

**GENDER DIFFERENCES OF INTENSIFIERS USED BY
ISLAMIC VLOGGERS**

THESIS



**BY:
KUNTUM KHOIRO UMMAH
A73216115**

**ENGLISH DEPARTMENT
FACULTY OF ARTS AND HUMANITIES
UIN SUNAN AMPEL SURABAYA**

2020

DECLARATION

I am the undersigned below :

Name : Kuntum Khoiro Ummah
NIM : A73216115
Department : English
Faculty : Arts and Humanities
University : UIN Sunan Ampel Surabaya

Truly state the thesis is my original work and not plagiarism or fabrication in part or whole.

If in the future it is proven that is thesis results from plagiarism/ fabrication, either in part or in full, then I am willing to accept sanctions for such actions under the applicable provisions.

Surabaya, 24th June 2020



A green 3000 Rupiah stamp with a signature over it. The stamp features the text 'METERAI TEMPEL', the serial number '2A462AHF498518987', and the denomination '3000' and 'TIGA RIBU RUPIAH'. The signature is written in black ink over the stamp.

Kuntum Khoiro Ummah

APPROVAL SHEET

GENDER DIFFERENCES OF INTENSIFIERS USED BY ISLAMIC VLOGGERS

by:

Kuntum Khoiro Ummah
Reg. Number: A73216115

Approved to be examined by the Board of Examiners, English Department,
Faculty of Arts and Humanity, UIN Sunan Ampel Surabaya

Surabaya, June 28, 2020

Thesis Advisor



Prof. Dr. Zuliati Rohmah, M.Pd.
NIP. 197303032000032001

Acknowledged by:

The Head of the English Department



Dr. Wahyu Kusumajanti, M.Hum
NIP. 197002051999032002

EXAMINER SHEET

This thesis has been approved and accepted by the Board of Examiner, English Department, Faculty of Arts and Humanities, UIN Sunan Ampel Surabaya on 23 July, 2020

The Board of Examiner are:

Examiner 1



Prof. Dr. Zuliati Rohmah, M.Pd.
NIP. 197303032000032001

Examiner 2



Dr. A. Dzo'ul Milal, M.Pd.
NIP. 196005152000031002

Examiner 3



Raudlotul Jannah, M.App.Ling.
NIP. 197810062005012004

Examiner 4



Suhandoko, M.Pd.
NIP. 198905282018011002

Acknowledged by:

The Dean of Faculty of Arts and Humanities
UIN Sunan Ampel Surabaya



Dr. Agus Aditoni, M.Ag
NIP. 196210021992031001



KEMENTERIAN AGAMA
UNIVERSITAS ISLAM NEGERI SUNAN AMPEL SURABAYA
PERPUSTAKAAN

Jl. Jend. A. Yani 117 Surabaya 60237 Telp. 031-8431972 Fax.031-8413300
E-Mail: perpus@uinsby.ac.id

LEMBAR PERNYATAAN PERSETUJUAN PUBLIKASI
KARYA ILMIAH UNTUK KEPENTINGAN AKADEMIS

Sebagai sivitas akademika UIN Sunan Ampel Surabaya, yang bertanda tangan di bawah ini, saya:

Nama : Kuntum Khoiro Ummah
NIM : A73216115
Fakultas/Jurusan : Adab & Humaniora / Sastra Inggris
E-mail address : KuntumUmmah99@gmail.com

Demi pengembangan ilmu pengetahuan, menyetujui untuk memberikan kepada Perpustakaan UIN Sunan Ampel Surabaya, Hak Bebas Royalti Non-Eksklusif atas karya ilmiah :

Skripsi Tesis Desertasi Lain-lain (.....)
yang berjudul :

Gender Differences of Intensifiers Used by
Islamic Vloggers

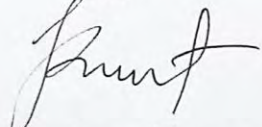
beserta perangkat yang diperlukan (bila ada). Dengan Hak Bebas Royalti Non-Eksklusif ini Perpustakaan UIN Sunan Ampel Surabaya berhak menyimpan, mengalih-media/format-kan, mengelolanya dalam bentuk pangkalan data (database), mendistribusikannya, dan menampilkan/mempublikasikannya di Internet atau media lain secara *fulltext* untuk kepentingan akademis tanpa perlu meminta ijin dari saya selama tetap mencantumkan nama saya sebagai penulis/pencipta dan atau penerbit yang bersangkutan.

Saya bersedia untuk menanggung secara pribadi, tanpa melibatkan pihak Perpustakaan UIN Sunan Ampel Surabaya, segala bentuk tuntutan hukum yang timbul atas pelanggaran Hak Cipta dalam karya ilmiah saya ini.

Demikian pernyataan ini yang saya buat dengan sebenarnya.

Surabaya,

Penulis


(Kuntum Khoiro U)
nama terang dan tanda tangan

ABSTRACT

Ummah, K. K. (2020). *Gender Differences of Intensifiers Used By Islamic Vloggers*. English Department, UIN Sunan Ampel Surabaya. Advisor: Prof. Dr. Hj. Zuliati Rohmah, M.Pd.

Keywords: intensifiers, female speech, gender differences, Islamic vloggers.

This study discusses the gender differences of Islamic vloggers. Many language features differentiate male and female language, but this study only focuses on intensifiers. The purposes of this study are to find out the differences between male and female Islamic vloggers in using intensifier words, what intensifiers function they used, and what aspects affect them to use intensifiers in their videos.

This study is applying the combination of descriptive qualitative and quantitative as the research design. First, the researcher collected the data from the transcription of Islamic vlogger's videos. Then, the data were identified and classified into four intensifier functions. After then, the data were counted and the percentage of each gender, each function, and each vlogger were presented into a table. From the percentages, the researcher analyzed and described what aspects affect the use of intensifiers.

The result of this study confirmed Lakoff's theory (1975) about intensifiers for woman language features by getting 76% intensifiers from female vloggers and 24% intensifiers from male vloggers. Despite a big different result, there are no significant differences between male and female vloggers in the intensifier functions and aspects affect the use of intensifiers. Male and female vloggers have the same order in the use of each function. The most popular function is decreasing the effect of intensity. The second is suggesting the effect of being intense. The third is increasing the effect of intensity. And the last is being negative-positive intensifier. Male and female vloggers also have the same aspects that affect the use of intensifiers. Four aspects affect them to use intensifiers (powerless feeling, viewers attractivity, social class and ability) and two aspects do not affect the use of intensifiers in this study (communication apprehension and rigidity).

ABSTRAK

Ummah, K. K. (2020). *Perbedaan Gender dalam Penggunaan Intensifier oleh Para Vlogger Muslim*. Departemen Bahasa Inggris, Fakultas Seni dan Humaniora. UIN Sunan Ampel Surabaya. Penasihat: Prof. Dr. Hj. Zuliati Rohmah, M.Pd.

Kata kunci: intensifier, bahasa perempuan, perbedaan gender, vlogger Muslim.

