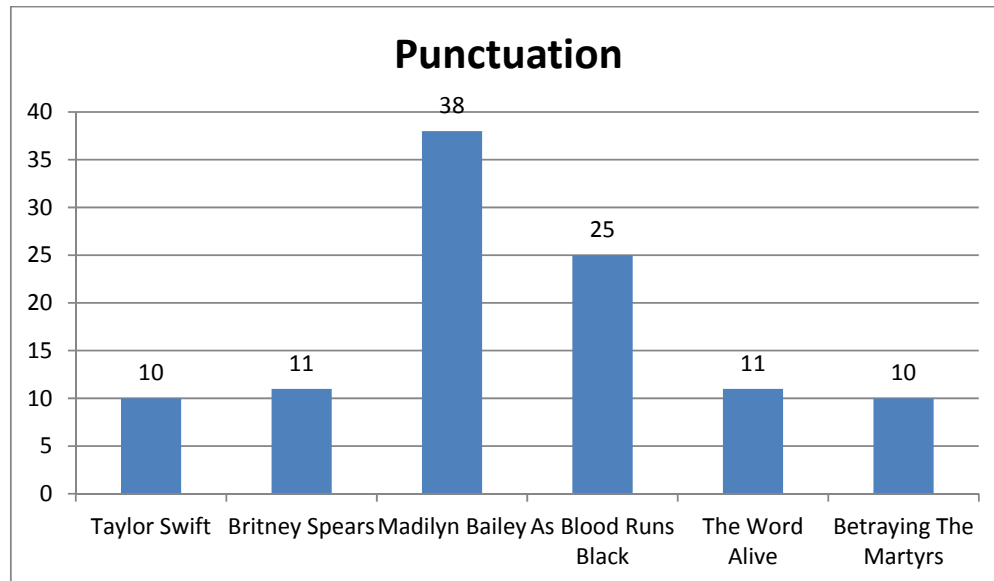
Based on the table and the chart 4.3 above, the writer found 116 times symbol used. In the use of symbol, As Blood Runs Black has the highest amount and percentage with 36 times used (31%). Then, The Word Alive with 31 times used (27%). Madilyn Bailey with 15 times used (13%). Britney Spears and Betraying The Martyrs with 12 times used (10%). The last, Taylor Swift with 10 times used (9%)

#### 4.2.1.2 Punctuation

No	Musician	Total	Percentage
1	Taylor Swift	10	10%
2	Britney Spears	11	10%
3	Madilyn Bailey	38	36%
4	As Blood Runs Black	25	24%
5	The Word Alive	11	10%
6	Betraying The Martyrs	10	10%
	<b>Total</b>	<b>105</b>	<b>100%</b>

**Table 4.4 Punctuation in musician facebook fanpages**





**Figure 4.4 Punctuation in musician facebook fanpages**

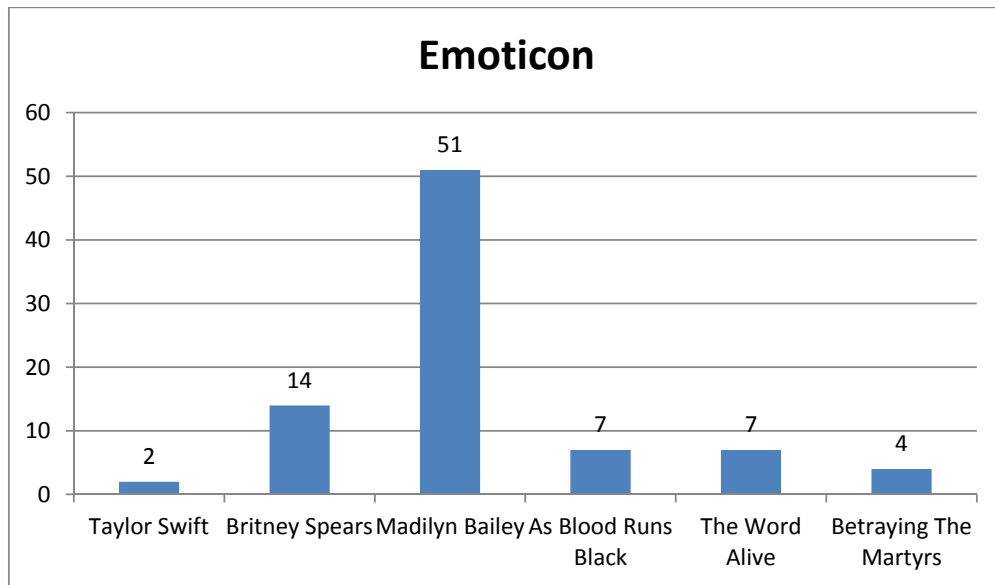
Based on the table and the chart 4.4 above, the writer found 105 times the punctuation used in the source of data. In the use of punctuation, Madilyn Bailey has the highest amount and percentage with 38 times used (36%). As Blood Runs Black in the second place with 25 times used (24%). Then, Britney Spears, The Word Alive, Taylor Swift, and Betraying The Martyrs have the same amount and percentage with 11 and 10 times used (10%).

#### 4.2.1.3 Emoticon

No	Musician	Total	Percentage
1	Taylor Swift	2	2%
2	Britney Spears	14	17%
3	Madilyn Bailey	51	60%
4	As Blood Runs Black	7	8%

