THE USE OF LANGUAGE FEATURES BETWEEN MEN AND WOMEN ON YOUTUBE VLOG

THESIS

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ABSTRACT

This study focuses on analyzing language features of men and women on Youtube vlog. It is chosen because the way how men and women convey their utterances showed their linguistic characteristic. Therefore, the aim of this research was to answer what types of men and women's language features on Youtube vlog and the purpose of those features used by them. Besides, the research was conducted by using descriptive qualitative method. The data were analyzed by identifying and classifying the seven types of language features defined by Coates.

The findings showed that there were only five features that have classified as men and women's language features used by both men and women on Youtube Vlog. They are hedges, compliments, commands and directs, questions, and swear and taboo word. While the other language features were not found such as tag question and minimal response. Besides, the emergence of every feature had been found is different. In Men's Youtube Vlog, the total of language features that emerged is 219 times. Those are 144 times of hedges, 45 times of compliments, 6 times of questions, 14 times of command and directs, 2 times of swear and taboo. While in women's Youtube vlog, the research found there are 211 features used by women on Youtube vlog. The features are 154 times of hedges, 35 times of compliments, 19 times of command and directs, 10 times of questions, one of swear and taboo word. The most frequent features used by both men and women is hedges. Then, the purpose of using language features are Hedges to mitigate or decrease the strength of statement, Compliments to express feeling and admiration toward something, Command and directs are to persuade or involve the viewer on their vlog, Questions are to catch the viewer's attention so the discussion keep going on to the addressee, and Swear and Taboo word to express annoying feeling.

ABSTRAK

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Penelitian ini berisi tentang ilmu sosiolinguistik yang mempelajari ciri-ciri bahasa pada perempuan dan laki-laki pada Vlog Youtube. Topik ini dipilih karena cara bagaimana pria dan wanita menyampaikan ucapan mereka menunjukkan karakteristik linguistik pria dan wanita. Oleh karena itu, tujuan dari penelitian ini adalah untuk menjawab tipe apa saja dari fitur bahasa pada pria dan wanita yang digunakan dalam Youtube vlog, serta bagaimana tujuan dari fitur bahasa tersebut digunakan oleh pria dan wanita. Selain itu, penelitian ini dilakukan dengan menggunakan metode deskriptif kualitatif. Data dianalisis dengan mengidentifikasi dan mengklasifikasikan tujuh jenis fitur bahasa menurut Coates.

Hasil penelitian menunjukkan bahwa terdapat lima fitur bahasa yang diklasifikasikan sebagai fitur bahasa pada pria dan wanita yang digunakan di Vlog Youtube. Ciri-ciri tersebut adalah *Hedge, Compliment,Command and Direct, Question, dan Swear and Taboo Word*. Sementara fitur bahasa lainnya yang tidak ditemukan adalah *Tag Question* dan *Minimal Response*. Setiap fitur bahasa memiliki jumlah yang berbeda. Dalam Vlog Youtube Pria, total fitur bahasa yang ditemukan adalah 219 kali, terdiri dari 144 kali *Hedge*, 45 kali *Compliment*, 6 kali *Question*, 14 kali *Command and Direct*, 2 kali *Swear and Taboo Word*. Sementara di vlog Youtube wanita, peneliti menemukan ada 211 fitur bahasa yang digunakan oleh wanita di vlog Youtube. Diantaranya adalah 154 kali *Hedge*, 35 kali *Compliment*, 19 kali *Command and Direct*, 10 kali *Question*, 1 kali *Swear and Taboo Word*. Fitur bahasa yang paling sering digunakan oleh pria dan wanita adalah *Hedge*. Sementara itu, tujuan dari penggunaan ciri bahasa tersebut diantaranya adalah *Hedge* untuk mengurangi atau mengurangi kekuatan sebuah pernyataan, *Compliment*untuk mengungkapkan perasaan dan kekaguman terhadap sesuatu, *Command and Direct* adalah untuk membujuk atau melibatkan penontonterhadap vlog mereka, *Question* auntuk menarik perhatian penonton sehingga diskusi terus berlangsung di penerima, dan *Swear and Taboo Word* untuk mengungkapkan perasaan atau ekspresi.
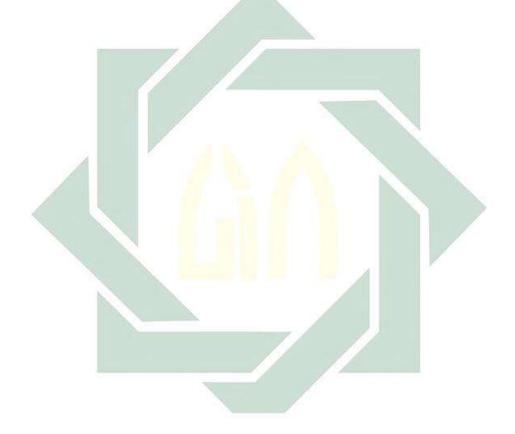
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CHAPTER I

INTRODUCTION

The important concepts for conducting research of Language Features between Men and Women on Youtube Vlog are provided in this chapter. Those are background of the study, research problems, research objectives, significance of the study, scope and limitations, and definition of key terms.

1.1 Background of The Study

As social beings who always interact with other people, communication is an important tool usually used by humans. According to Martin (1995: 13), one of the ways to send information is communication. It is the method by which people share their ideas, information, opinion, and feeling. In communication, humans need a language. Wardhaugh (2006: 1) explains that a language is an important tool used by humans when carrying out interaction with others. It means that using language is a human's natural way to convey their idea, information, opinion, feeling and so on. As stated by Bloomfield (1964: 3) that language plays a great part in our lives. It shows that language is an important tool in communication between one person to another to build interaction among them. By using the development of technology, communication can be done easily even with people in the distance. So, people do not need to worry about it. By using the internet, everyone in the world will be easily connected. It is supported by Farooq and Jan (2014: 1188) that social media is a technology that facilitates people to share the idea, information and also the building of virtual networks and community.

From the statement above, it means people can build communication through the internet, especially social networking sites. It allows people to share their opinion, feeling, and ideas on a social networking site to have a connection with their relation. Since the internet society also needs language to build communication, it does not close the possibility that internet language also has language variation. One of the factors which make the variation of language on the internet is gender.

Gender is one of the influences of language in society. Men and women usually have different ways of producing language. Wardhaugh (2006: 320) says that gender contributes as a factor in language variation, especially in word choices. In a simple statement, both men and women use their ways of producing language when they communicate. Holmes (2001: 154) states women language usually deal with politeness and conveying feeling and also using more question tag and hedges (Lakoff, 1975: 45) in their speech. While men's language is usually associated with slang, and use more direct language rather than women (Wardhaugh, 2006: 45). It can be concluded that both men and women, they have different own language in communication. Their language change can also be changed based on the situation, context and also personal goals in doing communication.

There have been some studies conducted by other researchers about the language features of men or women. First, the research conducted by Andrew White (2003) examines women's usage of speech linguistic function in casual conversation context. Second, the research conducted by Hamda Sameer (2011) investigates the linguistic genderlect of the writing style of Arab male and female

novelist. The third research is conducted by LisdaAini (2016) identifies women's language used by the main character of Mockingjay Movie. All the researches above have been conducted by using the same theory proposed by Lakoff (1975). It seems like neglect the other theory which also defines language features. Besides, most of the previous research tends to find language or speech features used by women rather than men. So, this present study aims at filling these gaps by investigating the use of language feature of both men and women using another theory proposed by Coates (2013) about seven language features used by men and women in speaking practice.

As stated by Coats (2013: 86) men and women characteristically draw on different ways in conversational practice. She concentrates on seven features of conversational practice. These are questions, command and directives, compliment, swearing and taboo languages, minimal responses, hedges, and tag questions. The differences in language features between men and women also lead to another fact that they also have different functions or purposes in communication. While Merchant (2012: 64) in their thesis, the main difference language style of men and women comes from the fact that men and women have different purposes of communication. It also supported by Bloomfield (1933: 31) that humans communicate with each other based on a different purpose. It means that men and women doing conversation with particular goals. It can be to express feeling, solve problems, debate issues, etc. Based on the statement above, the researcher considers finding the differences and the similarities of language feature between men and women and also the purposes of their speech, especially on the youtube video.

One of the popular social media used by people is Youtube. It allows people to share their idea, opinion, feelings, and many others in the form of video. As stated in statistia.com, Youtube stands as the second rank after Facebook for the most user account in the world. The user reached around 1500 active users. It means Youtube has there are so many users in the world. In youtube, there are so many videos uploaded by the user or youtuber. It can be about sciences, tutorials, movies, and the popular one is a vlog.

Vlog becomes popular nowadays, in which there are so many people create it and upload it into youtube channel. As states by Lee (2017: 28), vlog typically features a single person speaking to a camera about a certain topic, including personal topics such as a hobby, feeling or those relating to the wider world such as opinion toward some issues, etc. The content of the vlog can be about an idea, opinion, feeling, expression, hobby, etc. The vloggers or users come from different social, age, and also educational background.

Therefore, the aim of this present study analyzes the use of language features between men and women on youtube networking sites, especially on youtube vlog. To answer the differences of language features used by men and women on youtube vlog, the researcher uses Coates' theory (1986) about seven aspects to differentiate men's and women's language features and its function to use it.