Penelitian ini membahas tentang perbedaan *gender* pada *vlogger-vlogger* Muslim. Ada banyak fitur bahasa yang membedakan bahasa pria dan wanita, tetapi penelitian ini hanya berfokus pada *intensifier*. Tujuan dari penelitian ini adalah untuk mengetahui perbedaan antara vlogger Muslim dan Muslimah dalam menggunakan kata-kata *intensifier*, apa fungsi *intensifier* yang mereka gunakan, dan aspek apa yang mempengaruhi penggunaan *intensifier* dalam video mereka.

Penelitian ini menggunakan kombinasi dari deskriptif kualitatif dan kuantitatif sebagai desain penelitiannya. Pertama, peneliti mengumpulkan data dari transkripsi video para *vlogger*. Kemudian, data diidentifikasi dan diklasifikasikan sesuai empat fungsi *intensifier* masing-masing kata. Setelah itu, data yang berupa persentase masing-masing jenis kelamin, masing-masing fungsi, dan masing-masing *vlogger* dihitung dan disajikan pada tabel. Dari persentase tersebut, peneliti akan menganalisis dan mendeskripsikan aspek apa saja yang mempengaruhi penggunaan *intensifier*.

Hasil penelitian ini mengkonfirmasi teori Lakoff (1975) bahwa *intensifier* adalah fitur bahasa wanita, dengan hasil 76% *intensifier* dari *vlogger* Muslimah dan 24% *intensifier* dari *vlogger* Muslim. Meskipun memiliki perbedaan hasil yang besar dalam penggunaan *intensifier*, tetapi penelitian ini memiliki hasil yang sama pada penggunaan fungsi *intensifier* dan aspek yang mempengaruhi penggunaan *intensifier* oleh *vlogger* Muslim dan Muslimah. *Vlogger* Muslim dan Muslimah memiliki urutan yang sama dalam penggunaan setiap fungsi. Fungsi yang paling populer adalah pengurangan efek intensitas (*decreasing the effect*), kemudian disusul dengan pemberi kesan intens (*suggesting the effect*), yang ketiga adalah peningkatan efek intensitas (*increasing the effect*), dan yang terakhir adalah *being negative-positive intensifier*. Begitu pula dengan hasil dari aspek yang mempengaruhi penggunaan *intensifier*, *vlogger* Muslim dan Muslimah memiliki empat aspek yang memengaruhi mereka untuk menggunakan *intensifier* (perasaan tidak berdaya, daya tarik penonton, kelas sosial dan kemampuan) dan dua aspek yang tidak bisa memengaruhi penggunaan *intensifier* (kegugupan dalam berkomunikasi dan kekakuan).

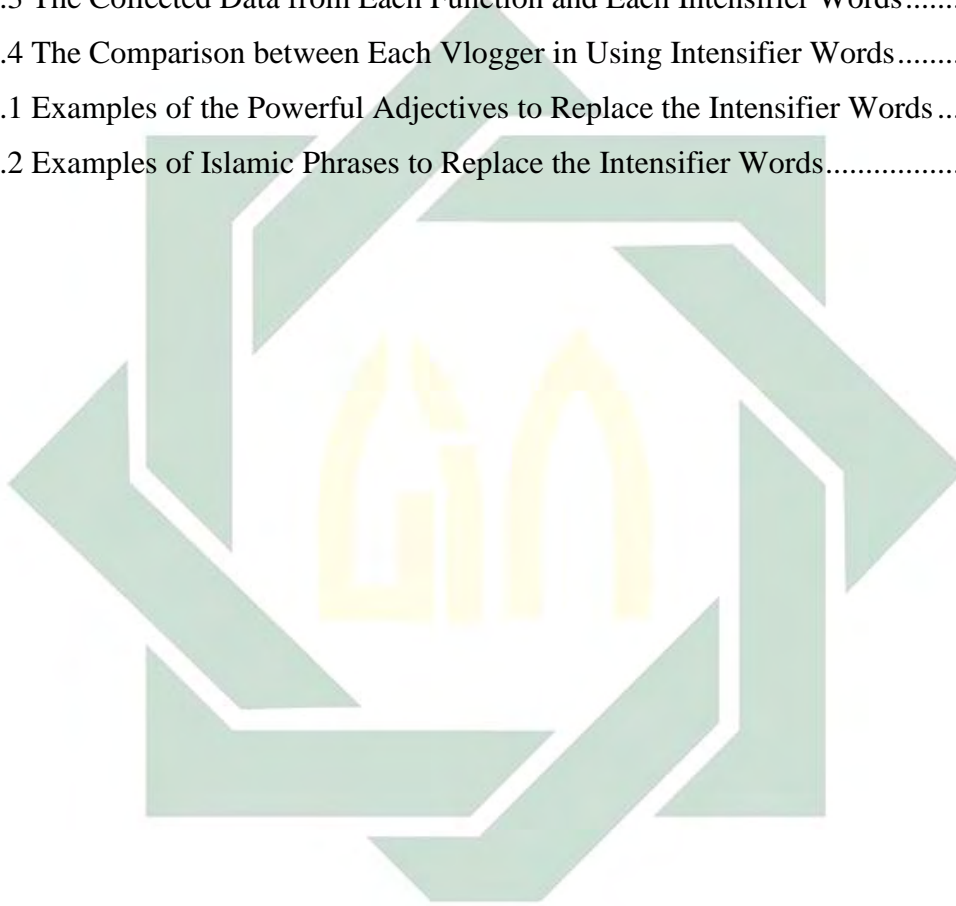
TABLE OF CONTENTS

Inside Cover Page	i
Declaration	ii
Examiner Sheet	iii
Acknowledgments.....	v
Abstract	vi
Abstrak	vii
Table of Contents	viii
List of Attachment.....	xii
CHAPTER I INTRODUCTION	1
1.1 Background of the Study	1
1.2 Research Problems	4
1.3 Significance of the Study	4
1.5 Definition of Key Terms	5
CHAPTER II REVIEW OF RELATED LITERATURE	6
2.1 Kinds of Intensifier Based on Their Function	6
2.2 The Gender Difference in Using Intensifiers	7
2.3 Aspects Affect the Use of Intensifiers.....	9
CHAPTER III RESEARCH METHODS	11
3.1 Research Design	11
3.2 Data Collection.....	11
3.2.1 Research Data	11
3.2.2 Instrument	16
3.2.3 Data Collection Techniques.....	17
3.3 Data Analysis	18
3.3.1 Identifying and Classifying.....	18