5	The Word Alive	7	8%
6	Betraying The Martyrs	4	5%
	<b>Total</b>	<b>85</b>	<b>100%</b>

**Table 4.5 Emoticon in musician facebook fanpages**



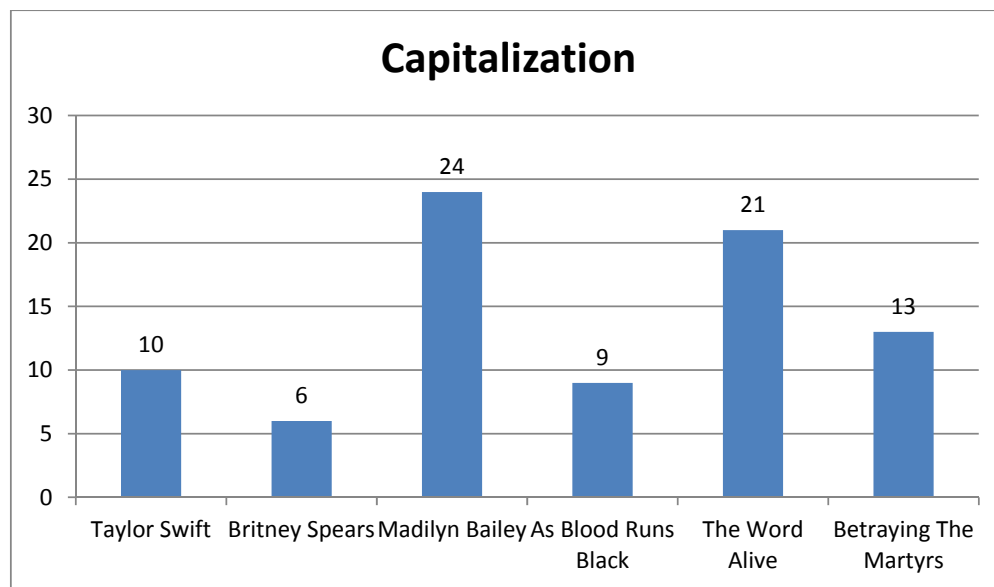
**Figure 4.5 Emoticon in musician facebook fanpages**

Based on the table and the chart 4.5 above, the writer found 85 times emoticon used in the source of data. Madilyn Bailey has the highest amount and percentage with 51 times used (60%). Besides that, the others only used it below twenty times. Britney Spears only used it 14 times (17%). As Blood Runs Black and The Word Alive used it 7 times (8%). Betraying The Martyrs used it 4 times (5%). The least, Taylor Swift with 2 times (2%)

#### 4.2.1.4 Capitalization

No	Musician	Total	Percentage
1	Taylor Swift	10	12%
2	Britney Spears	6	7%
3	Madilyn Bailey	24	29%
4	As Blood Runs Black	9	11%
5	The Word Alive	21	25%
6	Betraying The Martyrs	13	16%
	<b>Total</b>	<b>83</b>	<b>100%</b>

**Table 4.6 Capitalization in musician facebook fanpages**



**Figure 4.6 Capitalization in musician facebook fanpages**

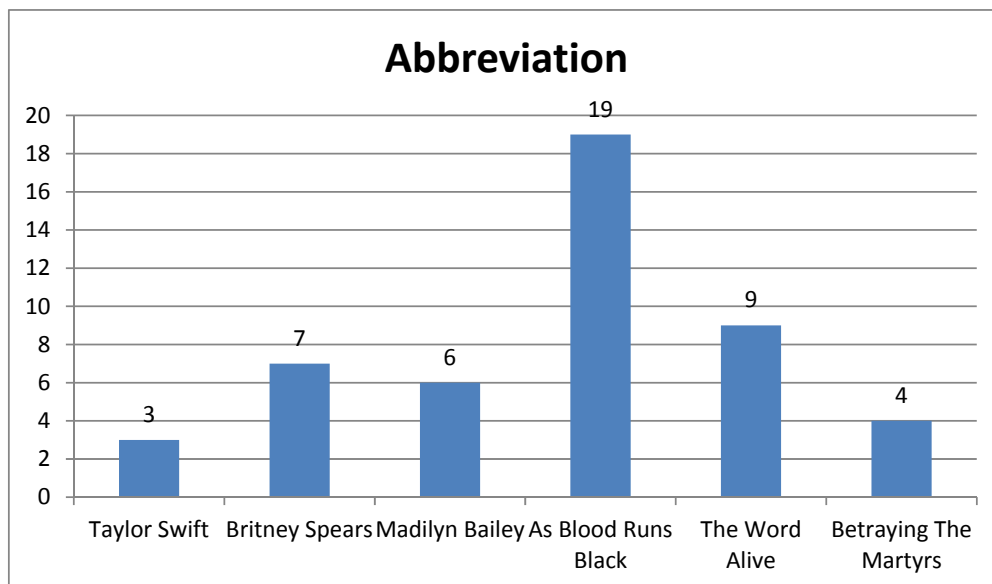
Based on the table and the chart 4.6 above, the writer found 83 times the capitalization used in the source of data. Madilyn Bailey has the highest amount and percentage with 24 times used (29%). Then, The Word Alive used it 21 times (25%). Betraying The Martyrs used it 13 times (16%). Taylor Swift used it 10

times (12%). As Blood Runs Black used it 9 times (11%). The last, Britney Spears used it 6 times (7%)

#### 4.2.1.5 Abbreviation

No	Musician	Total	Percentage
1	Taylor Swift	3	6%
2	Britney Spears	7	15%
3	Madilyn Bailey	6	12%
4	As Blood Runs Black	19	40%
5	The Word Alive	9	19%
6	Betraying The Martyrs	4	8%
	<b>Total</b>	<b>48</b>	<b>100%</b>

**Table 4.7 Abbreviation in musician facebook fanpages**



**Figure 4.7 Abbreviation in musician facebook fanpages**

Based on the table and the chart 4.7 above, the writer found that abbreviation used by musician in their facebook fanpages 48 times. As Blood

Runs Black has the highest amount and percentage in using it with 19 times (40%). Then, The Word Alive used it 9 times (19%). Britney Spears used it 7 times (15%). Madilyn Bailey used it 6 times (12%). Betraying The Martyrs used it 4 times (8%). The least, Taylor Swift used it 3 times (6%).

#### 4.2.1.6 Onomatopoeic

No	Musician	Total	Percentage
1	Taylor Swift	2	10%
2	Britney Spears	2	10%
3	Madilyn Bailey	13	65%
4	As Blood Runs Black	1	5%
5	The Word Alive	1	5%
6	Betraying The Martyrs	1	5%
	<b>Total</b>	<b>20</b>	<b>100%</b>