1.2 Statement of The Problem

Based on the background of the study, the researcher is interested in finding the answer to the following questions:

1. What are kinds of language feature used by men and women on youtube vlog?

2. What are the purposes of using certain language feature on men and women's youtube vlog?

1.3 Objectives of The Study

1. To investigate kinds of language features used by men and women on youtube vlog.

2. To describe the purposes of using certain language on men and women's youtube vlog.

1.4 Significance of the Study

The researcher expects that this research can give both theoretical and practical significance. Theoretically, it is expected that readers get information and enrich their knowledge of the differences in language feature used by men and women and the purpose of language features used by men and women. Practically, the researcher hopes this analysis can be useful and advantageous to the readers especially for English Department students who intend to use Sociolinguistics and its aspect for their future research. For students who conduct the research the same field can be able to find shortcomings in this research and continue this research by finding the new perspective in research about language features according to gender.

1.5 Scope and Limitation

This research is limited to find out language features used by men and women on youtube vlog. The researcher focuses on the seven aspects by Coates (1986) which differentiate language features between men and women. Besides the researcher investigates the types of language features using Coats' theory, the researcher also identifies the purposes of using certain language in posting youtube vlog used by men and women.

1.6 Definition of Key terms

1. Social Media

Social Media is a technology that facilitates people to share the idea, information and also virtual networks and community building (Farooq and Jan, 2014: 627).

2. Youtube

Youtube is one of the popular social networking sites which still develops until now. It reached the second rank after Facebook for the most active users in the world (statistia.com).

3. Vlog

VlogStands for a video log or video blog. It is a kind of blog where most or all of the content is in the form of video. (genelius.com).

4. Language Features

Language feature refers to the characteristic of language which is used by people when they communicate with others. (Coates, 2013: 86)

5. Men Language

Men language is a language that reflects the characteristics of men such as using the more non-standard form, directive, talk more about money, sports, business, etc (Haas, 1979: 623).

6. Women Language

Women language is a language which reflects the characteristic of women such as speak emphasize, gently and politely in conveying their feeling rather than information for their topic (Holmes, 1991: 284).

CHAPTER II

REVIEW OF LITERATURE

This framework contains some required theories related to the topic of this research that is language features of men and women on Youtube Vlog. In this chapter, the writer also presents some previous studies that support this present study.

2.1 Theoretical Framework

This section is presented to review the theories and the problem studies, which are significant in answering the research question in the previous chapter. The study is focused on men and women's language features on YoutubeVlog and the function of certain language features used by men and women on YoutubeVlog.

2.1.1 Language and Gender

The study of language and gender in society has become an interesting issue to be discussed. Wardaugh (2006: 315) states gender refers to social construct involving the whole of psychological, cultural differences, genetic and social, while sex refers to biological determination. It means the term gender defines as a social construction to distinguish men and women by ignoring the biological, physical condition, appearance of a human being. Holmes (2001: 150) states gender refers to different people according to their socio-cultural behavior such as speech. Besides, Yule (2005: 76) explains that natural gender comes from the distinction in English between reference to male entities (he, his), women entities (she, her), creatures and things. It can be seen that gender is used to differentiate men and

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women in the category of social. In short, to identify how men and women have different characteristic in language use, the writer uses the term gender to find the way they uttered their speech on youtubevlog. As suggested by Wardhaugh (2006: 189), language also varies based on gender.

In the formal and non-formal situation, sometimes men or women will be a dominant one. It depends on the topic of discussion. Besides, the position of the speaker may influence the measure to talk. For example when a woman has a position as a leader in a community. Here she must speak more active than the other. Some experts suggested that women use more standard speech form than men because they are more conscious of their status rather than men.

In terms of morphological, Lakoff (1975: 46) finds that females use more intensifiers than males, such as so, awfully, pretty, terribly, quite and so on. While according to Wenjing (2012: 40), women pay more attention to language elegance. The expression like The damned weather, The hell with him, or Shit are rarely used by women. While, Lakoff (1979: 617) explains there would be no doubt for men to use stronger expletives like damn, shit and hell. It also supported by Levine & Crockett (1966) and Trudgil (1972) have speculated that men use more slang expressions than women.

The differences in language features between men and women can be influenced by some aspects, such as education, status, race, age, culture, background, and so on. Wardhaugh (2006: 322) employs that there are some different characteristics between men and women:

1. Men and women produce a different pattern of language use.

2. The effective function of interaction is more often used by women rather than men do.

3. Women are more likely to use linguistic devices to build solidarity, while men tend to interact to maintain their status and power.

4. Different from men, women are more flexible stylistically.

2.1.2 Language Features

As stated by Coates (2013: 86) men and women characteristically draw on different ways in conversational practice. She concentrates on seven features of conversational practice. Those are compliments, swearing and taboo language, minimal responses, hedges, questions, tag questions, and command-directs.

2.1.2.1 Minimal Responses

Coates (2004: 85) states minimal response sometimes refers to back-channel such as yeah, ummh and yeah. These words are used when the listener shows her/his support of the current speaker. Many kinds of research about minimal responses are unanimous that women more likely use minimal responses that man do. The example of using minimal responses in same-sex conversation can be seen as follow:

(1) Tina   : she provides the appropriate sayings for

Lyn   : …………………………………..……...
Tina   : particular times……and so on..............
Lyn   : ……………..right……………...right
Tina   : she didn't actually TEACH them but…
Lyn   :……………………………….……….
Tina   : she just ……………..… provided a model
Lyn   : …...………provided a model…………...

(Holmes, 1995: 55)

Based on the example above, it can be seen that Lyn used minimal response when she does conversational practice with Tina. The use of minimal response of Lyn can be an agreement or support for Tina.

In mixed interaction, Fishman (1980) cited in Coates (2013: 87) describes women are more likely to use the minimal response as 'interaction shitwork'. She concludes that there is a section of labor in a conversation that shows women and men in positions of power respectively and powerlessness.

2.1.2.2 Hedges

As stated by Coates (2013: 88), women's speech usually 'tentative', and it leads to the assertion that women more often use hedges when they speak. It means women are more likely to use hedges then men such as you know, *i mean, i'm sure, kind of* and so forth. Hedges are words and phrases *like sort of, maybe, I mean* and many more which have a function to damping down the force of what the speaker said. Those words might describe the certainty or uncertainty of the speaker about the topic that is being discussed. Lakoff (1975: 54) explains that women more likely to use hedges with unassertiveness but she has no empirical evidence to prove it. Precht (2008: 98-99 & 102) found that men and women have little differences in the use of hedges. She found at 27 different hedges and eight show significant differences between men and women. There are five significantly higher frequencies for men. They are (basically, about like + adj/noun, pretty, something like), while women have three significantly higher frequencies than men. They are (*maybe, well, almost*). Coates (2013: 31) explains hedges contain a wide range of

linguistic forms. Those are modal auxiliaries (*may, could, might*), modal adverbs (*perhaps, possibly, usually*) and discourse marker (*I think, I mean, like*).

Hedges have some functions. The different function might have a different context. Sometimes a hedge can be doing in several things simultaneously. Coates divides the function of hedging to be several functions. Those are expressing doubt and confidence, sensitivity to other's feelings, searching for the right word and avoiding playing the expert. While in women, Coates (2013: 40) proposes some function of using hedges for women. Those are negotiating sensitive topics, self-disclosure, and the collaborative floor and the need for open discussion.

2.1.2.3 Tag Questions

In terms of tag question, women more likely to use tag questions than men, but it does not give many differences. The examples of tag questions are *aren't it* and *isn´t it*. Lakoff (19. 73: 54) explains that tag-question decreases the strong assertion because it is used when the speaker stating a claim, but less confidence in the truth of what they stated. The example of tag question can be seen as follow:

(2a) The crisis in East Asia is horrific.

(2b) The crisis in East Asia is horrific, isn't it?

Lakoff claims that men are more likely to use (2a). While women, they prefer to use (2b) more often which contain the tag-question isn't it.

2.1.2.4 Questions

Many studies have indicated that women ask more questions than men. Cited in Coates (2013: 92) that Fishman found in her analysis about questions to the couples in conversation. She found that women asked 2.5 times as many as the

men. It also supported by a survey conducted by Brouwer et al. (1979: 47) about the linguistic behavior of the people who bought a ticket at the central station in Amsterdam. From their study, it proves that most women ask more questions than men do. The example of question use between men and women can be seen from Harlod Pinter's *The Birthday Party* (1960) as follows:

(Meg gives a Petey a bowl of cornflakes. He sits at the table, props up his paper and starts to eat)

(3) Meg   : Are they nice?
    Petey   : Very nice.
    Meg   : I thought they'd be nice. You got your paper?
    Petey   : Yes.
    Meg   : Is it good?
    Petey   : Not bad.
    Meg   : What does it say?
    Petey   : Nothing much.

Many studies found that women are more likely to use interrogative forms than men. Coates (2013: 93) states that it may indicate women's relative weakness in an interactive situation. Their use of tag questions and questions is to keep the conversation to be continuous.

2.1.2.5 Commands and Directives

The term directive refers to a speech act in which people try to ask someone to do something they want. Goodwin (1998: 726) investigated some boys and girls who were playing at Philadelphia street. From her investigation, she found that boys and girls have a different kind of directive. It can be seen as follows:

(3) Andrew   :   Gimme the scissors (Ane gives pliers to Michael)
(4) Tina   :   Get off my steps (Ane moves down steps)

Andrew as the leader of the group seems to support his command by stating his desires:

(5) Andrew   : Gimme the pliers…. Look man, I want the scissor right now.

Goodwin considers it as aggravated directives. The boys are more likely to choose aggravated directives and used them to differentiate the status between themselves. While the girls are more likely to used 'mitigated' directives'. The example of mitigated directive can be seen as follow:

(6) Alice   :Hey you all let's use it first and then come back.
(7) Katniss   :Let's go!
(8) Prilly   :Let's ask him 'do you have any jar?'

From the example above, it can be found that the use of *let's* explicitly describes that the speaker is also with the addressee(s) inrequested action. The use of *let's* is rarely to be found in the boys' utterances. Sometimes women also used the pronoun we rather than you when they want to give a directive sentence:

(9) Maybe we can use another way to solve this problem.

