

**AN ANALYSIS OF WOMAN'S LANGUAGE FEATURES USED BY
INDONESIAN FEMALE YOUTUBER**

THESIS

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FACULTY OF TEACHER TRAINING AND EDUCATION
ENGLISH EDUCATION STUDY PROGRAM
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**AN ANALYSIS OF WOMAN'S LANGUAGE FEATURES USED BY
INDONESIAN FEMALE YOUTUBER**

THESIS

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By

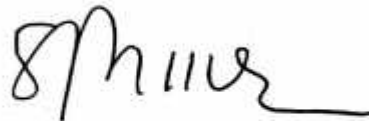
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MOTTO AND DEDICATION

MOTTO :

- ❖ If we are always consistent in life and think first before doing anything, surely good things will come in our lives.
- ❖ Dream it, Wish it, Do it

DEDICATION :

- ❖ My beloved Parents (Abdul Rohman and Diana), who inspire me and spark my interest in pursuing higher education, who are praying for me and who provide me with support, endless love, help, encouragement every moment along the academic road that I have followed. I always try to get this dream for you. Thank you Dad, Mom. I love you so much
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ABSTRACT

Oktavianti. 2020. An Analysis of Woman's Language Features Used by Indonesian Female Youtuber. Thesis, English Education Study Program, Sarjana Degree (S1), Faculty of Teacher Training and Education *Universitas Muhammadiyah Palembang*. Advisors: (I) Sherly Marliasari, S.Pd., M.Pd., (II) Finza Larasati, S.Pd., M.Pd

Keywords: Analysis, Woman's Language Features and Indonesiann FemaleYouTuber

The title of this thesis was An Analysis of Woman's Language Features Used by Indonesian Female Youtuber. The objectives of this study were to analyze what the types of Woman's Language Features found in Indonesian Female Youtuber and what the most frequent Woman's Language Features Used by Indonesian Female Youtuber. This study was descriptive qualitative research. The data in this study was analyzed through coding technique. From the analysis of the data, the researcher found that there were 9 out of 10 types of Woman's Language Features used by Indonesian female YouTuber. They were: Lexical Hedges or Fillers, Taq Question, Rising Intonation on Declaratives, Empty Adjectives, Precise Color Terms, Intensifiers, Avoidance of Strong Speoplear Words, Hypercorrect Grammar, Emphatic Stress. Furthermore, Rising Intonation on Declaratives were the most frequent Woman's Language Features Used by Indonesian Female Youtuber.

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The last but not least, the writer hopes that this thesis will be useful for everyone who reads it and for other researchers.

Palembang, September 9th, 2020

The Researcher

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CHAPTER 1

INTRODUCTION

This chapter presents (1) Background of The Study, (2) Problem of The Study, (3) Objective of The Study, (4) Significance of The Study

1.1 Background of The Study

The development of technology and information that has been booming rapidly in recent years, having social media as a means of communication that much in demanded by the community. Social Media is a label for digital technology that allowed people to be connected, interacted, produced, and shared message. According to Howard (2012), social media is a media consisting of three parts, namely: (1) The infrastructure of information and tools used to produce and distribute media content that has individual value but reflects shared value; (2) the content that takes the digital form of personal messages, news, ideas, that becomes cultural products; and (3) the people, organizations, and industries that produce and consume both the tools and the content. (p.4)

In social media people can share text, images, voice, information, and videos to others. Social media includes: Twitter, Facebook, Instagram, Line, WhatsApp, Email, and YouTube. Every social media has its distinctive characteristics in conveyed information. For example, Twitter, the information provided or obtained more in the form of text writing, another is the case with Instagram that is more emphasis on images as a tool to convey information.

Based on the *We are Social survey* by Yasmine (2019) This is a survey conducted to measure the use of social media in Indonesia every year. In a survey conducted in 2019, the survey found that 150 million Indonesian are active on social media. From various social media, YouTube became the most accessed platform, which was 88% of the total social media users in 2019. Furthermore, there were 10 most active social media and the percentage result was: Line 59%, Twitter 52%, Instagram 80%, Facebook messenger 47%, BlackBerry messenger 38%, LinkedIn 33%, Facebook 81%, Pinterest 29%, WhatsApp 83% and YouTube 88%. Then it could be concluded that the highest percentage of social media used was YouTube (88%).

Seeing the growth number of YouTube users in Indonesia, so many people took advantage of these opportunities, like being an influencer and YouTuber. YouTube is a tool to share and receive the most fast, accurate, complete information currently in Social media.

Allocca on Videocracky (2019) stated that, "YouTube has now become a wide range of needs from its users, the features offered with the advancement of YouTube technology today are very helpful from various aspects of the needs of the user. It has over a billion users, almost a third of all internet users and every day people watch hundreds of millions of hours of video on YouTube and generate billions of views. YouTube as a whole, have reached more viewers who were 18-34 and 18-49 years of age than any of the wired networks in the world. The number of hours that people spend watching videos on YouTube rises 60% annually, and is the fastest growth ever seen in the last 2 years. The number of people watched YouTube 40% per year since

March 2014. The number of users who visited YouTube and started it from the YouTube homepage, up more than 3 times per year.” (p.374)

Baron (2007), found differences in behavior between women and men in using social media in Indonesia. Women are found more often used social media, such as: opened Instagram, Facebook, line and watched on YouTube than men. (p.47)

The term of Woman’s language has been used by Coates (1986), Graddol (1989), Fasold (1990), Romaine (1994), and Hoey (1996) in discussing the topic of language and gender. Woman’s language is distinguished from the man’s language. Woman’s language is assumed to have a special characteristics or traits that distinguish it from man’s language.