3.3.2 Detail Counting of Each Video.....	19
3.3.3 Interpreting.....	21
CHAPTER IV FINDINGS AND DISCUSSION	22
4.1 Findings	22
4.1.1 Intensifier Words	22
4.1.2 Intensifiers Functions.....	27
4.1.2.1 Decreasing the Effect of Intensity	29
4.1.2.2 Suggesting the Effect of Being Intense	29
4.1.2.3 Increasing the Effect of Intensity	30
4.1.2.4 Being Negative-Positive Intensifier	30
4.1.3 The Difference Between Muslim Male And Female Vloggers	31
4.1.4 The Aspects Affect the Use of Intensifiers.....	40
4.1.4.1 Powerless Feeling.....	41
4.1.4.2 Viewers Attractivity	43
4.1.4.3 Social Class	44
4.1.4.4 Ability.....	46
4.2 Discussion	48
CHAPTER V CONCLUSION AND SUGGESTION	53
5.1. Conclusion.....	53
5.2. Suggestion	55
REFERENCES.....	56
APPENDICES	58

LIST OF TABLE

Tables	Pages
3.1 Islamic Vlogger’s YouTube Account and the Duration of Each Video.	12
3.2 Islamic Vlogger’s Social Class Informations.....	16
3.3 The Collected Data from Each Function and Each Intensifier Words.....	19
3.4 The Comparison between Each Vlogger in Using Intensifier Words.....	20
4.1 Examples of the Powerful Adjectives to Replace the Intensifier Words.....	47
4.2 Examples of Islamic Phrases to Replace the Intensifier Words.....	47

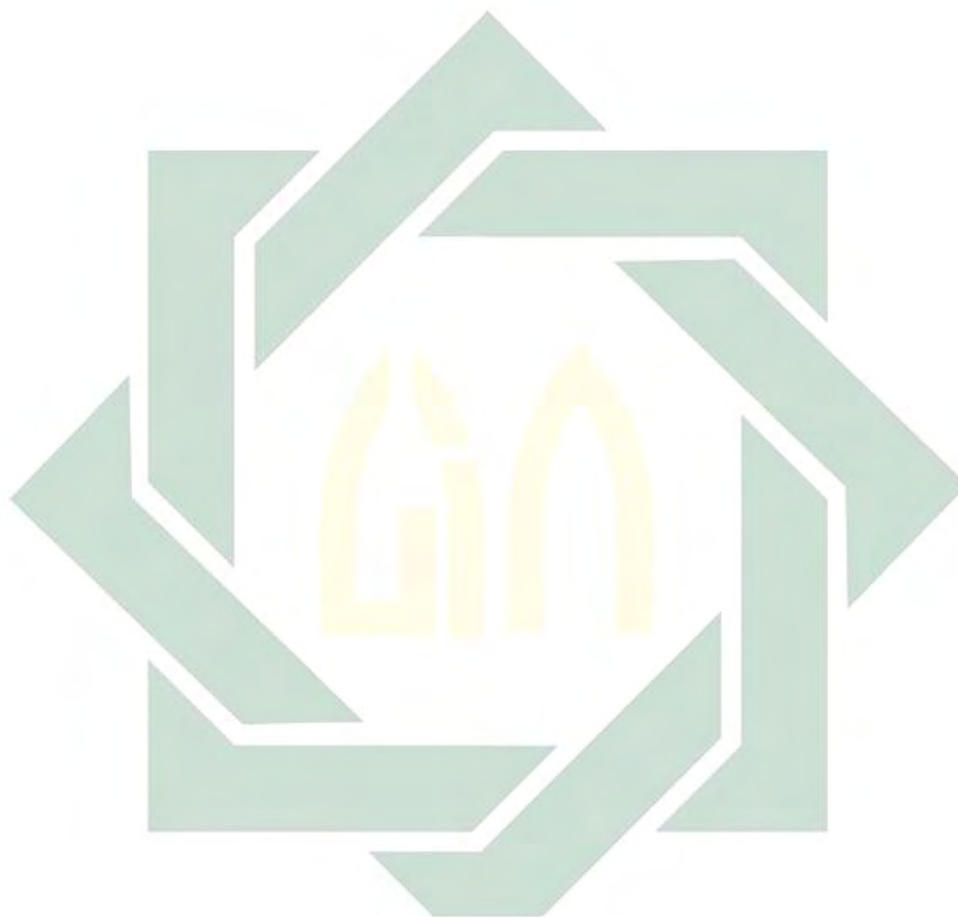


LIST OF FIGURES

Figures	Pages
3.1 The Edited Transcription from Downsub.com	17
3.2: Highlighting Intensifier Words	17
3.3: Highlighting Intensifier Functions	18
3.4: The Difference of Intensifiers Functions between Male and Female Vloggers .	19
3.5: The Comparison between Each Vlogger in Using Intensifier Words.....	20
4.1: The Frequency of Each Intensifier Words	23
4.2: The Difference of Intensifiers Functions between Male and Female Vloggers .	29
4.3: The Comparison between Each Vlogger in Using Intensifier Words.....	32
4.4: Using Photos to Replace the Intensifier Words	35
4.5: Highlighting the Caption to Replace the Intensifier Words.....	35
4.6: Writing the Intensifier in Caption	37
4.7: Captioning the Video to Replace the Intensifier Words	38

LIST OF ATTACHMENT

Appendices	Pages
1. The Collected Data from Each Intensifier Words.....	56
2. Percentages of Intensifier Words and Intensifier Functions	60
3. Comparison Percentages between Each Vlogger.....	61



CHAPTER 1

INTRODUCTION

This chapter discusses five points. They are the background of the study, research problems, the significance of the study, scope, and limitation, and definition of the key term.

1.1 Background of the Study

The intensifier is one of the women's language features that were claimed by Lakoff in 1975. In her theory, women's language features are including lexical hedges, tag questions, rising intonation on declarative, empty adjective, precise color terms, intensifier, hypercorrect grammar, super polite forms, emphatic stress, and avoidance of strong swear word. After she stated that theory, many researchers began to think that women and men language feature is different and make a research about the difference between both of them (Pebrianti, 2013).

According to Rasekh (2015), many differences happen in the woman and man language features including pronunciation, vocabulary, and grammar. One of the differences between woman and man language in vocabulary is intensifiers (Subon, 2013). Intensifiers are adverbs. They are used to boost or maximize the meaning of the word (Romero, 2012). Not only for increasing the meaning of a word but sometimes an intensifier is also used to reduce and suggesting the meaning of a word (Sardabi and Afghari, 2015). Words of intensifiers are *very, so, really, absolutely, etc.*

Intensifiers are interesting to analyze because intensifiers are flexible. They tied to a larger context of people with different countries and genders (Romero,

2012). Not only flexible, but also intensifiers have versatility and color, capacity for rapid change, and recycling of different forms (Tagliamonte, 2005). Male and female different speech has been identified many times. Unfortunately, an intensifier is one of the features that still have not enough conclusive and consistent results (Rasekh, 2015). Therefore, the male and female differences in intensifier research are still needed to give more conclusive and consistent results.

Some of the studies have become evidence of this inconsistent result. They are Sharp (2012), Rasekh (2015), and Kuha (2005). In their research, they stated that women use more of intensifiers rather than men like what has been stated by Lakoff in his theory. On the other hand, some of them have different findings with them. Nemati and Bayer (2007), Fahy (2002), and Xiao and Tao (2007) stated that women use more of intensifiers rather than men. Those different findings are demonstrating how large intensifier has been used in many different focuses and different languages.