If the women use the pronoun you, the form of the directive was usually mitigated by adding the modal such as *can* or *could*:

(10) and then maybe you can stay away from the desserts and stay away from the food in between meals.

Wet's cited in Coates (2013: 96) found that female and male doctors used directives in very different ways. It can be seen through the discovery that the patients reacted differently to those different directives.

2.1.2.6 Swearing and Taboo Language

Many studies found men use swear word and taboo language more than women. Lakoff (1973: 50) says that men are more likely to use stronger expletives (*shit, fuck*) than women (*goodness, oh my God*). Kramer (1974: 98) in her analysis, found that a cartoonist makes their men characters used swear word much more than the women characters. Here, she asked students to identify the captions used by the cartoons as men or women. From the result, there was at least 6 percent agreement of clear consensus captions on the speaker's gender. Then, the student commented explicitly that swearing distinguished men's speech from women's speech.

2.1.2.7 Compliments

Coates (2013: 98) states a research in United States,Britain, and New Zealand suggests that women both receive and give more compliments than men. Holmes (1995: 127) points out that compliments were used by men and women in similar frequency. The patterns usually used by women are 'What (a) ADJ NP' such as 'what lovely earring!' while men tend to use a minimal pattern such as 'Great shoes!'

According to Herbert (1998: 56), compliments can be analyzed through these personal focuses:

1st person focus: I like your style that way

2nd person focus: You are so gorgeous with that outfit

3rd person focus: Nice style

In his analysis, he found that women are more likely to use personalized forms. Those are first or second person compliments. While men tend to use impersonal forms or can be called as third personal compliments.

2.1.3 Internet Language

People also have certain languag1e forms which used to communicate in a social networking site. Calvert (2005: para. 3) explains the language of the internet needs both of the traditional linguistic forms and adapts slang or non-standard forms. It means the internet language has the same with language that is usually used by people in their daily. It still based on the traditional linguistics from which is used in daily conversation. In the internet language, people sometimes also use slang language or non-standard language. This use of slang language can be said that it is the adaptation of language to make internet users easier to communicate or understand each other.

Sometimes in internet language which used by the people in the form of speech use slang language as they use in daily conversation such as 'gimme' means give me, 'lemme' means let me, etc. That way is used to make them easier to communicate with each other even make them easier to express their identity or feeling.

2.1.4 Youtube

Youtube is one of the popular social networking sites which still develop until now. As stated on statistia.com in January 2018 (para. 1) that youtube reached the second rank after Facebook for around 1500 million active users. As in the

official site of youtube, the mission of youtube is to give everyone a voice and show them to the world. It means anyone deserves to have a voice, they can share and build community through our stories since the world is a better place when we listen. As cited in youtube.com (para. 3) that there are four essential freedoms describe youtube itself. They are freedom to belong, freedom of information, freedom of opportunity, and freedom of expression. As we see youtube allows people to share about an opinion, feeling, hobby, activity, science, etc in video format. Beside allows people to share, it also allows them to see and give comments on what they have shared.

So in youtube channel, people only share an opinion, feeling, hobby, activity, science, etc in the form of video and usually the user can give little captions in their video posts. While the viewer of the video in youtube channel, they can give like with click the symbol of mother finger, and also they can click 'subscribe', if they like with the videos of the youtube account which upload the video, and the viewer can also give a comment below the video.

2.1.5 Vlog

Lee (2017: 28) states vlog typically features a single person speaking to a camera about a range of topics, including personal topics or those relating to the wider world, etc. Vlog posts consist of creating a video of ourselves or an event then uploading it to the internet, and publishing it within a post on our blog.

Sometimes, the contents of a vlog can also be like stories of daily activity, hobbies, stories of experience and so on. In this study the researcher only to find

some vlogs on youtube channel since youtube become the most popular media used by people. There are some steps of creating a Vlog, especially on youtube channel. They are:

1. Prepare the device, for example, a webcam or dedicated video camera (or a camera on your phone) as well as a microphone.
2. Then, if you are ready with the devices, you can make a video by recording as you want.
3. Then, prepare the video editing software necessary for post-record and pre-publishing.
4. The last you can publish by uploading the video on youtube channel. (ssuegreenwood.wordpress.com)

2.2 Previous Study

To support the analysis, the writer presents five previous studies related to the two fields of studies that are used in this research. These previous studies also show how the present study differs from the previous researches so that it produces new findings. Let's go to the first previous study.

The first previous study it was from a journal article written by Hamda Sameer (2011) Under the title *The Linguistic Genderlect of Style of Writing of Arab Male and Female Novelist.* His paper examined some linguistics differences that exist in both female and male writing styles of Arabic novels. The data was specified into lexical classes and syntactic features that identify the author's gender. The paper finds differences number of some features. They are tag questions, color, verb vs. noun in initiating paragraphs, taboo, slang, and euphemistic terms, while males are more likely to use nouns in the early paragraph. The bias of female's talk seems to be more to pay specific attention to get the detail and more attentive which affects their speaking style. Finally, the result showed the correlation between male-female characteristics in literary writing such a novel.

For the second previous study, it was from research conducted by Miftahul Aini (2016) under the title *Women Language Used by The Main Characters of Mockingjay Movie*. She investigates the major feature of women's language used by the main characters of Mockingjay movie. She uses qualitative descriptive design in which the data came from the conversations that were uttered by the characters of the main character of Mockingjay movie using Lakoff's theory (1975). The findings show not all types of women's speech features were used by the main character of Mockingjay movie. The female character has six types of women's speech feature, they are rising intonation, lexical hedge, intensifier, super polite form, tag question, emphatic stress, and precise discrimination. Meanwhile, the male character only has five types. They were super polite form, lexical hedge, intensifier, rising intonation, and tag question.

The third is research conducted by RizaSolikha (2016) entitled *Women Language Features in Michelle Obama's Speech as an African First Lady*. The research aimed to find the types of women's speech features, the most frequent speech feature which appears and the purpose of those features. This research conducted using the descriptive qualitative method. The data comes from the script that are the words, phrases, clauses, and sentences used by Michelle Obama by using Lakoff's theory. The findings show that there were only seven features emerged in Michelle Obama's speech. They are lexical hedge, empty adjective, the rise of intonation on declarative, intensifier, super polite form, empathic stress, and empty adjective. While the other speech features were not found such as tag question, avoidance of strong swear word and precise color terms. The most

frequent feature was an intensifier. Then, the function of using women's speech feature were: rising intonation to strengthen, lexical hedges for mitigating the statement to her audience and to show a doubt or confidence, intensifier is to persuade their addressee to take them seriously, empty adjective is for being admiration something, and strengthen the meaning, hypercorrect grammar is for rising woman social status as a behave, super polite form is for leaving strengthen and the last empathic stress is for emphasizing certain words.

The forth previous study is research conducted by AprihastiwiRahayu (2015) under the title *Comparison of Women Linguistic Features Between Sarah Silverman in Standup Comedy and Precious in Precious Movie*. This study aims to compare natural and planned language process, to show up women's linguistic features which appear in different character both precious as the main character in movie speech like a script and Sarah as standup comedy which speaks in natural language. The writer focused on what their utterances by using descriptive qualitative to explore the deep meaning of their utterance and the purpose she said the words. As the results, the researcher found nine features that were used both Sarah and Precious. They were *Emphatic Stress, Super Polite Forms, Hypercorrect Grammar, Intensifier, Empty Adjective, Rising Intonation and Declaratives, Tag Questions and Lexical Hedges*. While one feature did not find in both Sarah and Precious is the precise color term. The most frequent features appeared in Both Sarah and Precious was *Intensifier with 40%* and the least of all was *avoidance strong swear word (1%)*

The last previous study is from a journal article written by RirinSetyowati et al (2017) entitled *Women's Language Features Found in Female Character's Utterances in The Devil Wears Prada Movie*. This research aims to identify the women's language features according to Lakoff's theory and also identify language functions used by women's language features found in The Devil Wears Prada Movie. The researcher conducted this research by using a descriptive qualitative method. As the results, the researcher found nine features from ten features used by the female character in the movie. Those are 7 of lexical hedges or fillers, 3 of emphatic stress, 3 of tag questions, 3 of strong and swear words, 2 of rising intonation on declarative, 0 of hypercorrect grammar, 1 of precious color terms, 10 of intensifiers and 4 of super polite forms. Then, there are language functions used by women's language found in female character's utterances in the movie. They are directive function, expressive function, and metalinguistic function.

By presenting the research of The use of Language Features between men and women on youtubevlog in this present study, it would create a good finding which is different from the others. It is because the writer uses another theory proposed by Coates (2004). Besides, the researcher also investigates the use of language feature of both men and women utterances on Youtubevlog.

Furthermore, this research is also intended to develop the analysis from Aprihastiwi (2015) that is by expanding the dataof the research. Here, the researcher analyzes the language featuresfrom both men and women utterances on Youtubevlog. Besides, the research is also intended to use another theory as suggested by Aprihastiwi (2015).

CHAPTER III
METHODOLOGY

This chapter presents the method used to answer the research questions. The research method explains what type of research chosen by the researcher while collecting the data and conducting this research. After that, the object of the study presents the target or the object of this research. Last but not least, the researcher explains what kind of techniques used to analyze the data in the data analysis technique.

3.1 Research Design

This research was accomplished by using a descriptive qualitative approach because the researcher used the text of the speech as the data. Ary, et al(2010: 474) state that descriptive qualitative deals with words or pictures as the form data rather than statistics and number as the form of data, but the researcher used the numbers as the tool to help the researcher collected data. More specifically, the researcher applied content analysis to help the researcher to answer the research questions. As the detail, the researcher used the descriptive method because it was more appropriate to find the types of language features used by men and women and the function of using language features as the research problem in this study. The researcher conducted qualitative research since the researcher focused on the quality rather than the quantity.