Table 4.8 Onomatopoeic in musician facebook fanpages

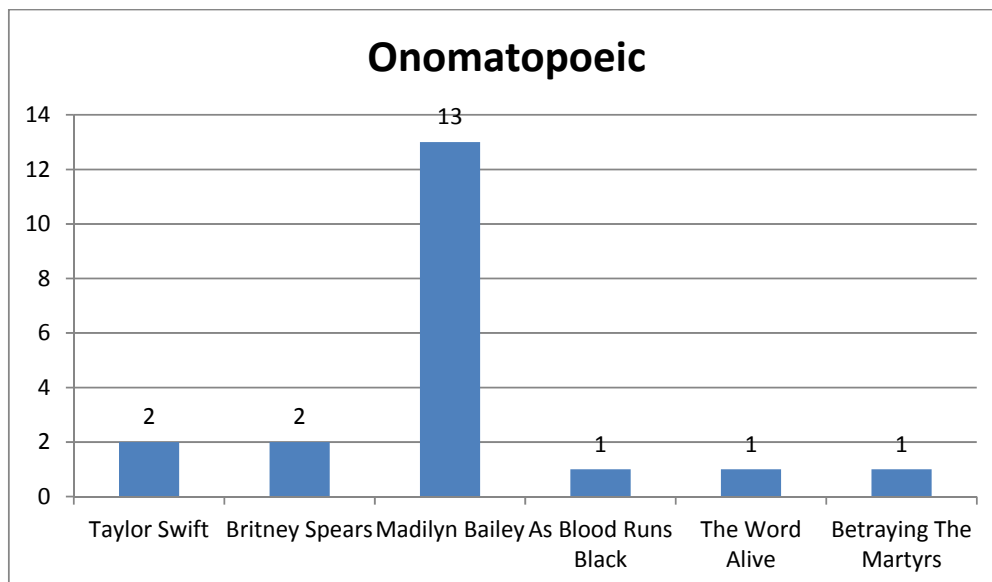


Figure 4.8 Onomatopoeic in musician facebook fanpages

Based on the table and the chart 4.8 above, the writer found only 20 times onomatopoeic used by musician in their facebook fanpages. Madilyn Bailey has the highest amount and percentage. She used it 13 times (65%). Then, Taylor Swift and Britney Spears used it 2 times (10%). After that, As Blood Runs Black, The Word Alive, and Betraying The Martyrs only used it 1 time (5%)

#### **4.2.2 Meaning of the paralinguistic features**

To analyse the meaning of each paralinguistic features used by Musicians, the writer used Semiotic theory by Roland Barthes about the denotation and connotation level of meaning. The meaning of the six types of typographic strategies that represented the use of paralinguistic in this research found by the writer based on table analysis 2 (analysis of meaning and function of paralinguistic features) will be explained bellow.

##### **4.2.2.1 Abbreviation**

Abbreviation means a short form of a word or phrase (Cambridge). It means to make a word or phrase shorter than before. It commonly did by the user of the computer mediated communication in order to type the sentences faster. In this research, the writer found that abbreviation used 48 times in the musician facebook fanpage. This is the explanation about the meaning of abbreviation in musician facebook fanpage;

- Taylor Swift

*How's this for an epic hair flip? Throwback to Taylor on the Speak Now Tour in 2011! #tbt*

She updated this on January 31st. This is the caption of her photo when she performing her song at the concert in 2011. In the denotation level of meaning, the term ‘tbt’ is the acronym of *throwback to*. In the connotation meaning level, it means she want to reminds her fans about her concert in the Speak Now Tour in 2011.

- Britney Spears

*OMG! Thank you so much for choosing me as your Favorite Pop Artist! I love y'all so much! Xo!*

She updated this on January 9th. She wanted to thank her fans for choosing her as the winner of some contest. She won the honor of Favorite Pop Artist category. In the denotation level, the term ‘OMG’ is the abbreviation from the phrase ‘*Oh My God*’. In the connotation level, it means that she emphasized her expression about how she really amazed for the honor. Also, the term ‘xo’ is the abbreviation of ‘*hug and kiss*’.

- Madilyn Bailey

*Ahhhhhhh my Boyfriend and my Sister both went back to collage today which means I'm ALL ALONE ☹️lol Whatever will I do with myself?!? What would you do with the house to yourself??*

She updated this on January 27th. This is the status when her family back to the college, she feels alone. She ask her fans what will they do when they are alone in the house. In the denotation level, the term ‘lol’ is an acronym for ‘*laughing out loud*’ or ‘*laugh out loud*’. In the connotation level, it means that she was laughing the situation about her loneliness.

- As Blood Runs Black

*Stop by our [MerchNOW](#) page today for some exclusive gear! [#ABRB](#) <http://bit.ly/1k4M4Ag>*

It updated on March 25th. They promote their new official merchandise. In th denotation level, the term ABRB is an abbreviation from their name, *As Blood Runs Black*. That is their stage name. in the connotation level, by use the abbreviation of their name, they can be easily known by their fans. They want to show their identity.

- The Word Alive

*Here's your [#tellelevision](#) from [NYC](#)! I love you all but my right side killed it tonight. Hope you guys liked [#playthevictim](#) See you at [@warpedtour](#)*

It updated on March 26th. This is the caption from the video taken by a camera at their concert in New York. In the denotation level, NYC is the abbreviation from *New York City* that typed with capital letter. In connocation level they means that they were emphasizing the place that their show held. The abbreviation here useful to simplify the sentences.



- Betraying The Martyrs

**#BTMfacts** Did you know that our russian machine, Mark Mironov, has been tracking all the drums of our new album in only 6 days?! 70 hours of tracking in less than a week. #MotherRussia <https://www.youtube.com/watch?v=vDBc2n8XFPg>

It updated on april 12nd. They wanted to tell their fans that their drummer, Mark Mironov has been tracking all of the drums of their new album only in 6 days. The hash tag means that they were talking about it. It was their facts and their drummer. The term #BTMfacts means that they want to tell their fans about their facts when recording the new album. In denotation level, BTM is an abbreviation from their name, *Betraying The Martyrs*. In the connotation level, they want to show their identity.

#### 4.2.2.2 Punctuation

In the internet language or netspeak there is an uncommon use of punctuation. Sometimes, the users use the multiple punctuation marks in the sentence. In this research, the writer found that musicians sometime use the multiple punctuation marks when they update the status in their facebook fanpages. The use of multiple period (...) and exclamation marks (!!!) are the typographic strategies that represented the use of pralinguistic. The meaning and the function of the multiple use of punctuation marks will be explained bellow.

- Taylor Swift

*California here we come, right back where we started from...  
ROAD TRIP!! [Karlie Kloss](#)*

She updated it on March 6th. This is a caption of her photo about her trip in California with her friends. The multiple periods here used to tell that there was another story missed. In the denotation level it is the multiple periods and exclamation marks. In the connotation level, the multiple exclamations mean that she really excited about the trip. The multiple use of punctuation here useful to indicate some utterance is unfinished and to emphasize something.