Sharp (2012) analyzed the use of intensifiers (so and really) in a television show. The finding showed that female characters use more of an intensifier rather than male characters. Sharp's research proposed that intensifiers 'so and really' are including in characteristic of female language features used in television programming. This result also happens in Kuha (2005), 58 male and 58 female students have been analyzed in this study. The average use of men is 0.8 intensifier per 100 words while women use 1.1 intensifiers per 100 words. In a recent study, Rasekh (2015) analyzed the gender differences in the use of intensifiers in Persia. It has the same finding with Sharp. It showed that Persian women are also high users of intensifiers.

In 2007, Nemati and Bayer identified the use of intensifiers, tag questions, and hedges used by males and females in English and Persian film script. The result is different from the two research before because it didn't show any significant differences between man and woman language. In another study, Fahy (2002) has a different opinion with Lakoff. He investigated the use of intensifiers and qualifiers used by males and females in a computer conference transcript. His research finding showed that women generally use fewer intensifiers and more qualifiers, while men mainly use fewer qualifiers and more intensifiers. In another study, Xiao and Tao (2007) showed no significant difference between male and female speakers in using intensifiers. They explored this result by analyzing several sociolinguistic variables.

Overall, the reviewed studies here are showing that intensifier studies are inconsistent in their results. Three results of the studies depicted that women are using more intensifier than men, those results are similar to Lakoff's theory stated in 1975. On the other hand, the other three results of the studies depicted that men use more intensifiers than women. In short, the intensifiers are also included in the men's language feature, which means it is inconsistent with the theory Lakoff has stated.

The reviewed studies also have a little attention to the function and aspects that affect the use of intensifiers in their research data. Therefore, the researcher wants to assure the different use of intensifiers between man and woman vlogger. Making sure of the different use of intensifier is important. The importance of making sure the different use of intensifiers is reducing the hesitation of the theory. Since 1975, Lakoff has stated intensifier is one of woman's linguistic feature. Yet nowadays, many researchers have different results in their study. This fact made the

researcher hesitate for Lakoff's theory. Is the intensifier including in woman language features? Or is it not. These questions made the researcher thought that making sure of the different use of intensifiers between man and woman is important.

In this research, the researcher does not only reassure by accounting the use of intensifiers but also connect them with the function of intensifiers and aspects that affected the use of intensifiers. The research attracts to use Islamic vloggers as the subject of this research since there is no researches analyzing intensifiers in Islamic society of nowadays generation and she knows that male and female vlogger has the same aspects to use intensifier that is attracting their viewers.

1.2 Research Problems

- a) What are intensifier words found in Islamic vlogger's videos?
- b) Based on the functions of intensifiers, What kind of intensifier functions are used by Islamic vloggers?
- c) How many percentages of significant difference between male and female vloggers in the use of intensifiers?
- d) What are the aspects that affect the use of intensifiers used by Islamic vloggers

1.3 Significance of the Study

This study promotes the previous study about gender difference in using intensifier and delivers the proof about the function of intensifier regarding the various aspects that affected vloggers to use intensifier in their Islamic vlog. The contradictive result between the different percentages from intensifier words used by

male & female vloggers and the similar result from “the intensifiers function” and “the aspects affect the use of intensifiers” reflects the reason why the previous studies have different results. Therefore, the women language feature for intensifiers theory has no longer hasitate us.

1.4 Scope and Limitation

The scope of this research is finding gender differences. Despite there are many linguistic features that differentiate between male and female language features, this study only focuses on intensifier use. The transcription of youtube videos analyzed in this study. The limitation of this study is the researcher only uses the references on the research of intensifier without any references of any gender differences.

1.5 Definition of Key Terms

1. The intensifier is one of the adverbs. used for boosting or maximizing the meaning of words
2. Vlogger: Video-blogger is a person who used their video-blog to spread his video content in video platforms (especially youtube)

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter explains the approach of this research. It includes theories related to this research. They are women's language features especially intensifiers, intensifier functions, and aspects that affect the use of intensifiers.

2.1 Kinds of Intensifier Based on Their Function

In 1985, Quirk has divided intensifiers into amplifiers (scaling upwards from an assumed norm) and downtoners (scaling downwards from an assumed norm). After decades, Sardabi and Afghari (2015) declared some kinds of intensifiers in their study. According to them, there are four kinds of intensifier words based on their function, they are:

- Increasing the effect, for example, *That is very interesting*. It also called a basic intensifier. Some words which have increased the effect of intensity: very, so, all, always, too, super.
- Decreasing the effect, for example, *That is quite interesting*. Some words which have decreased the effect of intensity: quite, a bit, only/just, less, never, at all, nothing, rather, slightly, pretty.
- Suggesting the effect, for example, *That is amazingly interesting*. (suggests being amazed). This kind of intensifier usually appears as adverb suffix –ly. Some words which have suggested the effect are: completely, certainly, especially, extremely, amazingly, scarily.

- Being negative positive intensifier, for example: *What an insanely good idea!*.

It's a negative adverb pattern but use to intensify the effect of the positive verb. Some words which include in negative-positive intensifiers are: insanely, awfully, dreadfully, hella, freaking, bloody, fucking.

Overall, a big line of intensifier's function has been described by Quirk (1985). It was an amplifier that has a similar concept with increasing the effect and downtoners that has a similar concept with decreasing the effect. After decades, Sardabi and Afghari (2015) developed it into two other functions that are suggesting the effect and negative-positive intensifier. The researcher decides to pick Sardabi and Afghari's theory to do this research because their theory is the newest version of the intensifier functions. In the next explanation, the researcher used the code ITE, DTE, STE and NPI to simplifying the Sardabi and Afghari's theory about intensifier functions.

2.2 The Gender Difference in Using Intensifiers

After Lakoff stating woman language feature theory, many researchers try to prove that in many different focuses especially the use of intensifiers. Some of them are having the same finding with Lakoff (Sharp, 2012; Rasekh, 2015; Kuha, 2005). In another way, some of them have different findings with Lakoff's theory (Nemati & Bayer, 2007; Fahy, 2002; Xiao and Tao 2007). Those different findings are demonstrating how large intensifier has been used in many different focuses and different languages.

Sharp (2012) analyzed the use of intensifiers (so and really) in a television show. The finding showed that female characters use more of an intensifier rather

than male characters. It also proposed that intensifiers ‘so and really’ are including in characteristic of female language features used in television programming. This result also happens in Kuha (2005), 58 male and 58 female students have been analyzed in this study. The average use of men is 0.8 intensifier per 100 words while women use 1.1 intensifiers per 100 words. In a recent study, Rasekh (2015) analyzed the gender differences in the use of intensifiers in Persia. It has the same finding with Sharp, it showed that Persian women are also the high user of intensifiers.