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3.2 Data Collection
3.2.1 Data

The data analysis for the present study was in the form of words, clauses, and sentences taken from the vloggers' utterances. The writer used the entire words, clauses, and sentences of the utterances as the data since they were needed to cover the three research questions of this study. Referring to the first question, the entire words, clauses, phrases, and sentences were used to find the total number of language features used in their utterances. Then, for the next case, the entire words, clauses, phrases, and sentences were used to find the kinds and the purposes of language features used by men and women vloggers.

3.2.2 Data Source

The data source for this study came from 14 vlog videos in English since the vlog revealed by young to adult people from the youtube channel. The chosen vlogs were vlogs that have transcription on the Youtube channel. The researcher took 7 vlog videos from men and 7 vlog videos from women which have the same content. The content for the video is about their daily activity especially when they were on their way to going to some places. The duration of the vlog that was taken is around 5 to 7 minutes for each vlog. The chosen account was the active account which has more videos uploaded.

3.2.3 Research Instrument

Research instrument is a tool used by the researcher in data collecting and analyzing. Ary, et al (2010: 424) propose in qualitative studies, the researcher was

the primary instrument for collecting and analyzing the data whereas he or she talked with people in the setting, read their document written records, observes their activities, and recorded the information in the field notes and journals. In this case, the primary instrument of this research was the writer. She was the main instrument for obtaining and recording the data.

3.2.4 Technique of Data Collection

The writer took part as a human investigator to collect and analyze the data to conduct this research. The method for collecting data was document analysis. To collect the data, the writer used the steps as follows:

a. The researcher downloaded the vlog from each user of youtube account at (www.youtube.com).

b. After downloading the vlog, the researcher downloaded the script or transcription from the vlog.

c. The researcher watched the vlog to understand the language features of men and women. Then the researcher also taking note of the information related to language features.

d. The researcher collected the utterances, words, clause or phrase which included men and women's language features proposed by Coates. Here the researcher looked for the utterances, words, phrases which indicated about language features. Then the researcher underlined and numbered each feature with a different number to make easier in analyzing. The researcher also gave some abbreviation.

3.3 Data Analysis

The data of this research was taken from the utterances of youtube vlog uploaded by men and women. The writer used the following steps to analyze the data:

1. Identifying the data

    The researcher applied coding. The identification covered seven focuses on language features. Those were Minimal Response, Hedge, Tag Question, Question, Command and Direct, Swear and Taboo Words and Compliment. The researcher underlined the utterances and marked each category of the features. Besides using color to classify the data, the researcher also provided the initial form to indicate the types of language features used by men and women. The initial forms can be seen as follows:

Table 3.1. Table of Language Features Abbreviation

Number	Abbreviations	Stands for
1	H	Hedge
2	MR	Minimal Response
3	TQ	Tag Question
4	Q	Question
5	CD	Command and Direct
6	ST	Swear and Taboo
7	C	Compliment

2. Classifying the data

    After the data had been identified, the researcher classified each kind of Language features used by men and women in their utterances by using Coates' theory. The researcher differentiates men and women vlog on

youtube into two tables, man's table, and women's table. Such in the example below:

Table 3.2. The Classification of Language Features used by Men on Youtube Vlog

MAN	Number	Duration	Utterance	Type of Language Features						
				MR	H	TQ	Q	CD	ST	C
MAN 1 (PeeWeeToms)	1	0.26	This is ***probably*** gonna be the hardest video		√					
	2	0.41	I'm gonna try and get through without being sick as most of you ***probably*** know If you are subscribe and watch		√					
	3	2.51	My mum it's not ***really*** anything they can do		√					
	4	3.54	It ***probably*** won't help me		√					
	5	4.48	That's hard ***really*** hard		√					

Table 3.3. The Classification of Language Features used by Women on Youtube Vlog

Woman	Number	Duration	Utterance	Type of Language Features						
				MR	H	TQ	Q	CD	ST	C
WOMAN 1 (Indie Royal)	1	0.32	I have to ***really*** get anything for my baby		√					
	2	0.35	I picked up a few things ***like*** if I'm gonna store anything		√					

3. Analyzing the data

   After classifying the data, the writer discussed by providing detail explanation of language features used and the function of language features used by men and women on Youtube vlog. The researcher also completed this study by giving an interpretation based on the result of the discussion.

4. Drawing the conclusion

   The last, the writer drew the conclusion based on the result of the discussion. The writer concluded the result of the study and find the types of men and women language styles and the function of language feature used by men and women to be achieved through youtube vlog.

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter presents the findings and discussion of the investigation steps that have described which consist of two issues. The first is to answer the kinds of language features used by man and woman on Youtube Vlog. Then, the researcher would like to present the purpose of using each of the features used by men and women on Youtube Vlog.

4.1 Findings

4.1.1 The Frequency of Language Features Used by Men and Women on Youtube Vlog

This section presents the analysis of language features used by men and women on Youtube Vlog. The data are classified based on Jennifer Coates' theory (2013). Some certain features that usually used by men and women when the way they are speaking. Those features are divided into seven features include minimal response, hedge, tag questions, question, command and direct and compliment. After analyzing the data, the writer finds some features in men and women's utterances on Youtube vlog. After counting the data, the emergence of every feature is different. In this chapter, represented the results found on both men and women's Youtube vlog as out follows:
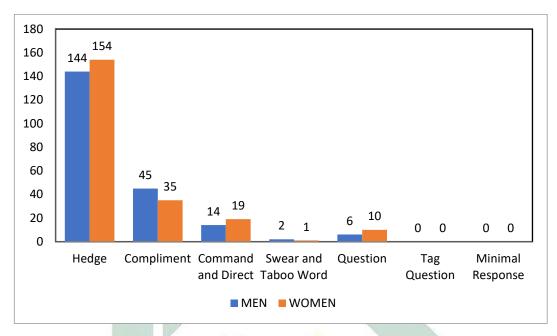
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Figure 4.1. Diagram of Men and Women's Language Features used on Youtube Vlog

In figure 4.1, the result shows the different number of each language features used between and men and women on Youtube vlog. In Men's Youtube Vlog, the total of language features used is 219 times. Those are 144 times of hedges, 45 times of compliments, 6 times of questions, 14 times of command and directs, 2 times of swear and taboo word, and no use of minimal response and tag question.

While on women's Youtube vlog, the total of language features used is 211 times. Those are 154 times of hedges, 35 times of compliments, 19 times of command and directs, 10 times of questions, 1 times of swear and taboo word, and no use of minimal response and tag question.

From figure 4.1, it can be seen that men and women have a quite different number of using language features. Women used a little more language features than men. From figure 4.1 also draws the most frequent features used by men and
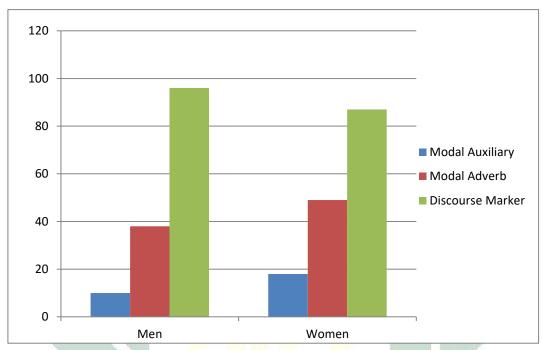
women is Hedges. They have a quite different number of the use of hedges. On the contrary, the use of minimal response and tag question is not found on men and women's Youtube Vlog.

4.1.2 The Functions of Language Features Used by Men and Women on Youtube Vlog

This section presents the discussion and some explanation of the functions of each feature used by Men and Women on Youtube Vlog. The discussion and the explanation are based on the researcher's interpretation which supported by absolute theories in literature review.

4.1.2.1 Hedges

Hedges are phrases or words like *maybe, sort of, I mean* and etc. which have an effect to decrease the force of what speaker say. The purposes of hedging are to show confidence or hesitancy of what has been said, to mitigate the possible unkindness or unfriendliness of the speaker's utterance, and mitigate the force rather painful statement. In this research, hedges are the most frequent feature that appears on Youtube Vlog.

The emergences of Hedges can be seen in figure 4.2 below:

Figure 4.2. The Results of Hedges used by Men and Women's Youtube Vlog

Figure 4.2 draws that there are three linguistic forms which consisted of hedges used by men and women on Youtube vlog. Those are modal auxiliary, modal adverbs, and discourse marker. As stated by Coates (2013: 31) hedges consist of modal auxiliaries (*may, could, might*), modal adverbs (*perhaps, probably, possibly*), and discourse markers (*well, I think, I guess*). The most frequent hedges used by men and women on youtube vlog is discourse marker. The total of hedges used on men and women's utterances on Youtube vlog is 298 times. Those are 144 times of men and 154 of women. For man's Youtube vlog consists of 10 times of modal auxiliary, 38 times of modal adverb and 96 times of discourse markers. While in women's utterances on Youtube vlog consists of 18 times of modal

auxiliary, 49 times of modal adverb and 87 times of discourse markers. It can be seen that in hedging, women more dominant than men.