- Britney Spears

*...and we're back Vegas! How was everyone's weekend?*

It was updated on February 19th. This was her status after she came back from some tour. She asked about her fans weekend. In the denotation level, it is the multiple periods. In the connotation level, the multiple periods here used to tell that there was another story missed. It has the function to indicate some utterance is unfinished

- Madilyn Bailey

*30,000,000 views... seriously?!?!?! That's all you guys!!!  
THANKS SO MUCH!!! <3*

In January 16th, she updated a status about her music video that reach 30.000.000 views and she said thank you to her fans. In the

denotation level, it is the multiple periods and exclamation marks. In the connotation level, the multiple periods means that the story is unfinished. It used to give a pause for her following statement. Also, the multiple exclamation marks means that she was very excited about the viewers of her video in *youtube*.

- As Blood Runs Black

*Finally!!!! See you in a few months Indonesia!! Details and dates coming soon!!*

In January 4th, they announced that they will have a concert in Indonesia. In the denotation level, it is the multiple used of exclamation marks. The multiple exclamation marks means that they were very excited about what they are talking about. They are very excited about the concert in Indonesia.

- The Word Alive

*Hey guys it's Telle Smith here... Ask me some questions about 'REAL.' I'll try to answer some for you tonight!*

In April 13, it was their vocalist that wants to answer their fans question about the new album. In the denotation level, it is the multiple used of periods. In connotation level, the multiple periods means the story is unfinished. It gives a pause for the following statement. The capital letter means that they give an emphasis on the word *real*. It is their new album name.

- Betraying The Martyrs

*Hey guys, guess what time it is..... ;)*

In February 26th, they want to ask their fans about what will they do at that time. In the denotation level, it is the used of multiple periods. In the connotation level, the multiple used of periods means that the story is unfinished. They want their fans to continue the story with answer their question about what was that.

#### **4.2.2.3 Capitalization**

Capitalization means that writing a word with the first letter as the capital letter and the remains letters in lower case. In internet language, there is an uncommon use of the capitalization; users sometime write the sentence with all capitalized. That is what the writer found in this research. Sometimes, in the sentence, musician update a status with the entire sentence typed in the capital letter. This is the explanation about the meaning and the function of it.

- Taylor Swift

**RINGING IN 2014.**

It updated on January 1st. This is a caption of her photo in the occasion of new year celebration. She felt so excited about the celebration. All the text is written in the capital letter. In the denotation level, it is the

sentence that typed in the capital letter. In the connotation level, it means that she want to express her excitement about the New Year celebration.

- Britney Spears

**EXCITED FOR TONIGHT VEGAS!!!!**

January 30th, this is her status before her concert in Las Vegas. In the denotation level, it is the sentence that typed in the capital letter. In the connotation level, the capital letter of 'excited for tonight, Vegas' means that she give more emphasize for the message that she really excited about this concert. Also, the multiple used of exclamation marks used to give an extra emphasize to her statement that she was very excited about the concert.

- Madilyn Bailey

**NEW VIDEO!!!** *I'm only human.... ☺ To go along with the message of this song, I have almost **NO MAKEUP** on in this video!!! Let me know what you think and **SHARE** if you like!! ☺*

April 12nd, she wanted her fans to comment in her new video which she didn't use any make up in the video. In the denotation level, it is the sentence that typed in the capital letter. In the connotation level, the capital letter means that she give an emphasize for the words new video, no makeup, and share.

- As Blood Runs Black

*Crush have been debuting some **AMAZING** and **SEXY** kits recently. Go check them out!! Lets help them get to 30 K likes.... Tell them ABRB sent you!!*

February 19th, they promote a new drum makers brand. The word ‘amazing’ and ‘sexy’ typed in capital letter. In the denotation level, it is the sentence that typed in the capital letter. In the connotation level, it means that they give an extra emphasis for the character of the drum kits. It was amazing and sexy. The multiple use of exclamation marks means that they really mean about it.

- The Word Alive

*2013 is coming to an end and we can't thank you for the amazing year! You are our back bone, so keeping that in mind, **PLEASE** don't drink and drive tonight! It's **NOT** cool and we don't want to hear of any more fans passing away due to it. Be safe tonight and we'll see you in 2014!*

January 1st. This status was updated in the New Year night. They want to remind their fans to not drink and drive because it can be dangerous. In the denotation level, it is the sentence that typed in the capital letter. In the connotation level, the capital letter used to give an extra emphasize about their suggestion to not drink and drive in the new year night. It shows their worried about drink and drive in the New Years night.

- Betraying The Martyrs

*SPREAD THE WORD, TELL ALL YOUR FRIENDS ! WE ARE BACK ;)*

February 12nd, this is a caption of their photo. The photo shows that their new album will be produced soon. They want their fans to be ready and tell the other. . In the denotation level, it is the sentence that typed in the capital letter. In the connotation level, the capital letter used to emphasize the statement that they are back. They were working in their new album. They want the fans to tell the others about it.

#### 4.2.2.4 Onomatopoeic

The unique ways done by user to make the others understand their message is with using the onomatopoeic expression. According to Thurlow (2004, p.125) Onomatopoeic or stylized spelling are quite similar with interjection. The user can use the letter to help mark their tone of voice. The writer found it in the musician facebook fanpages. This is the explanation about its meaning and its function in musician facebook fanpage status.

- Taylor Swift

*Next to meeeeeee, woo hooo! <3*

It updated on February 11st. This is the caption of her photo about the guest in the concert, Emeli Sande' that sang along with her. In the

denotation level, it is the multiple used of some letters. In the connotation level, the additional letter in 'me' and 'wo ho' are the onomatopoeic expression that means she was so excited about her guest.

- Britney Spears

*[Vegas Magazine](#) Winter 2014 cover! Headed back to my second home this week - YAY! 😊*

It updated on January 27st. This is a caption of her photo about some magazine that used her photo as the cover. In the denotation level, it is the slang of yes. In the connotation level, the term 'yay' come from her reaction and what she said when she saw the magazine. It typed with the capital letter to emphasize her feeling about it.