Furthermore, women are also claimed to have less confidence to talk than men because women are less popular. Lakoff (2011) argues that women are generally lacking status in society because they are more subordinate than men. Therefore, women are more aware of the way they talk by hedging and boosting their utterance to attract the addressee’s attention. “Hedging devices explicitly signal lack of confidence, while boosting devices reflect the speaker’s anticipation that the addressee may remain unconvinced and therefore supply extra reassurance ” *Lakoff (2011). There are 10 woman’s language features: (1) Lexical Hedges or Fillers, (2) Tag Questions, (3) Rising Intonation on Declaratives, (4) Empty Adjectives, (5) Precise Color Terms, (6) Intensifiers, (7) ‘Hypercorrect’ Grammar, (8) Superpolite Forms, (9) Avoidance of Strong Sensitive Words, and (10) Emphatic Stress.*

Furthermore, in a certain situation, women are also expected to be polite and

should speak with standard forms because they are guardian of society. Moreover, according to Holmes (2001), it aims to protect their face and also their addressee's face. It also relates to the opinion that women are not allow people to show their temper or complain in rage. Lakoff, (2011). Language Features is a structure or arrangement related to grammar. The Language features a different text, it depends on the shape of the texts.

From the explanation stated, the researcher would conduct a research, entitled **“An Analysis of Woman’s Language Features used by Indonesian Female Youtuber”**

Additionally, the present research is interested in analyzing Indonesian female Youtuber using woman’s language features, proposed by Lakoff (2011) as a tool of analysis.

1.1 Problem of The Study

Based on the general background stated, the highest social media used by 150 million people in Indonesia was YouTube. YouTube has language features, therefore the researcher were focused on the types of woman’s language features and the most frequent woman’s language features used by Indonesian Female Youtuber.

1.2 Limitation of The Problem

In this research, the researcher limited the problem on an analysis of woman's language features used by Indonesian female YouTuber. The followings are Indonesian female Youtuber who researcher would analyze (1) Tasya Farasya, (2) Suhay Salim, (3) Nessie Judge, (4) Gita Savitri Devi. The limitation focused to research about the analysis about language features used by Indonesian Female Youtuber.

The researcher chose the Youtuber based on the number of most subscribers and regularly distributes their videos on a daily basis with different and more interesting content.

(1) Tasya Farasya

3.57 M subscribers 267 videos

Tasya Farasya decided to start the YouTube channel account in early 2017. Her interest with makeup made her pour it all in the form of a video makeup tutorial very informative and interested.

(2) Suhay Salim

1.42 M subscribers 336 videos

Suhay Salim at first did not like everything related to makeup, but was interested in the world of photography. When photograph, Suhay realized that makeup greatly

influenced her photo and that's where Suhay started loving makeup and started her her YouTube account in 2015. Suhay also provides tips for interesting tips on skin care ranging from low budget.

(3) Nessie Judge

6.52 M subscribers 475 videos

Nessie started her YouTube channel in 2012. Nessie became popular because of her horror content, which she named with *Nerror time*. Nessie always update with different and unique topic every week. Because of her hardwork she can attracts a lot of audience attention and became popular.

(4) Gita Savitri Devi

924 K subscribers 391 videos

Gita started to create a Youtube account since 2009 to fill time after high school graduation. At that moment, the activity of singing songs of famous musicians have been started a lot of people do. Her hobby is singing so she finally uploaded her covered video of the song on YouTube. While continued her education in Germany, she continued to create any cover songs. In 2016, Gita was steadily become a YouTuberby uploaded other videos such as video blogs. In her YouTube account, Gita shared many things such as her daily life in Germany, conversations with her fellow Indonesian students, music, until her opinion on issues that are developed in Indonesia and the world. (wikipedia, 2020)

1.3 Formulation of The Problem

This research was provided to answer the following questions:

- 1) What were the types of woman's language features found in Indonesian Female Youtuber?
- 2) What was the most frequent woman's language features used by Indonesian female Youtuber?

1.4 Objective of The Study

In accordance with the problem of research, the objectives of this research were to find out:

- 1) The types of woman's language features used by Indonesian Female Youtuber.
- 2) The most frequent language features used by Indonesian Female Youtuber.

1.5 Significance of The Study

The research was expected to be beneficial for:

- 1) For the researcher herself

This research can give valuable information and knowledge about language features especially woman's language features that used by Indonesian female Youtuber that can improve the researcher's knowledge in the following times.

- 2) For the teacher of English

Hopefully, this research can be a good reference for the teachers of English to

improve their teaching skills on reading text to the students in the classroom activity.

3) For the readers

This research hopefully can give more information about woman's language features and it would be hopefully could develop people's skill in analyze the woman's language features that used in social media especially in YouTube.

4) For other researchers

This research can be a good source of reference for other researchers to conduct a deep ongoing research in relation to the topic of this research.

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