4.1.2.1.1 Modal Auxiliary

Hardjanto (2016: 47) explains that modal auxiliary is usually used in soft science such as economics and linguistics. While, in hard science such engineering and natural science are rarely used. It indicates that there will be any different result in hedging according to the field or context. In this case, the researcher finds there are 28 times used by men and women on Youtube Vlog. Here, women used 18 times of hedging. While men used 10 times of hedging. The hedges of Modal auxiliaries here are *may, might, could/couldn't, would/wouldn't* and *if.*

a. May

As stated by Hardjanto(2013: 42) that sometimes the use of modal auxiliary of *may* can be used to non-epistemic andexpress epistemicmodality. Here, the usage of *may* emerges in twice of men and one of women. The findings of the usage of *may* on men's Youtube vlog can be seen as follow:

Data (1):

> "Tell me! I will read it. I will consider it. I **_may_** not do it or me do depends on how difficult the thing is to acquire an expensive it is." (Lauderish Vlog, 5.12-5.17)

Data (1) cited from a vlog posted by 'Lauderish Channel'. Here, the vlogger invited the viewer to give feedback by giving comments on the video. He also asked a suggestion or opinion about video content to the next video he would make. It might about other kinds of drinks or foods. Afterward, he would read all the comments and opinion about it. Then, it would be considered by him whether he

would do or not. It depends on the difficulty of the topic of the video to get. The purpose of using **_'may'_** here was to mitigate his statement. He did not know whether he will do or not. So, here the vlogger said _'I **may** not do it or me do depends on how difficult the thing is to acquire an expensive it is.'_ Moreover, the other findings of the use **_'may'_** also found on women's Youtube vlog. The findings can be seen as follow:

Data (2):

> "I'm just going to try it out for **_may be_**a just a couple of vlogs. Then I'm gonna see if you like it and If I get comfortable." (Kristine Ullebo, 2.03-2.16)

Data (2) cited from a vlog by 'Kristine Ullebo', the vlogger tried to make a video vlog in English. This was the first time for her to make an English video. Then she said _'just going to try it out for **may be** a just a couple of vlogs"._ The use of maybe here indicated her uncertainty with her statement. The indication of her uncertainty also supported when she uses the hedge **_'if'_** in the next utterance _'Then I'm gonna see **if** you like it and **If** I get comfortable."_ So, the purpose of hedging here was to mitigate her statement. He felt not sure whether he will do to make just a couple of vlogs or not.

4.1.2.1.2   Modal Adverb

According to Coates (2013: 31), the next linguistic forms which consisted in hedges is modal adverb. The modal adverb such as _probably, really, actually, usually_ and many others are usually used to show uncertainty or certainty of the statement that being discussed. It also mitigate the strength of the statement. In the use of modal adverb as a hedge, the researcher found 87 times of hedging. Those

are 38 times of men and 49 times of women. The hedges of modal adverb found here such as *probably, actually, really*, and *usually.*

a. Probably

Sometimes, the use of probably is conveyed by using down tone in order to decrease the risk of opposition. As stated in Oxford dictionary, the word *probably* means something which almost certainly. It means that when someone says the word probably, it is still be uncertain thing. The total of ***probably*** used by women and men here are 16 times. Those are 7 times of women and 9 times of women. The finding of the ***probably*** on man's Youtube vlog can be seen as follow:

Data (3)

> "I will ***probably*** visit that because I'm interested in science." (Allesio Canova, 2.11-2.13)

In the next finding (data 3) is found from a vlog by 'Allesio Canova'. Based on the context, the vlogger found a museum of the history of science. He wanted to go there because he interested in science. The vlogger used the hedge of ***probably*** means he not sure with his statements. So, he decreased the strength of his statement. Besides on men's Youtube vlog, the usage of ***probably*** is also found on women's Youtube vlog. Below is one of the findings of the use ***probably*** on women's Youtube vlog:

Data (4):

> "As you maybe already know, my name Santa. I am a latrine youtuber. ***Probably*** some of you are wondering why I am speaking in English and why this isn't a Latvian vlog." (Santa Busha, 3.25-3.41)

The data (4) cited from a vlog by Santa Busha. The vlogger was a latrine youtuber who made a vlog in English. The vlogger tried to guess what comes on the viewer's mind when they know that she is latrine youtuber. By using *probably*the vlogger showed her guess about the viewer's mind. Therefore, the function of lexical hedge of *probably* here indicates her statement or assumption is still uncertain. So the vlogger mitigates her statement.

In short, both data (3) and data (4) have the similar function. They used lexical hedge of *probably* in order to mitigate their statement. He doubts and not sure whether it will do or not. So, to avoid something is not sure, they decrease their statement by using lexical hedge of *probably*.

b. Actually

The second modal adverb found in this research is *actually*. The hedge actually often used to show a fact. As stated in Cambridge dictionary, actually refers to fact of something.Here, the use of *actually* occurs 34 times. Those are 22 times of men and 12 times of women. The findings of lexical hedge *actually* on Youtube vlog can be seen as follow:

Data (5)

> "So Youtube space was very awesome and I think it's ***actually*** a great thing that they do for the Youtube content creators." (Fresh Paper, 4.02-4.06)

In data (5), it was cited from a vlog by 'Fresh Papper'. Here the vlogger talked about the viewer about Youtube space that he visited. He used the lexical hedge of *actually* draws his confidence about what he said. Besides, the use of lexical hedge

of *actually* here may also indicate a fact what he has found. While in women's Youtube vlog, the finding can be seen as follow:

Data (6):

> "I have to speak English of course and <u>***actually***</u> I love it. I feel very and I feel very comfortable speaking English when I'm having conversation with someone who are not Norwegian of course and yeah but the problem is that I don't feel comfortable speaking English in front of camera and I just have like a basic English." (Woman 2, 1.11-1.39)

The data (6) comes from a vlog by 'Kristine Ullebo'. the vlogger really liked to speak English. She was very comfortable using English, especially when talking to foreigners. This situation is different when the vlogger speaks in front of the camera like an English vlogger. She felt uncomfortable talking in front of the camera because of his basic English. The lexical hedge of *actually* indicated her confidence to express her feeling. Besides indicating her confidence, the use of actually also showed her self-disclosure. She expressed his feelings when speaking English both with foreigners and in front of the camera.

From the data (5) and (6), both of the vloggers showed her confidence of their statement. In data (5), the function was to show her confidence about the statement to express her feelings. While in data (6), the function of using hedge was to show his confidence but to deliver a fact that he has found.

c. Really

The word really usually used to give emphasize in the utterances. Holmes (2013: 78) says that women are more likely to use the word really to strengthen and stress the implied meaning. The third modal adverb found in this research is *really*. In this case, the researcher found there are 51 features of using *really*. Those are 29

times of women and 22 times of men. One of the findings of **really** in men

utterances on Youtube vlog can be seen as follow:

Data (7):

> "Before crossing the road you have to watch right first and then left because as you can see cars come from the other direction. So that's **_really_**confusingohhh." (Pee Wee Toms, 0.45-0.50)

The data (7) cited from a vlog by 'Pee Wee Toms'. Based on the context, the

vlogger felt confused when he wanted to cross the road because there were cars

coming from the right side and the left side. To express his feeling of the situation,

he used lexical hedge of *really* to show her certainty about his statement that he felt

so confused. Moreover, the use of *really* also found on women's Youtube vlog. It

can be seen in data (8) below:

Data (8):

> "I hope this channel works too because guys I **_really_** love Youtube. This is the job I always wanted." (Vanessa, 2.51-2.55)

The data (8) cited from a vlog by 'Vanessa'. Here the vlogger said that she

really liked youtube. Youtube was a job that she always wanted. Here, the lexical

hedge of *really* shows her confidence more than her hesitancy of her statement.

Besides to show her confidence the use of *really* also can be meant as self-disclosure

to build a close relationship with the viewer. As stated by Coates (2013: 42) women

disclosure is a key point of the talk women and their friends. So the vlogger tried to

build a close relationship to the viewer in order to make the viewer like and watch

her youtube channel.

From the explanation above, it can be drawn that both the vloggers in data (7) and (8) have the same function of lexical hedge *'really'* that is to show their confidence of their statement.

4.1.2.1.3 Discourse Marker

Schiffrin (2001: 54) explains that discourse marker is a set of linguistic features which have function in expressive, cognitive, and textual domain such as *well, but, oh* and *you know*. The usage of discourse markers are found 189 times. Those are 95 times of men and 94 times of women. They are *you know, you see, I think, well, like, kind of,* and etc.

a. You know

One ofdiscourse marker's usage found in this research is *You know*. As stated by Holmes (1985: 98) in Women's and Men's speech, women are more likely to use the hedge *you know* to convey certainty. The use of *you know*in this case appears in 16 times. Those are 9 times of men and 7 times of women. Below is the finding of *you know* on men's Youtube vlog.

Data (9):

> "**_You know_**, I ended up eating a lot of foods and a lot of carbs and sugar that I normally wouldn't add to my diet." (Fresh Pepper, 0.46-0.54)

The data (9) comes from a vlog by Fresh Pepper. The vlogger talked about his feeling when he felt a little bloated so he wants to stop of eating a lot of foods, carbs, and sugar. Here, lexical hedges not to show his hesitancy but the confidence of his statement. He started by using *you know* to show the confidence of his statement. It means that his sentence can be heard by audiences as the things which

must be believed. Here, the speaker showed the fact of what has he felt. Moreover, the findings of *you know* also found in women utterances on Youtube vlog. It can be seen in the next data.

Data (10):

> "I will know it's better because **_you know_** like I watch films in English. I watch youtube video in English but I don't speak English. I don't practice speaking it." (Santa Busha, 4.31-4.43)

The data (10) comes from a vlog by Santa Busha. In this case, the vlogger showed her confidence by using you *know* in the middle of the utterance. It indicated that she does not mitigate or decrease the truth of the proposition expressed in the utterance.