- Madilyn Bailey

*Ahhhhhhhhhh the sun is shining and I feel good :):):) How are you all doing today?!?!*

February 19th, she commented about the sun at that time and asked her fans about what are they doing at that day. In the denotation level, it is the term *ah* that given an additional letter. in connotation level, the additional letter in the word 'ah' represent her grateful about the sun. Also, the emoticon :):):) add more explanation about how happy she was.

- As Blood Runs Black

*A brand new clip of the new As Blood Runs Black record "Ground Zero"?!*



Check **dis!**

*Please comment, like, share, make suggestions - anything and everything that our family has to say will be heard, so don't be shy! If you guys make enough noise about this we'll definitely be posting more videos soon ;)*

January 27, they updated a part of their new song and want their fans to comment, like, share, and make a suggestion about it. In the denotation level, it is the term dis. In the connotation level, the word 'dis' comes from the word 'this'. It can be concluded as an onomatopoeic because it is written as being spoken. It show the sound when she said it. The emoticon ;) means that they were winking to the fans.

- The Word Alive

**Hollllllyyyy** Seattle! Such a sick show, felt like an old school floor show with you guys so close. Much love! [#television](#)

March 20th, This is the caption from the video taken by a camera at their concert in Seattle. In the denotation level, it is the word holy that given an additional letter. in the connotation level, the additional letter in the term holy means that they are very excited about the concert. The hash tag means that they were talking about the video of their concert.

- Betraying The Martyrs

**b0tr0y0ng Th0 M0rt0rs.** [#studio](#) [#djent](#)

*(Thanks Mark from [Periphery](#) for the studio trick! ;) it sounds amazing)*

March 18, This is a photo caption about their sound system that be modified by their soundman. In the denotation level, it is the mixture of the letter and number. In the connotation level, the phrase *b0tr0y0ng Th0 M0rt0rs* is the onomatopoeic from what is the sound look like. It looks like being heard directly from the sound system.

#### 4.2.2.5 Emoticon and smiley

Emoticon and smiley are popular among the user of computer mediated communication. They usually use it to express their feeling without saying it directly. It is the combination of some punctuation to make a new form of it that looks like the human facial expression. In this research, the writer found that emoticon and smiley usually used by musicians when update a status in their facebook fanpages. This is the explanation about the meaning and function of emoticon and smiley.

- Taylor Swift

*Next to meeeee, woo hooo! <3*

It updated on February 11st. This is the caption of her photo about the guest in the concert, Emeli Sande' that sang along with her. In the denotation level, it is the combination of some punctuations. In connotation level, the emoticon <3 used by her to describe the situation

there and express her lovely feeling. It means that she get the lovely feeling when her guest sing with her at that time.

- Britney Spears

*Enjoying the rainy day 😊 Staying in and watching movies and basketball ☁️☁️🏀🏀🏀🏀*

It updated in March 2nd. It was the rainy day and she updated what she was done at that day, it was only watching movies and basketball. In the denotation level, it is the combination of some punctuations and some symbols. In connotation level, the emoticon ‘😊’ represent her feeling about it, that she was smiling when say it. Then, the emoticon ☁️☁️🏀🏀🏀🏀 described the situation at that time.

- Madilyn Bailey

*Incase you missed it! Here is my LATEST VIDEO 😊 Enjoy! <3*

January 9th, This is her status two days later from the previous one, she wanted to remind her fans about her new video. The capital letter for the phrase ‘latest video’ used to emphasize the new video and she want her fans to look at. In the denotation level, it is the combination of some punctuations. In connotation level, the emoticon 😊 <3 used to express her feeling if her fans see it. It means happy and lovely.

- As Blood Runs Black

*Everybody loves Zombies!! Pick one up today 8)*

<http://consumermerch.com/as-blood-runs-black/zombies-tee>

January 13, they want their fans to buy the merchandise themed zombie. The multiple use of exclamation marks means that they were really mean it. They love zombie. In the denotation level, it is the combination of some punctuations. In connotation level, the emoticon 8) means 'cool'.

- The Word Alive

[#tellectam](#) in St Pete! Not too shabby Florida 🙏

February 26th, this is the caption from the video taken by a camera at their concert in Florida. The hash tag means that they were talking about the video of their concert. In the denotation level, it is the combination of some punctuations. In connotation level, the emoticon 🙏 means 'peace'. It looks like the human hand that made a finger formation.

- Betraying The Martyrs

*Our label mates in [Crosses †††](#) (featuring Chino Moreno of Deftones) just released an amazing album !*

<http://smarturl.it/crossesitunes>

*Go buy it if you love it as much as we do :D*

February 14th, they promote their label mates new album. They want their fans to buy it. In the denotation level, it is the combination of some punctuations. In connotation level, the emoticon *:D* used to show their feeling about it. It shows that they were happy about their label mates new album.

#### 4.2.2.6 Symbol

Symbol is the thing that commonly popular in the user of internet, such as; @ (at sign), # (hash tag) and \* (asterisk) that will be found when someone use internet. In this research, the writer found that usually the symbol appear when musicians update something in their facebook fanpages to describe the situation or mention the other account. This is the explanation about the meaning and the function of symbol.

- Taylor Swift

*Here's the **\*NEWS\*** you've been waiting for!!! Taylor and The RED Tour presented by Cornetto are coming to Southeast ASIA this June!!! Get all the details about **#REDTourCornetto** here: <http://taylorswift.com/REDTourAsia>*

It updated on February 13rd. She updated the recent news about her concert that will be held in Southeast Asia. In the denotation level, it is the mixture of word and asterisk/hash tag symbol. In the connotation level, the asterisk symbol means that she wanted to tell her fans about what is

her talking about, that was the news of her upcoming concert. Also, the hash tag also she used to promote and tell her fans about the concert itself.

- Britney Spears

[#BritneyJean](#) [#GreatPopAlbums](#) [#OnSale](#) on [iTunes](#) NOW!

<http://smarturl.it/BritneyJeanST>

January 25th, this is a caption of her photo of some album from Britney Jean that on sale. She wanted to tell her fans about it and ask them to buy it. In denotation level, it is the hash tag used before the word. In connotation level, the hash tag used by her to promote the album from Britney Jean and give her opinion about it. It means that her friend's album was a great pop album that on sale. It represents her feeling about the album.