In 2007, Nemati and Bayer identified the use of intensifiers, tag questions, and hedges used by males and females in English and Persian film script. The result is different from the two research before because it didn’t show any significant differences between man and woman language. In another study, Fahy (2002) has a different opinion with Lakoff. He investigated the use of the intensifier and qualifier used by males and females in a computer conference transcript. His research finding showed that women generally use fewer intensifiers and more qualifiers, while men mainly use fewer qualifiers and more intensifiers. In another study, Xiao and Tao showed no significant difference between male and female speakers in using intensifiers. They explored this result by analyzing several sociolinguistic variables.

Overall, the reviewed study here is showing that intensifier studies are inconsistent in their results. Therefore, the researcher wants to assure the different use of intensifiers between man and woman vlogger. Whether both of them have the same aspect to use intensifier that is attracting their viewers.

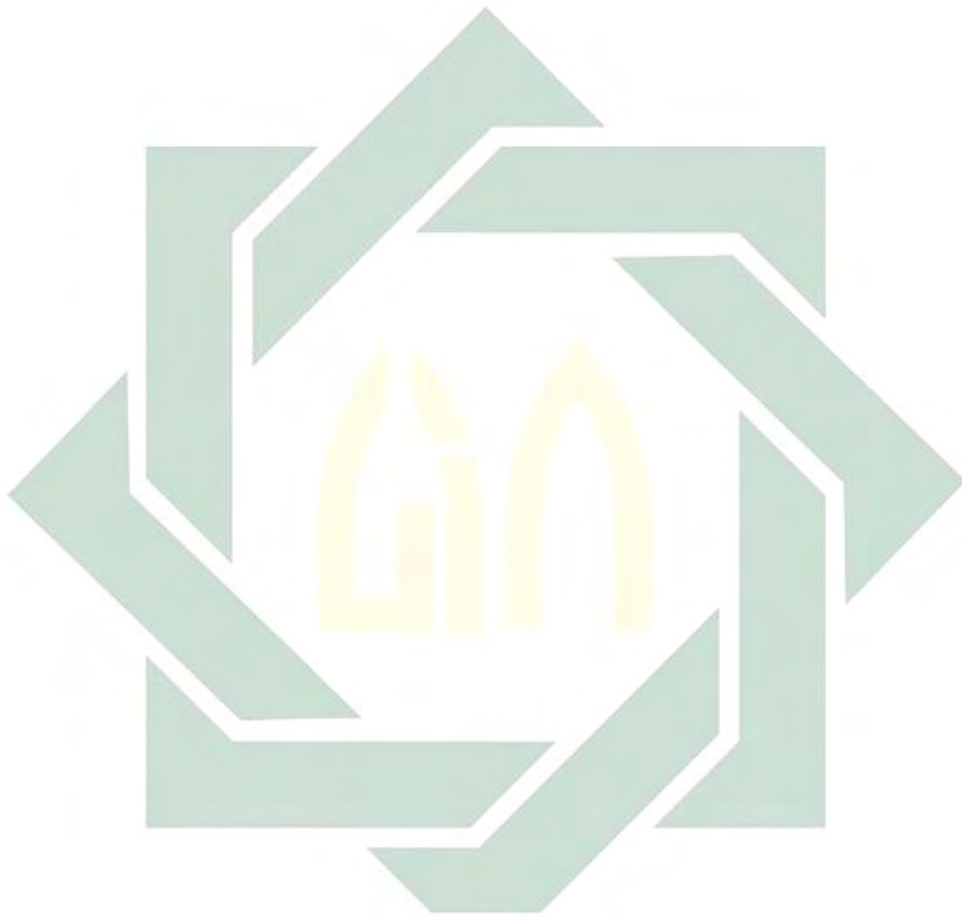
2.3 Aspects Affect the Use of Intensifiers

A master of language and gender, Robin Lakoff, in her book *Language and woman's place* proposed that language differences between males and females are based on the different gender position in society. In her view, men's language features more assertive because they enjoy the superior position in the social ranking but the woman language feature is more tentative and polite because they are the subordinate role in society. After that Lakoff claimed that tentativeness and politeness forms are used to produce many intensifier words.

Trudgill (1974) agreed with Lakoff's theory. He stated, "woman has disposed to use intensifier because they feel powerless in the society". Since women are powerless they resort to showing their status and power through their language, including using intensifiers to attract their viewers that their content is interesting and important to view (Eckert, 1989). The same aspect also found in Pebrianti's statement. She stated that intensifiers are using for attracting the addressee's attention. While in another way, Rubin and Nelson (1974) stated the use of powerless language like an intensifier is controlled by various aspects such as social class, ability, communication apprehension, and rigidity.

Overall, the researcher has found aspects that affected the use of intensifiers. They are gender position in society like "powerless feeling" stated by Lakoff (1975) and Trudgill (1974), "listeners/viewers attractivity" stated by Eckert (1989) and Pebrianti (2013), "social class, ability, communication apprehension, rigidity" stated by Rubin and Nelson (1983). After finding the aspects theory, the researcher tries to

relate the theories with the total counting of the different percentages between male and female vloggers in using intensifiers.



CHAPTER III

RESEARCH METHODS

This chapter explains the methods used by the researcher to analyze the data. It focuses on research design, data collection, and data analysis.

3.1 Research Design

The combination of quantitative and descriptive qualitative method was being used as the research design of this study. The quantitative was being used to reveal the percentage of the different use of intensifier between male and female vlogger. Descriptive qualitative method tries to get a deeper understanding of problems to give a valid finding (Key, 1997). This kind of method has been proposed by Benz and Newman in 1998. They proposed that although the qualitative has focused on the product, the researcher still need quantitative (numbers and statistics) to explain the phenomena (Pebrianti.2013).

3.2 Data Collection

This sub-chapter explains the methods used by the researcher to collect the data and the detail information about the data. The data collection sub-chapter consists of research data, instrument, and data collection techniques.

3.2.1 Research Data

The data of this research are the videos of male and female Islamic vloggers. The criteria of the video content that has been used as the data: The duration of each video has no more than 15 minutes and no less than 8

minutes. The data limited to the communication between vlogger and viewers or camera. This limitation purposed to examine how vloggers attract their viewers through intensifiers form. The videos are posted by personal channels, not owned by a company or group of people. The video is shown by one person purposed to get intimate communication between vlogger and viewers through intensifier. The video's viewers should be more than 15.000 viewers to make sure the vlogger's language attracted many viewers. The data limited on the videos posted on June-September 2019 to make sure the content and the utterances they used are fresh and up to date. The last criteria, the researcher preferred to choose a born moslem vloggers because they represent the moslem communication perfectly.

The ten videos were chosen because they are compatible with the criteria above. Ten videos are downloaded from five videos of male vloggers and five videos from female vloggers. Here are the channels of the video that have been taken as the data:

Table 3.1 Islamic Vlogger Youtube Account and the Duration of Each Video.