In the use of you know, there is a different function between man in data (9) and woman in data (10). In data (9) was intended to show his confidence. While in data (10), the use of you know was intended to decrease the strength of the statement.

b. I think

The next hedging usage of discourse marker is *I think*. According to Lakoff (1975: 73), the use of hedge of *I think* is for being a preface to speaker's utterance. There are 29 times features of *I think*. They are 16 times of women and 13 times of men. The example of using '*I think*' on men's Youtube vlog can be seen as follow:

Data (11):

> "A lot of cool buildings around here, really old and **_I think_** I just found a university yep there is a college here." (Alessio Canova, 1.58-2.06)

The data (11) cited from a vlog created by 'Alesio Canova'. The vlogger explored the place around him including cool buildings and the other buildings

there. He used *I think* in order to show his opinion that he just found a university. The use of *I think* also means that he mitigates his utterance. Furthermore, the use of *I think* also found on women's Youtube vlog. It can be seen in the next data.

Data (12):

> "***I think*** that switching from the region to English will be a good way to do. So, I'm just going to try it out for maybe a just a couple of vlogs." (Kristine Ullebo, 1.57-2.11)

The data (12) cited from a vlog by 'Kristine Ullebo'. Here, the vlogger said

*'**I think** that switching from the region to English will be a good way to do'*

indicated the vlogger not confidence with her statement. She mitigated her proposition in order to decrease the strength of her statement. She might feel not confident or sure enough whether switching from the region into English will be a good way or not.

c. Well

The next discourse markers used as a hedge is *well*. According to Rubiyanti cited in Monica (2018: 21), the hedge of *well* usually used by men and women to start a discussion. In this case, the researcher found 5 features on men's Youtube vlog. While, there are twice of features found in women's Youtube vlog. The findings of the use *well* on men's Youtube vlog can be seen as follow:

Data (13):

> "I just wanted to keep going forever and did all of it looks incredible. ***Well,*** so we are finish up at Arcadia and we're now heading to our next port of call." (Jack Edwards, 2.31-2.45)

The data (13) cited from a vlog by 'Jack Edwards', the vlogger was in Arcadia with his friends. They gathered to eat together at a restaurant in Arcadia. Then they

went to the Arcadia press event. The purpose of the vlogger of using *well* is to start his discussion topic which inviting the viewer of his vlog. Pearson (1985: 47) claims that lexical hedges such as *you know, you see, well, maybe, perhaps* and *I think* are usually used by women when they want to start a discussion and they also tend to indirectly ask the hearer to know and understand what they want. Here, the vlogger wanted to tell the viewer that he has finished up at Arcadia and he wanted to invite the viewer to discuss another point that is about his next port of call. While on women's youtube vlog, the finding can be seen as follow:

Data (14):

> "***Well,*** actually for me I would like velvety bird for baby hey heyhey." (Fresh Pepper, 6.59-7.01)

Data (14) cited from a vlog by 'Fresh Pepper', the vlogger tells that she would like to take velvety bird for her baby. Here, the vlogger used lexical hedge of **'*well'*** just as a filler rather than open a discussion. So, the function of **'*well'*** here is different from the data (13) which used to open a discussion.

d. Like

Coates (2013: 88) explains the hedge of *like* becomes new comer in class of hedge which is used by most youngers speaker to mitigate the force of what they say. In this case, there are 53 features found of *like*. They are 30 of women and 23 of men. Below are the findings of *like* which found on men's Youtube vlog:

Data (15):

> "I want to give you guys an insight into what my daily life is ***like*** I thought why not try a vlog. So yeah this is my first go around. Hope you guys like it." (Fresh Pepper1.42-1.53)

Data (15) comes from a vlog by 'Fresh Pepper', the vlogger tried to give something different from the previous video. In the previous videos are told about modeling. Then he said that once upon time he ever thought that he wanted to tell about his daily life in his video. He thought that why he didn't try another video such as vlog. Hedges can show his insecurity by using *like*. The word *Like* here works as an insecurity marker. It is to show his doubt of what has been thought at that time. It means maybe he felt doubt toward his thought to make a vlog. Even though it ended up to did it. Besides on men's Youtube vlog, it also found on women's Youtube vlog. Below is the finding of *like* used by women on Youtube vlog.

Data (16):

> "I felt *__like__* I was living away from everything and like my work and my clients." (Kristine Ullebo, 3.19-3.27)

Data (16) cited from a vlog by Kristine Ullebo.The vlogger uses *like* as a hedge because it does not have a syntactic function in this sentence. The sentence would work just fine without *like,*so the vlogger could say *'I felt living away from everything and like my work and my clients'.*

e. Kind of

Lakoff (2004: 98) states the hedge such a *kind of*is common used to show the uncertainty. It means when men or women use the hedge of *kind of*, it means that they want to decrease the strength of their statement. In this case, the researcher found there are 18 times of feature. Those are 8 times of women and 10 times of men. The use of ***kind of*** in men's utterance on Youtube vlog can be seen as follow:

Data (17):

"It has really good sales and then they're **_kind of_** expensive up." (Beauty Within, 4.31-4.33)

In data (17) delivered by Beauty Within on her vlog talked about her apartment and anything around her apartment including the groceries. She talks that the groceries and shops around her apartment were really pricey. The use of lexical hedges of *kind of* means the speaker doubt and not totally confident with her statement. While on women's Youtube vlog, the finding of **_kind of_** can be seen as follow:

Data (18):

"...... a lot of things happen here but at the same time it's nice, it's interesting, it's history. So that's why I really like this **_kind of_** thing." (Carina Fergozo, 3.10-3.19)

Data data (18) cited from a vlog by 'Carina Fergozo'. Here the use of **_kind of_** as a hedge because it does not have a syntactic function in this sentence. The sentence would work just fine without **_like,_** so the vlogger could say *'I really like this thing'*.

4.1.2.2 Compliment

According to Holmes (1986: 485), a compliment refers to a speech act that explicitly orimplicitly attributes credit to people. The form of the compliment usually is a positive thing. Herbert (1998: 56) says that there are three compliments which can be analyzed in term of personal focus. They are first personal focus, second personal focus and third personal or impersonal focus. Figure 4.4 depicts the third personal or impersonal focuses are the most frequently found in both men and women' speech on Youtube Vlog. As stated by Herbert (1998: 56), men are more likely to use third personal or impersonal forms. The totals of compliments

uttered by men are 45 times. Those are 3 times of first personal form and 42 times of third personal or impersonal form. While on women's Youtube Vlog, the total of women used compliment only 35 times. Those are 5 times of first personal form and 30 times of first personal or impersonal form. For the second personal form both men and women are not found. The diagram of compliments used by men and women on Youtube vlog can be seen as follows:
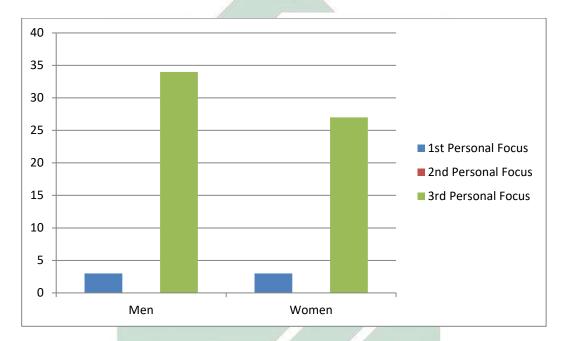

Figure 4.3. The Results of Compliments used by Men and Women's Youtube Vlog

a. **First Personal Focus**

According Coates (2013: 99), first personal focus also called as personalized forms compliment. There are six times of first personal focus usage found on men and women's Youtube Vlog. Those are 3 times of men and 3 times of women. So

the frequency of using first personal focus between men and women is equal. The findings of compliment used by men on Youtube vlog can be seen follow:

Data (19):

> "So we've come to a place called farm girl umm and ***I'm very excited***." (Jack Edward, 0.42-0.44)

The data (19) comes from a vlog by 'Jack Edward'. The vlogger came at one of the restaurantwhich named 'Farm Girl'. He was very excited about the restaurant. He prefers to use first personal focus *'I'm very excited'* to express his excitement because he wanted to emphasize 'his feeling' towards the restaurant. Besides, it found on men's Youtube vlog, the use of compliment also found on women's Youtube vlog. Below is one of the findings of compliment in women utterances:

Data (20):

> "because ***I'm super nice***. So yeah let's make the dinner. Nice boom yeah. Let's cook again." (Vanessa, 4.35-4.39)

The next data (20) comes from a vlog by 'Vanessa'. Here the vlogger uses first personal form of *I'm* to give a compliment for herself. The use of *I'msuper nice* indicates that the vlogger uses kind of compliment which means that she only conveys an emotional reaction as she is a wife in charge of her husband. She cooks her husband who had arrived at home after he works.

b. Third Personal or Impersonal Focus

The third personal focus belongs to the impersonal focus. Sometimes, this compliment is not only conveyed to humans but also other humans such as landscapes, pets and other objects. The third personal focus or impersonal focus stands as the most frequently used by men and women on Youtube vlog. There are

61 features of using the third personal or impersonal focus. Those are 34 times of men and 27 times of women. The use of third personal focus or impersonal focus of men can be seen as follow:

Data (21):

> "So I just visited the museum, it was ***really cool***." (Alessio Canaova, 2.34-2.36)

The data (21) cited from a vlog by Alessio Canove. In this case, the vlogger told that he has visited the museum. He felt amazed at the museum that he has visited. He said '*it was really cool'* means the vlogger want to show his compliment towards the museum. The use of impersonal focus shows his emphasis toward the museum rather than the feeling of the vlogger his self. While the use of compliment of women's Youtube vlog can be seen as follow:

Data (22):

> "I will do a video of ***how good apartment***. This apartment is actually a ***really nice size*** 7 enough for me and I stay in a ***really nice neighborhood***." (Beauty Within, 4.01-4.12)

The next data comes from the data (22) by 'Beauty Within' on her vlog. The speaker told that she lived in an apartment in Korea and she wanted to explore her apartment. She said some compliments about her apartment. First, she said '*how good apartment'* using the pattern of 'How ADJ NP'. Then, she continued by saying *'really nice size'* and *'really nice neighborhood'* using the pattern of 'Really like/love NP'.