- Madilyn Bailey

*1 year with this goofball [@jimbosliceoflife](#) ;) seriously the best year of my life!!! [#WisconsinDells](#) <3*

January 5th, that was their anniversary, and she updated what is her feeling about it. In denotation level, it is the symbol used in front of the word. In connotation level, the symbol @ used to mention her boyfriend twitter account, that was @jimbosliceoflife and she winking with add the emoticon ;). The multiple used exclamation marks her to express her excitement about the anniversary. The hash tag used to tell her fans where it was taken. It was in Wisconsin.

- As Blood Runs Black

*@mrlech* Preparing for the studio... *#NewRecord #ABRB #AsBloodRunsBlack #GroundZero*

January 3rd, this is the caption of their photo about the preparation for the new album. In denotation level, it is the symbol used in front of the word. In connotation level, the symbol @ used to mention a *twitter* account, that was their drummer. The hash tag used to tell what are they talking about and promote it. It was their new album entitled *Ground Zero*. Also, *ABRB* is an abbreviation from their band name. It means that they were talking about something and promoting it. It was their new album, *Ground Zero*.

- The Word Alive

Thank you Dallas, hope you liked *#playthevictim* and we'll see you on *@warpedtour* this summer. *#weareawkwardweknow*

February 22nd, this was updated after they have a concert in Dallas. The hash tag means that they are talking about the song that they played in their concert. In denotation level, it is the symbol used in front of the word. In connotation level, the @ symbol means they were mention some event, that was *Vans Warped Tour*. The hash tag also means

something that they want to promote. It was their song entitled *play the victim*.

- Betraying The Martyrs

*#impericonfestival* Leipzig was insane ! Wien - Austria, CAN  
 YOU DO BETTER tomorrow ?! Picture  
 by: <http://alexeymakhov.com/>

April 24th, they ask their fans in Austria to do better than their fans in Germany in the concert. In denotation level, it is the symbol that used in front of the word. In connotation level, the hash tag in *#impericonfestival* means that they were talking about the occasion where photo taken. The capital letter means that they give an emphasis about it. It was their challenge.

#### **4.2.3 The function of paralinguistic features**

Paralinguistic features used by them in their facebook fanpages generally aimed to attract their fans to read their post. Then, to found the specific function of paralinguistic features used by musicians in their facebook fanpages, the writer used the communicative function theory by Mary Finocchiaro. The theory categorized the communicative function into five categories (Finocchiaro & Brumfit, 1983, pp. 65-66).



Based on table analysis 2 (the analysis of meaning and function of paralinguistic features), the writer found all of the communicative function categories by Mary Finocchiaro, such as personal (expressing someone's thought or feeling and emphasizing something), interpersonal (greeting, introducing people to the others, identifying themselves, sharing or asking about something, and complimenting someone), directive (making suggestion, persuading someone, and giving an instruction), referential (talking or identifying about something, describing something or someone, and simplifying), and imaginative (discussing something, telling a story and narrating some event). The discussion about function of paralinguistic features found in musician fanpage based on the table analysis 2 will be explained below.

#### **4.2.3.1 Abbreviation**

Although in Facebook there is no limitation of about how much character that the user can updated like in the *twitter*, users of facebook usually use the abbreviation to simplify their updated status. Based on the table analysis 2 (the analysis of meaning and function of paralinguistic features), the writer found that abbreviation has 4 communicative function categories, such as personal (expressing someone's thought or feeling and emphasizing something), interpersonal (greeting, introducing people to the others, identifying themselves, sharing or asking about something, and complimenting someone), referential (talking or identifying about something, describing something or someone, and simplifying), and imaginative (discussing something, telling a story and narrating some event). This is the example from each source of the data.

- Taylor Swift

*Not too long ago Taylor took The Speak Now Tour to Asia. Enjoy this #tbt in honor of her return with The RED Tour this summer!*

March 21st, she wanted to remind her fans about the previous tour of her, The Speak Now Tour at the same place, which was Asia. The term 'tbt' has the referential function because it is talking or reporting about things, actions, events, or people in the environment

- Britney Spears

*I can't believe it's been 15 yrs since 'Baby One More Time' came out! It's because of u that I'm able to do what I love! Xo!*

January 13rd, she wanted to remind her fans that it was 15 years since her hits single, 'Baby One More Time' published. She wanted to tell her fans to do what they love. The term 'yrs' has the referential function. It is simplifying something. That was the word 'years'. Also, the term 'xo' has the personal function because it is expressing her thoughts or feelings. It was the happy feeling.

- Madilyn Bailey

*OMG so many YouTubers!!!!!!*

It was updated on March 22nd. She commented about the viewers of her video in *youtube*. The term 'OMG' means 'Oh My

*God'*. It has the personal communicative function that expresses her feeling about the person who watched her video on *youtube* with simplifying the statement.

- As Blood Runs Black

*#tbt @nickuhstewart slappin his bitch around... fingers > pick #groundzero#musicman #bongobass #nopick #asblood runsblack*

It was updated on April 4th. This is a caption of their video about their bassist when recording the new song. The term 'tbt' means 'throwback to' that has the imaginative communicative function. It has the function to narrating the event which their bassist was playing his bass when recording their new song.

- The Word Alive

*New song called "PLAY THE VICTIM" will be out officially in under 2 weeks. Hopefully you've enjoyed it live, ready for a new TWA album guys?*

It was updated on March 9th. They announced that their new song will be officially published in under 2 weeks from that time. The term 'TWA' is their name, *The Word Alive* that have a interpersonal communicative function. They were identifying themselves to others.

- Betraying The Martyrs

Awesome **BTM** new ink !

Sarah (@fibi\_fantastic) from Germany.

Post your **BTM** Tattoos on our wall and we'll post the pictures on this album or on our instagram !

It was updated on January 13th. This is a caption of a photo sent by their fan. The photo shows that their fan made a tattoo marked one of their song lyric. They asked their fans to send the photo of them to be added in their new album. The term 'BTM' is their name, *Betraying The Martyrs* that have a interpersonal communicative function. They were identifying themselves to others with simplifying their name to show their identity.

#### 4.2.3.2 Punctuation

Based on the table of analysis 2 (the analysis of meaning and function of paralinguistic features), punctuation has 3 communicative function categories, such as imaginative (discussing something, telling a story and narrating some event), directive (making suggestion, persuading someone, and giving an instruction), and personal (expressing someone's thought or feeling and emphasizing something). The example of analysis from each source of the data will be explained bellow.