Male vloggers	Duration	Female vloggers	Duration
Nas Daily Official	00:07:19	Shahd Batal	00:11:46
Adam Saleh Vlogs	00:13:43	With Love, Leena	00:13:43
Karim Jovian	00:12:52	Omayya Zein	00:11:38
Slim Albaher	00:10:08	Loren Asad	00:11:25
lTheHuman	00:12:15	Amena	00:09:48
5 videos		5 videos	

The description of the channels:

Male Vloggers

1. Nas Daily Official: The owner of this channel is Nuseir Yasin. In his video, he described himself as a born Muslim of Palestinian-Israeli. After graduated from Harvard university he lives in Singapore. In 2016, he began his career as a vlogger by posting a 1-minute video about his journey every day for 1000 days. People attracted to see his video because he has a lot of controversial title of his content like “why I hate Singapore”, “a Moslem and a Jew”, and “Israel and Palestine (the positive version)”. Now he is a software developer and also the owner of a video corporation company. He has 644.000 subscribers.
2. Adam Saleh Vlogs: The channel’s owner is Adam Muhsin Yehya Saleh. He was born and lives in New York City. He is a famous prankster. He got a nationwide attention since he appeared on “The Ellen DeGeneres show”. The researcher concluded that he is a born Muslim because he presented his parents as Yemeni and went to an Islamic school called Al-Madinah. He was graduated from John Jay college of criminal justice. His subscribers are 4,8 million.
3. Karim Jovian: His real name was Karim Metwaly. An Egyptian-American vlogger from Manhattan, New York City. He got many attentions from the videos like “10 hours of walking in NYC as a woman in hijab”, “Despacito Arab parody” and etc. His parents are living in Egypt. He described himself as a born Muslim in many times. The number of his subscribers is 2,03 million.
4. Slim Albaher: Sulieman Al Baher is his real name. The vlogger from Brooklyn, New York. He got an attention when he has a youtube vlogs

collaboration named 3MH with Adam Saleh, Karim Jovian, and Sheikh Akbar. After the group splited up, he began his own vlogs mostly about boxing. He is a born Muslim from Yemeni parents. He has 592.000 subscribers.

5. ITheHuman: The owner of this channel never mentioned his real name. In his channel description, he just describes himself as an Islamic lecture who wants learning and reacting to Islamic videos and movies. His number of subscribers is just 55.600 but some of his videos got more than 1 million views. His popular videos are “reacting to: hafiz Indonesia”, “reacting to: Breath: long live the homeland ...”, and etc.

Female Vloggers

- 1) Shahd Batal: A Sudanese-American beauty vlogger. Her vlog content is about her skincare routine, her hijab stories, her tips for Muslimah body treatment, and etc. She has inspired Muslimah with her new fashion style that Muslimah’s fashion is not just about dress and skirts. She was born Muslim by Sudanese parents in Minnesota. The number of her subscribers is 271,800.
- 2) With Love, Leena: The owner of this channel is Leena Asad. She is known for her modest hijab fashion. Her videos with hundreds and thousands views are her healthy morning routine, her hijab tutorial, her 10 ways to look expensive, and etc. She is born Muslim from Palestinian parents. She lives in Texas. Her subscribers are 517.000.

- 3) Omayya Zein: A Venezuelan-Palestinian Instagram star. She published hijab styles, outfit ideas, and makeup tips for her fans. She is a born Muslim that attended and graduated from the University of South Florida and lives in Florida until now. After she got much attention on Instagram, her YouTube account also grows into 350.000 subscribers.
- 4) Loren Asad: Loren Asad started her career as an Instagram star. Since many people attracted her fashion and body goals contents on Instagram, she began her vlogger life in 2013. She is Leena Asad (2nd female vlogger in this research) little sister so that she has the same background as Leena. The number of her subscribers is 19.900.
- 5) Amena: Her full name is Amena Khan. She is best known for becoming the first hijab model of L'Oreal hair care campaign in 2015. Because of her, many Muslimah inspired to use hijab, but unfortunately she decided to remove hijab in June 2020. She was born and raised in a Muslim family from Leicester, United Kingdom. People attracted to her channel because she was known for being the first hijab brand ambassador for L'oreal Paris. The number of her subscribers is 411.000.

The researcher added the information about the vlogger's occupations, monthly incomes, and subscriber. The informations below were taken from the web id.noxinfluencer.com on 2 June 2020.

Table 3.2 Islamic Vlogger's Social Class Informations

	Education	Occupation	Viewers	Estimated monthly income
M1	Harvard university	Blogger, Owner of video corporation company, software developer	101k	Rp.726M – Rp.2B
M2	John jay college of criminal justice	Professional boxer, model, prankster, founder of Winfinity Entertainment	249k	Rp.39M – Rp.121M
M3	Queens college	Comedian, actor, video director	113k	Rp.79M – Rp.247M
M4	-	Professional boxer, Comedian, actor	163k	Rp.60M – Rp.188M
M5	-	Truck driver, lecturer	3k	Rp.21M – Rp.67M
F1	-	Beauty influencer,	389k	Rp.3M – Rp.10M
F2	Nursing school	Beauty influencer, blogger, nurse	317k	Rp.51M – Rp.160M
F3	University of south Florida	Instagram beauty influencer	47k	Rp.6M – Rp.20M
F4	Not graduating yet	Beauty influencer, blogger	180k	Rp.1M – Rp.4M
F5	King's collage	Model, beauty influencer, designer	24k	Rp.7M – Rp.14M

3.2.2 Instrument

The instrument was the researcher herself. She found intensifier words from male and female videos. She also identified, classified, and analyzed the intensifier words into the intensifier functions and the aspects affect the use of intensifier. The researcher used the web downsub.com to take the transcription of the video. Since the transcription from the web was an automatic subtitle, the researcher edited the subtitle like the picture below. The yellow highlight showed incorrect words and the bracketed words were showing the correct words. The bracketed words without yellow highlight are the missing words. And the words with crossing lines are the wrong words.