From those data, it can be shown that both the vloggers are using the compliment to show their amazement toward something. They used compliments that commonly used by women in their speech.

4.1.2.3 Command and Direct

When people do a conversation, they usually try to get someone to do something. We can define it as a directive as a speech act. Command and directive features are also found on men's Youtube Vlog. The result of the use of command and direct can be seen as follows:
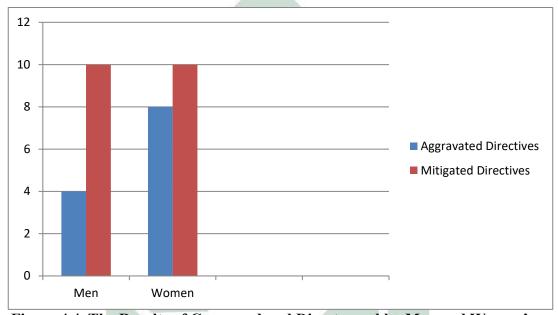

Figure 4.4. The Results of Command and Directs used by Men and Women's Youtube Vlog

In figure 4.4, it shows that women use more command and directs rather than men on Youtube vlog. They have the different total of the feature. Men have 14 times of command and direct. Those are 4 times of mitigated directives and 10 times of aggravated directives. While in women, they have 18 times of command and directs. Those are 8 times of mitigated directives and 10 times of aggravated directives.

a. Aggravated Directives

The form of this directive tends to be like order and demand. As stated by Labov and Fanshel (1977: 63), the use of aggravated directives such as orders and

demands imply that the speaker want to give a directive to amother explicitly. Sometimes aggravated directive is also called as impolite directive or unmitigated directive According to (2007: 83), unmitigated directive or aggravated directive refers to impolite directive which can be seen as stereotypically masculine strategy. In the use of aggravated directives, the researcher found there are 12 features of men and women on Youtube vlog. Those are 4 times of men and 8 times of women. The finding of aggravated directive used by men on Youtube vlog can be seen in data (23) below:

Data (23):

> "I will not go outside and ***write down in the comments what you think about this video!*** If you think that, I should do more vlogs in English or keep the Italian style." (Alessio Canova, 4.48-4.56)

The data (23) comes from a vlog by Alessio Canova. Here, the speaker asked the viewer or addressee to give comments about his video. The speaker used explicit aggravated directive such as *write down.* He used an explicit command to the viewer or addressee to give feedback to the video. While the finding of aggravated directive used by women can be seen in data (24) below:

Data (24):

> "I'm gonna take you guys with me so ***just stay tune!***" (Indie Royal, 1.29-1.31)

Data (24) comes from a vlog by 'Indie Royal', the speaker asked the addressee or the viewer to stay tuned at her vlog. From the utterance of *Just stay tuned!* The speaker used explicit command means the speaker wanted the viewer not to leave and watch her vlog. By supporting his command with statements of her

own desires *I'm gonna take you guys,* it can be said that the speaker used 'aggravated' directives.

b. Mitigated Directives

Mitigated directive can be called as polite directive. It is common used to soften the directive. Coates (2013: 95), explains sometimes mitigated directive is used by women to suggest rather than demand action. This kind of directives is the most frequently used by men and women on Youtube vlog. There are 20 features found used mitigated directives. Both men and women have equal times that is 10 times of usage. Below is one of the findings of mitigated directives used by men on Youtube vlog:

Data (25):

> "I just boil the kettle this is going to get a bit loud and it's going to go on for quite a while. So, ***let's talk about this***. I don't really know what I am supposed to do here because there aren't any instruction on the box to enjoy beauty tips at its best." (Lauderish Vlog, 0.39-0.56)

The data (25) comes from a vlog by 'Lauderish Vlog'. In this case, the speaker invited the viewer to discuss the tea, especially the instructions or tips to make it at its best. The speaker used the form *let's* explicitly includes the speaker together with the addressee or viewer in the proposed action. The speaker also used the form *let's* in order to mitigate the directives of his speech. Moreover, the finding of women usage in mitigated directive can be seen in data (26) below:

Data (26):

> "This is one of our biggest greenhouse and ***let's see*** if my mom's here and yes she is right there." (Santa Busha, 1.22-1.33)

The data (26) cited from a vlog 'Santa Busha'. The speaker invited the viewer to see her mother. The speaker used mitigated directives by using *Let's* of

her speech. It is explicitly includes the speaker and also the addressee or viewer in the proposed action.

4.1.2.4 Swear and Taboo Words

One of the language features that are usually used by people in daily conversation is swear and taboo words. Swear word or usually called as profanity is offensive language. Coates (2013: 97) states many studies believe men use more swear and taboo words than women.

Figure 4.5. The Results of Swear and Taboo Words used by Men and Women's Youtube Vlog

From figure 4.5, it draws the total of swear and taboo words used only three times. Those are twice of men and one of women. From the results, it draws that men use more swear and taboo words rather than women. For the detail explanation of men usage of strong and swear word can be seen as follow:

Data (27):

"***Hell yeah***..Sturbucks there we go. A lot of cool buildings around here. Really old." (Alessio Canova, 1.52-2.03)

The data (27) comes from a vlog by Alessio Canova. Here, the vlogger is amazed by the view of cool buildings around him. Here the vlogger used the strong word of *Hell yeah* to express his amazement toward the view. Not only about his amazement but also the use of strong or swear word can be a symbolic association with his masculinity. While the finding on women's Youtube vlog can be seen as follow:

Data (28):

> "I feel like I'm from New York so I'm used to pause but there's a whole another level here. This battery son psych and ain't nobody about to hold this ***damn*** thing." (Crissy Mcdow, 0.54-1.16)

In data (28) from Crissy Mcdow, the speaker talked about Korean condition. By using the rude word of *damn s*he expressed her frustration of what he felt during her stay in Korea including a lot of speed bumps, so many potholes on the road and a lot of traffic jams. So here, she feels such an aggressive driver in Korea.

It can be seen that the use of swear and taboo word has the different function at a certain situation. In data (27), the use of swear and taboo word was intended to express amazement that he felt at that time. Whereas in data (28) the use of swear and taboo word was intended to express about aggravation about what she felt.

4.1.2.5 Question

There have been many studies presented that women ask more questions than men. Coates (2004:93). It may reflect the relative weakness of women in order to keep the conversation going. In this study, the researcher found there are 16 times of question forms used by men and women on Youtube vlog. Those are 6 times of question form used by men and 10 times of question form used by women. From

the total of both men and women, it proves that women are more likely to use question form than men. The diagram of the use of question form can be seen as follows:
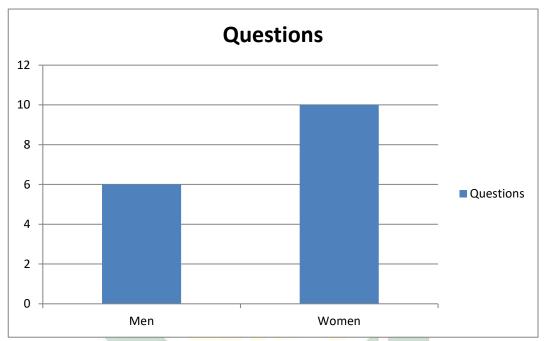

Figure 4.6. The Results of Questions used by Men and Women's Youtube Vlog

For the detail explanation of the usage of questions used by men on Youtube vlog can be seen as follow:

Data (29):

> "Let's go. **_What's food? What is food?._** I'm shane I'm eating today. Oh this guy is rude. So we are going to eat. It's so close to our house. It's right here on the corner you see there. I'm gonna. We got an omelet, we gor a paini and we are ookay. So we just finished lunch." (Tim Bryan, 0.14-1.13)

We can see in data (29) which cited from a vlog by 'Tim Bryan'. The vlogger asked to the viewer about food that he wanted to eat. He would go to eat at the place that so near to his house. He used an interrogative sentence of *'what's food, what is food'* may indicate he still had no choice what he wanted to eat. But

then, he got an omelet for his lunch. The use of interrogative form in his utterance may also indicate to catch the viewer's attention. The other findings of the use of a question on men's Youtube vlog can be seen as follow:

Data (30):

"***Can you feel my shirt?What is not even my shirt?*** This my boyfriend shirt. This my boyfriend shirt" (Indie Royal, 1.54-2.01)

The data (30) comes from a vlog by Indie Royal. Here, the vlogger asked the addressee or viewer about her shirt. The vlogger tried to catch the viewer's attention about her shirt by using an interrogative sentence such *'Can you feel my shirt?'* then she still used the interrogative forms in the next utterance *'What is not even my shirt?'*. After she tried to catch the viewer's attention by using interrogative sentences, then the vlogger answered her question by herself. It means that the use of questions is not merely to ask the viewer but also to get attention and maintain the conversation. While on women's Youtube vlog, the finding of question usage can be seen as follow:

Data (31):

Baby : Look Mama!
Mama (The Vlogger)   : ***What is that? Oh do you want that for your baby sister?***

(Indie Royal, 4.08-4.22)

The next data comes from a vlog by Indie Royal. It can be seen in data (31). The vlogger is in a conversation with her child. Her child called her mother to see what he has gotten. Then the mother (the vlogger) asked to her child *'what is that? Do you want that for your baby sister?'* So here, the questions are intended to her child rather than to the viewers because she was in a conversation with her child.