- Taylor Swift

*Bare feet in the sand on a Saturday..*

February 23rd, this is a photo caption of her holiday in some beach on a Saturday with her friends. the multiple periods means that there was a story missed. It has the imaginative function because it is telling a story or narrating some events although the story was missed.

- Britney Spears

*Are you naughty or nice? Or both? Don't worry....there's a remix for everyone <http://on.fb.me/1fb5sur>*

January 8th, this is a caption of her photo of some perfume product, the Fantasy that has two variants of scent. The multiple use of periods have a directive communicative function. She was making suggestions for her fans in which she is included.

- Madilyn Bailey

*2:00am.... Yeahhhh I've literally been up all night making some more tunes for ya!!! [#studiotimemakesmesohappy](#) ☺*

February 22nd, this is a status when she was recording the new song. She felt so excited about it. The multiple use of periods here have a imaginative communicative function because it was narrating some event, the recording. The multiple exclamation marks have a personal communicative function because it was expressing her feeling of excitement.

- As Blood Runs Black

*It has begun... @mrlech getting ready to bring the ruckus!!!#asbloodrunsblack #newrecord #groundzero*

March 21st, this is a caption of their video about their drummer when recording the new song. The multiple use of periods here have a imaginative communicative function because it was narrating some event, they were recording the new album. Also, The multiple exclamation marks have a personal communicative function because it was expressing their feeling of excitement.

- The Word Alive

*Announcement coming... Next phase of REAL.*

April 9th, they want to announce something to their fans. The multiple use of periods here have a imaginative communicative function because it was narrating some event, their progress of recording the new album entitled 'Real'.

- Betraying The Martyrs

*GERMANY ?! See you guys in 2 days !!!  
#impericonfestival #betrayingthemartyrs  
<https://www.youtube.com/watch?v=6YdTUmhAYHs>*

It was updated in April 18. This is the caption of their video about the upcoming concert in Germany. The multiple use of exclamation marks have a personal communicative function because it was expressing their feeling.

### 4.2.3.3 Capitalization


Based on the table analysis 2 (the analysis of meaning and function of paralinguistic features), the writer found that capitalization has 4 communicative function categories, such as personal (expressing someone's thought or feeling and emphasizing something), interpersonal (greeting, introducing people to the others, identifying themselves, sharing or asking about something, and complimenting someone), directive (making suggestion, persuading someone, and giving an instruction), and imaginative (discussing something, telling a story and narrating some event). The example of analysis from each source of the data will be explained bellow.

- Taylor Swift

*What is your favorite song from Taylor's RED album?*

February 27th, in this status, she asked her fans what is their favorite song in her new album, *Red*. The term red has imaginative function because it is discussing a piece of music. The capital letter also has a functin to emphasizing the message.

- Britney Spears

*Vegas THANK YOU for that warm welcome back. I'm buzzin!!! See y'all tomorrow. Kisses and hugs and goodnight! *

April 26th, she was in Las Vegas at that time, where she was welcomed by many of her fans. The capital letter has the personal

function because it is expressing one's thoughts or feelings. It is the happy feeling because she was welcomed by her fans.

- Madilyn Bailey

*I can def relate to the feeling of something beautiful slipping away... **NEW VIDEO** [Runagroundmusic!](#) Enjoy and **SHARE!** <3*

It was updated in January 7th. She told her fans about her new video and she wanted them to share it. The capital letter of the phrase new video and share have a personal communicative function because it shows that she was emphasizing her message about the new video that she want the fans to share it. It also have a directive communicative function, to giving a direction for her fans.

- As Blood Runs Black

*Let's all wish our very own Dan Sugarman a **HAPPY BDAY!!!***

It was updated in February 20th. They wanted to say happy birthday to one of their personnel. The capital letter in 'happy bday' has an interpersonal communicative function because they were complimenting someone, one of their personnel. Also, it has a personal communicative function because they give an emphasis for the birthday.



- The Word Alive

*2013 is coming to an end and we can't thank you for the amazing year! You are our back bone, so keeping that in mind, PLEASE don't drink and drive tonight! It's NOT cool and we don't want to hear of any more fans passing away due to it. Be safe tonight and we'll see you in 2014!*

It was updated in January 1st. This status was updated in the New Year's night. They want to remind their fans not to drink and drive because it can be dangerous for themselves and other people. The capitalization here have a directive communicative function because they was making a suggestion and giving an instruction to not drink and drive in the New Year's night.

- Betraying The Martyrs

*U.S.A ?! Here are the dates of our next tour ! BRING YOUR FRIENDS & SPREAD THE WORD !!!!*

It was updated in January 16th. They announced their tour schedule in the United States to their fans. The capitalization here has a directive communicative function, because they were giving an instruction for their fans to bring their friends and tell the others.

#### 4.2.3.4 Onomatopoeic

Based on the table of analysis 2 (the analysis of meaning and function of paralinguistic features), the writer found 3 communicative function categories in onomatopoeic, such as referential (talking or identifying about something, describing something or someone, and simplifying), personal (expressing someone's thought or feeling and emphasizing something), and interpersonal (greeting, introducing people to the others, identifying themselves, sharing or asking about something, and complimenting someone). The example of analysis from each source of the data will be explained bellow.

- Taylor Swift

*I made **dis.***

March 22nd, this is a caption of the photo of her painting. The term *dis* has an imaginative function because she was telling a story or narrating some event that she made a painting. Also, it has a referential communicative function because she was identifying the painting to the others.

- Britney Spears

***Ummm**....this wedding toast is INCREDIBLE!!! I want IN on the 10 year anniversary performance!!! [#WORKBXXCH](#)*

April 1st, she updated this status after she was heading back from some wedding. The term *ummm* has the personal function because it is

expressing her thought or feelings. It looks like she was enjoying the wedding.

- Madilyn Bailey

*This wall full of clocks is sickkkkk!!*

*[#canyousaymusicvideoinspiration](#)*

It was updated on April 15th. This is a caption of her photo about the wall of some building that has so many clocks on it. The onomatopoeic here has a personal communicative function because she was expressing her feeling of excitement. Also it has an interpersonal communicative function because she was sharing her thought about the wall.