00:02:04,650 --> 00:02:13: yeah seriously this great, (what?) really do you want
 00:02:13,030 --> 00:02:16,630: me to go and get yogurt oh I have to do
 00:02:16,630 --> 00:02:20,200: something I didn't think all day ~~as you~~
 00:02:20,200 --> 00:02:32,170: ~~de~~ what did you do, yours **was** I'm **at** (are
 sleeping on the couch)
 00:02:32,170 --> 00:02:33,820: (I am at) the grocery store they sent me here to
 00:02:33,820 --> 00:02:35,500: get yogurt
 00:02:35,500 --> 00:02:38,500: is that Lauren make sure you get **both** (full fat)

Figure 3.1: The Edited Transcription from downsub.com

3.2.3 Data Collection Techniques

After the process of transcribing, like what has described by the researcher above (see: instrument, p.11). From the transcription, the researcher was recognizing the number of utterances. The next step was highlighting the intensifier words were used by vloggers. Then, the researcher began the analysis of this study. The highlighted data presented in the picture below

00:07:29,770 --> 00:07:31,510 : mouth okay I'm just being **super** extra
 00:07:31,510 --> 00:07:33,580 : right now but yeah join the floor squad
 00:07:33,580 --> 00:07:35,890 : by subscribing if you haven't yet. thank
 00:07:35,890 --> 00:00:00,000 : you **so** much for watching

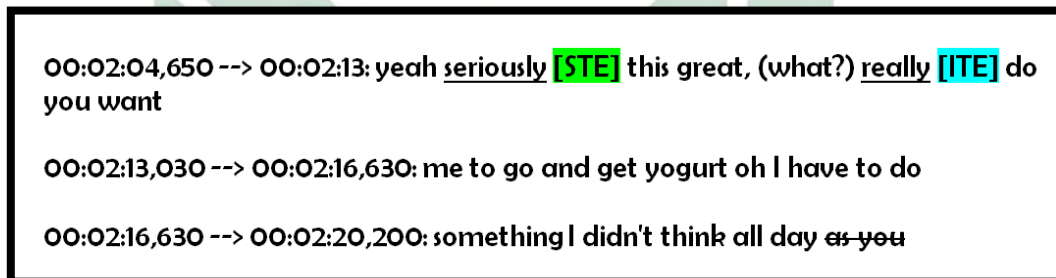
Figure 3.2: Highlighting Intensifier Words

3.3 Data Analysis

This sub-chapter explains the process of analyzing the data. The data analysis sub-chapter consists of identifying and classifying, detail counting of each video, and interpreting.

3.3.1 Identifying and Classifying

After collecting the data, the researcher identified the transcription by underlining the intensifiers form that occurred in words, phrases, clauses, and sentences produced by male and female vloggers (see figure 3.2). In this part, the researcher classified the intensifier words and highlighted the words based on the functions of intensifier including ITE (increasing the effect of intensity), DTE (decreasing the effect of intensity), STE (suggesting the effect of being intense), NPI (being negative-positive intensifier).



00:02:04,650 --> 00:02:13: yeah seriously [STE] this great, (what?) really [ITE] do you want

00:02:13,030 --> 00:02:16,630: me to go and get yogurt oh I have to do

00:02:16,630 --> 00:02:20,200: something I didn't think all day ~~as you~~

Figure 3.3: Highlighting Intensifier Functions

The percentage of the intensifiers functions used by male and female vloggers were generated from the result of all intensifiers and the result of male's or female's intensifier. Then, male's and female's intensifier percentages were presented by the chart below.

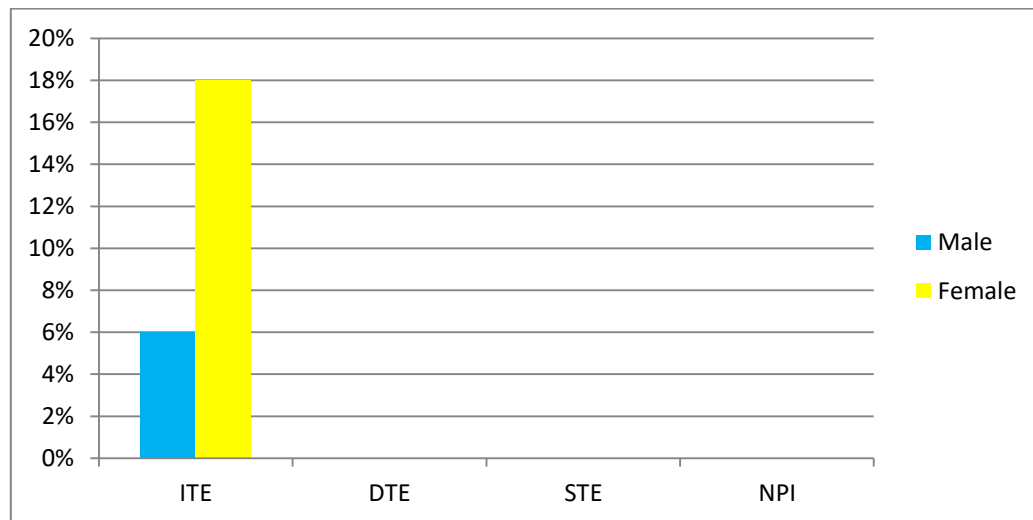


Figure 3.4: The Difference of Intensifiers Functions between Male and Female Vloggers

3.3.2 Detail Counting of Each Video

The next step was detail counting. The researcher counted the highlighted words above (see figure 3.3) to distinguish the male and female intensifier words produced by each vlogger. The researcher presented all of them into a table below.

Table 3.3 The Collected Data from Each Function and Each Intensifier Words.

Kinds of Intensifier		Male	Female
ITE	Very So		F1/1/7
DTE	Just		
STE	Extremely		
NPI	D*mn		

Note: the data of intensifier word “very” is in video female 1, page 1, and line 7.

Then, the researcher tried to count the amount different from the final utterance classification of intensifier words that have been underlined. To know the percentage, the researcher divided the frequency of the intensifier by the frequency of

the utterance that has been produced by the vlogger in the video. Table 3.3 presented the percentage of the difference between male and female intensifiers.

Table 3.4 The Comparison between Each Vlogger in Using Intensifier Words.

	Male videos			Female videos		
	Utterance	Frequency of intensifier	Percent	Utterance	Frequency of Intensifier	Percent
Video 1	127	29	22,8%	75	19	25,3%
Video 2						
Video 3						
Video 4						
Video 5						
Total						

The percentage of the detailed counting by each vlogger was presented in the chart below.