So, data (29) and (30) have a similar function of the use of questions. The questions are intended to get the viewer's attention. They tried to ask something to the viewer in their vlog then they answered by themselves. By using the interrogative sentence, it may catch the attention of the viewer rather that they give statement all along the video. Different from the data (31), in this situation the addressee is not the youtube viewer but a person who was also in her video that is her child. The function of using questions here are pure to ask something to the 2nd speaker rather catch the youtube viewer's attention.

4.1.2.6 Tag Question

Tag questions are usually a question used to decrease the assertion of the speaker. According to Lakoff cited in Coates (2013: 90), tag questions decrease the strength of statement. He hypothesizes women use more tag question rather than men but there is no empirical evidence to show that women use more tag question than men. In this study, there is no tag question used by both men and women on Youtube Vlog.

4.1.2.7 Minimal Response

Coates (2013) explains minimal response also can be said as 'back channels' like *right, mhmm, yeah* and etc. Some studies indicate that women use minimal response more than men. In this present research, the use of minimal response did not find on both men and women's Youtube vlog.

4.2 Discussion

Based on the explanation in findings, it can be seen that there are 430 features found on men and women's Youtube vlog, 219 times of men and 211 of women.

The most frequent language features used by men and women's Youtube vlog is Hedges, with the total number 298. Besides, the language features that did not find in the utterances of men and women on Youtube vlog is minimal response. While the other five features they are question, tag question, command and direct, swear and taboo word and compliment are also applied in men and women's Youtube Vlog.

From the findings, it shows that there are different numbers and purposes found between men and women's utterances on Youtube Vlog. In the use of hedges, women are more dominant than men. It because women's speech is often described as tentative which expresses the vlogger's doubt and confidence of their statement. While in the use of compliment, men are more dominant than women. It because most of the compliments found in this research are minimal pattern (Adjective+Noun). As stated by Holmes that the minimal pattern has a simple pattern that usually used by men.. In the use of command and directive, this study found women and men have a little different number of the use of command and directive. It might because one of the purpose of creating vlog is to influence viewers to do something. So, they have almost the same number in using command and direct. The next feature is swearing and taboo word. Here, the researcher found men used more swear and taboo words than women, but they only have a little different number in the use of swearing and taboo word. So, it cannot be described clearly why men have more number of swearing than women. The next feature is question. The use of question in this study shows that women used question more

than men. It might because women want to keep discussion or conversation going. By giving questions to the addressee, it could catch the viewers' attention.

In other hand, the research did not find minimal response and tag question used by both of them. It might be difficult to find the use of minimal response because the data comes from youtube vlog utterances. In youtube vlog most of the vloggers speak something (such as feeling, opinion, experience, hobby and etc.) by her/himself without other person talking to in the video. The addressee is addressed to the viewer. Therefore, the possible to find out the use of minimal response and tag question on youtube vlog is very small. So, the vlogger could not give feedback such a minimal response or maybe give a tag question.

The use of five features of seven features which are proposed by Coates (2013) in this present research has their own function. The function of each feature depends on the purpose of the vlogger to deliver their speech. Therefore, this present research really shows the result on how men and women acquired the language speech features in speaking. The result shows the possible purposes of language feature used by men and women on Youtube vlog are hedges to mitigate or decrease the strength of the statement, question to catch the viewer's attention to the discussion keep going on the addressee, compliments to express feeling and admiration, command and directs to persuade or involve the viewer on their vlog, swear and taboo words for being to express negative feeling such annoying thing.

As stated in the previous chapter, this present research aims to develop the research from Ningsih (2015). Therefore, the researcher intends to compare this present result with the previous one. In theory, the previous researcher uses

language features theory proposed by Lakoff (1975) which provides ten types of language features used by women. There are nine types of languages features found, those are lexical hedge and filler, tag question, rising intonation on declarative, empty adjective, intensifier, hypercorrect grammar, super polite form, and emphatic stress. Whereas, this present research applies language features theory adapter by Coates (2004) which provide seven language features used by general people. The result shows there are five language features found in men and women, those are hedge, compliment, command and direct, question, and swear and taboo word. Thus, this present study could present results which not only come from women but also from men.

In another matter, the researcher finds one more interesting case that needs to be discussed. It criticizes the application of language features on men and women's Youtube vlog. It has been known that one of the features found in this case is Swear and Taboo Word. As stated by Diez cited in Faukade (2013: 119), some people consider taboo words as words which have terrible meaning since it used inappropriate and contain any substance that are cruel. So, people have to avoid it. There are some evidences that men and women used swear and taboo word. Those evidences can be seen in data 27 and 28 as mentioned in the findings. This case is very contrary to what is taught in Islam to us. As described in some verses of Al-Qur'an. One of them is noted by Surah Al-Humazah verse 1.

وَيْلٌ لِّكُلِّ هُمَزَةٍ لُّمَزَةٍ ١

"Woe to every scorner and mocker"

From the verse above, it is very clear that Islam prohibit to use swear and taboo word. Allah SWT does not like people who say rude words. In Islam it is not taught to speak rudely, but Islam teaches its servants to get used to speaking in good words. As stated in Qur'an Surah Al-Baqarah verse 83:

...وَقُولُواْ لِلنَّاسِ حُسۡنٗا وَأَقِيمُواْ ٱلصَّلَوٰةَ وَءَاتُواْ ٱلزَّكَوٰةَ ثُمَّ تَوَلَّيۡتُمۡ إِلَّا قَلِيلٗا مِّنكُمۡ وَأَنتُم مُّعۡرِضُونَ ٨٣

"... And speak to people good [words] and establish prayer and give zakah. Then you turned away, except a few of you, and you were refusing."

Besides, Al-Imam Titmidzi also narrated in his sunnah number 2002 that Rasulullahsallallahu'alaihiwasallam said:

مَا شَيۡءٌ أَثۡقَلُ فِيۡ مِيۡزَانِ الۡمُؤۡمِنِ يَوۡمَ الۡقِيَامَةِ مِنۡ خُلُقٍ حَسَنٍ وَإِنَّ اللهَ لَيُبۡغِضُ الۡفَاحِشَ الۡبَذِيۡءَ

"Nothing is heavier on the believer's Scale on the Day of Judgment than good character. For indeed Allah, Most High, is angered by the shameless obscene person."

In this sunnah, we note that The Prophet sallallaahu'alaihiwasallam has linked the morality of people with their utterance. It means that the utterance of people can describe who they are. People with a good morality will always use good words rather than swear or taboo words when they speak. It is the most powerful barometers to judge a person whether they have good morality or not. Thus, if people want to be a good person with a good morality, they would not use swear and taboo word when they are speaking. Indeed people who say rude are hated by Allah SWT.

CHAPTER V

CONCLUSION AND SUGGESTION

In this chapter, the writer presents the conclusion and suggestion of the data that has been analyzed.

5.1 Conclusion

The researcher has done with the analysis, discussion and now comes to conclusion. The writer concludes all of the findings relate to this thesis. The thesis under the title *"The Use of Language Features between Men and Women on YoutubeVlog"* focuses on analyzing language features of men and women on Youtubevlog by using Coates (2004) theory. This research was conducted using a descriptive qualitative method. The instrument is the writer herself as a human instrument and the data was taken from the vlogger's utterances on YoutubeVlog. Some findings have been found in this thesis related to language features.

The research concludes that there are five language features of seven features proposed by Coates (2004) on men and women on Youtubevlog. Those are Hedges, Questions, Command and Directs, Compliments and Swear and Taboo Word. In Men's YoutubeVlog, the total of language features that emerged is 219 times. Those are 144 of hedges, 45 of compliments, 6 of questions, 14 of command and directs, 2 of swear and taboo word. While in women's Youtubevlog, this research found there are 211 features used by women on Youtubevlog. The features are 154 times of hedges, 35 times of compliments, 33 times of command and directs, 10 times of questions, 1 of swear and taboo word. In both men and women,

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the research did not find minimal response and tag question used by both of them. It might be difficult to find the use of minimal response because the data comes from youtubevlog utterances. As stated by Lee (2017: 28) vlog typically features a single person speaking to a camera about a range of topics, including personal topics or those relating to the wider world, etc. It means the addressee is addressed to the viewer. Therefore, the possibility to find out the use of minimal response and tag question on Youtubevlog is very small. So, the vlogger could not give feedback such a minimal response or maybe give a tag question because it is not kind of a dialogue conversation but tends to monologue conversation.

Women are more dominant in the use of language features, in which the researcher found 225 words which indicate language features. While in men's Youtubevlog, the researcher found 210 words that indicate language features. Besides, the analysis can be seen that men are dominant in using Compliments and Swear and Taboo Words. While women are dominant in using Hedge, Command and Direct and Question.

The first feature is Hedges. It is found in both men and women's Youtubevlog. Both men and women using hedges are to mitigate or decrease the strength of the statement. Sometimes the vlogger feels doubt with their assertion. So, they mitigate their statement. The second feature is compliments. Most of the vloggers use compliments to express feeling and admiration toward something. The third feature is command and directs are to persuade or involve the viewer on their vlog. The forth is questions are to catch the viewer's attention so the discussion

keeps going on the addressee. The last is Swear and Taboo word. The use of taboo word here is to express an annoying feeling.

5.2 Suggestion

This research has been done by the limited time. The researcher thinks that this research is not perfect. Especially in applying the theory and finding out the results. The researcher wishes this research can give some knowledge about men and women's language features for the next researcher.

By conducting the same aspect of discussion, the next researcher can compare Coates' theory with another linguist who defines language features and also analyzing men's and women's language features in the form of dialogue (two or more people in a conversation). So, it is possible to find out all the language features of men and women including minimal response and tag question.

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