- As Blood Runs Black

*A brand new clip of the new As Blood Runs Black record "Ground Zero"?! Check **dis!** Please comment, like, share, make suggestions - anything and everything that our family has to say will be heard, so don't be shy! If you guys make enough noise about this we'll definitely be posting more videos soon ;)*

It was updated on January 27th. They updated a part of their new song and want their fans to comment, like, share, and make a suggestion about it. It has a reverential communicative function because they were talking about something, the new video of their recording.

- The Word Alive

*Hollllllyyyyy Seattle! Such a sick show, felt like an old school floor show with you guys so close. Much love! [#television](#)*

It was updated on March 20th. This is the caption from the video taken by a camera at their concert in Seattle. It has a personal communicative function because they were expressing their feeling of excitement.

- Betraying The Martyrs

*b0tr0y0ng Th0 M0rt0rs. [#studio](#) [#djent](#) (Thanks Mark from [Periphery](#) for the studio trick! ;) it sounds amazing)*

It was updated on March 18th. This is a photo caption about their sound system that be modified by their soundman. It has a referential communicative function because they were describing the sound of it.

#### 4.2.3.5 Emoticon

Based on the table of analysis 2 (the analysis of meaning and function of paralinguistic features), the writer found 2 communicative function categories in the use of emoticon, such as personal (expressing someone's thought or feeling and emphasizing something) and referential (talking or identifying about something, describing something or someone, and simplifying). The example of analysis from each source of the data will be explained bellow.

- Taylor Swift

*The very first Taylor Swift single and music video, “Tim McGraw” for #tbt <3*

February 27th, she wanted to remind her fans about the first single and music video by her, ‘Tim McGraw’. The emoticon <3 has a personal function that it was expressing her thoughts or feelings. It is the lovely feeling about her first single and music video.

- Britney Spears

*Enjoying the rainy day 😊 Staying in and watching movies and basketball ☁️☁️🏀🏀🏀*

March 2nd, it was the rainy day and she updated what she was done at that day, it was only watching movies and basketball. The emoticon 😊 has a personal function that expressing her thoughts or feelings. It is the happy feeling. The emoticon ☁️☁️🏀🏀🏀 has the referential function because it is talking or reporting about the situation when she was writing for the status.

- Madilyn Bailey

*Incase you missed it! Here is my LATEST VIDEO 😊 Enjoy! <3*

It was updated on January 9th. This is her status about her new video clip, she wanted to remind her fans about the new video. The

emoticon ☺ and <3 have a personal communicative function because she was expressing her happy and lovely feeling.

- As Blood Runs Black

*Get ready for some exciting news..... 8)*

It was updated in February 28th. They want to announce the new info about them. The emoticon 8) has a personal communicative function that expressing their feeling. It means 'cool'.

- The Word Alive

*#tellelevision in NJ! Thank you for making our return here so amazing, you guys feel like an extended home show. See you guys on @warpedtour \m/*

It was updated on January 7th. This is the caption from the video taken by a camera at their concert in New Jersey. The emoticon \m/ means 'rocks!'. It has a personal communicative function because it was expressing their feeling about the show.

- Betraying The Martyrs

*Hey guys, guess what time it is..... ;)*

It was updated on Februari 26th. They want to ask their fans about what will they do at that time. The emoticon ;) has a personal communicative function because it was expressing their feeling. It looks like they were winking.

#### 4.2.3.6 Symbols

Based on the table of analysis 2 (the analysis of meaning and function of paralinguistic features), the writer found 3 communicative function categories in symbols, such as personal (expressing someone's thought or feeling and emphasizing something), interpersonal (greeting, introducing people to the others, identifying themselves, sharing or asking about something, and complimenting someone), and referential (talking or identifying about something, describing something or someone, and simplifying). The example of analysis from each source of the data will be explained bellow.

- Taylor Swift

*Here's the \*NEWS\* you've been waiting for!!! Taylor and The RED Tour presented by Cornetto are coming to Southeast ASIA this June!!! Get all the details*

February 13rd, she updated the recent news about her concert that will be held in Southeast Asia. The symbol asterisk in the word news has a referential function because it was talking or reporting about things, actions, events, or people in the environment. It is the news.

- Britney Spears

*#PieceOfMe design by #Merlito... <3<3<3*

February 24, this is a caption of her photo that designed by some designer, Merlito. The hash tag used before *PieceOfMe* has a

referential function that was talking or reporting about things, actions, events, or people in the environment. Also, the hash tag used before *Merlito* has an interpersonal communicative function because she was introducing him to the others.

- Madilyn Bailey

*Working ;)* [#ILoveMyJob](#)

It was updated on March 14th. This is a photo caption of her photo about her when doing her work (writing a song). The hash tag used before *ILoveMyJob* has a personal and referential communicative function because it was expressing her feeling and talking about something, the job.

- As Blood Runs Black

[#tbt](#) [@nickuhstewart](#) slappin his bitch around... fingers > pick [#groundzero#musicman](#) [#bongobass](#) [#nopick](#) [#asblood](#) [runsblack](#)

It was updated on April 4th. This is a video caption of their video about their bassist when recording the new song. The used of symbol @ has an interpersonal communicative function because they were introducing one of their personnel to the others. then, the hash tag used has a referential communicative function that talking about something. Also, the hash tag used before *asbloodrunsblack* has a



interpersonal communicative function because they were identifying themselves to others.

- The Word Alive

*[#selfhelpfest](#) was a absolute blast, one of the biggest and craziest crowds of our career! Of you were here we LOVE you! Special thanks to our homies in ADTR for putting this together. [#tellelevision](#)*

It was updated on March 23rd. This is the caption from the video taken by a camera at *Self Help Festival*. The hash tag used has a referential communicative function that talking about something, the *Self Help Festival* and their video report.

- Betraying The Martyrs

*Here's the episode 2 of our Studio Report: Vocals, piano, synths !!!! Help us get the word out by sharing and liking this guys!*

*<https://www.youtube.com/watch?v=oq61cOwb7Sw>*

*[#BetrayingTheMartyrs](#) [#NewAlbum](#)*

It was updated on March 22nd. They announced that their studio report episode 2 have published and they want their fans to see and like it. That was about their progress in recording the new album. The hash tag used before *BetrayingTheMartyrs* has an interpersonal communicative function because they were identifying themselves to others. Also, the hash tag used before *NewAlbum* has a referential

communicative function because it was talking about something, the new album.