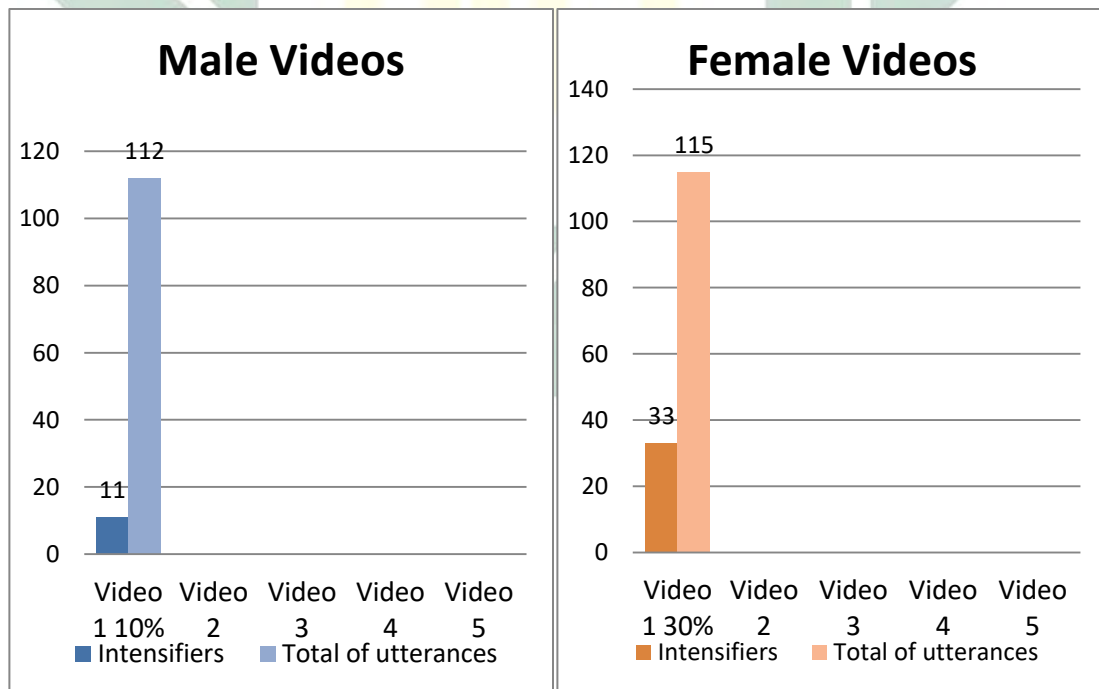


Figure 3.5: The Comparison between Each Vlogger in Using Intensifier Words.

3.3.3 Interpreting

The interpretation in this research answered the research problem number 4. That is revealing what aspects affect Islamic vloggers to use intensifier words in their speech. The researcher found the sample data of 6 aspects affect the use of intensifiers and then interpreted the part of videos that considered as the example of the aspect. Here, the researcher showed the data of the ‘powerless feeling’ aspect that can affect the use of intensifiers, and then she tried to interpret it. Female vlogger 2 told us in her video:

(F2/10-11/175-194)

“As a new hijabi/ I was literally just the most insecure person I've ever been in my life/ I felt like everyone hated me because of my hijab/ some people actually were staring at me/ I just realized people around me were just staring/ like I thought they were staring at me/ because they hated me so much but then I would pass by/ and they'd be like oh my god you're so pretty/ or something really positive and nice.”

The data reflected female vlogger 2 is increasing her number of intensifier words by reaching 7 intensifiers per 9 utterances. The powerless feeling showed by the sentence “I was literally just the most insecure person I've ever been in my life”. After showing her powerless feeling by insecurities, female vlogger 2 produce many intensifiers word to give an interesting and important effect on her speech. The ITE produced for strengthening her language and DTE produced for hiding her unconscious weakness and adding the strong effect. In short, with her powerless feeling and intensifier words, female vlogger 2 is trying to say “I am powerless but my words are interesting and important to view”.

CHAPTER IV

FINDINGS AND DISCUSSION

In this chapter, the researcher presents the findings and the discussions of gender differences of intensifiers used by Islamic vloggers.

4.1 Findings

This subchapter contains four branches: first, the researcher tries to show the intensifier words used by Islamic vloggers. Second, the researcher shows the functions of the intensifier used by Islamic vloggers. Third, the researcher presents the results of the difference between male and female vloggers in the use of intensifiers. And fourth, the researcher presents the aspects that affect the use of intensifiers were used by Islamic vloggers.

4.1.1 Intensifier Words

After analyzing the data, the researcher finds 486 intensifier words that occurred in ten videos of Islamic vloggers. The collected data contain 32 intensifier words. The figure below reports the frequency of each intensifier words that occurred in the data.

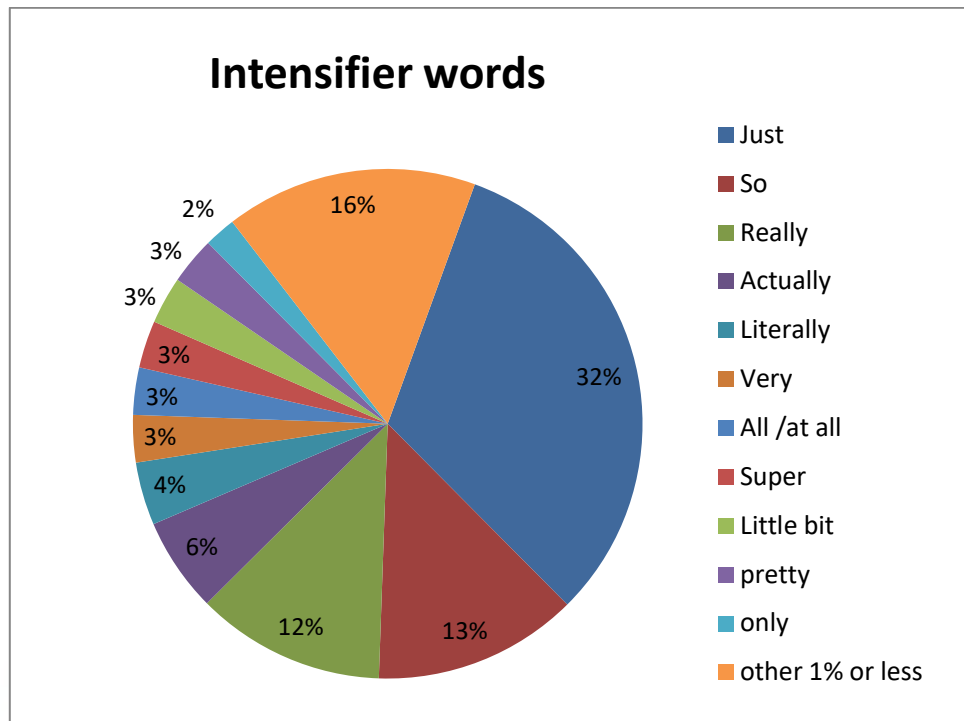


Figure 4.1: The Frequency of Each Intensifier Words

Figure 4.1 reports that the intensifier word “just” is the highest frequency among all intensifier words used by Islamic vloggers. 32% or 159 words out of 486 intensifier words are “just”. The second is “so” which is consisting of 63 words or 13%. “Really” is coming for third place that consists of 60 words or 12%. The fourth place, the researcher finds 29 words or 6% in the word “actually”. In the word “literally”, the researcher finds 4% or 19 words out of 486 data and it comes for the fifth place. The sixth has 17-13 words or 3%. It has five words. They are “very”, “all / at all”, “super”, “little bit”, and “pretty”. Furthermore, the seventh is “only” that has 12 words or 2%. The last place has 7-1 words or 1%. There are 21 words included in this place. They are “too”, “always”, “few”, “honestly”, “seriously”, “completely”, “truly”, “surely”, “exactly”, “modestly”, “especially”, “obviously”, “definitely”,

“especially”, “extremely”, “slowly”, “hopefully”, “basically”, “perfectly”, “d*mn”, and “badly”.

Among the examples of intensifiers occur in the gathered data are:

- “just”
 - Male: “But if we just take control of our destiny ...” (M1/03/140)
 - Female: “Because I just believe that as Muslim women, we should have the choice.” (F2/20/352)
- “so”
 - Male: “The message is so deep ...” (M1/02/91)
 - Female: “Thank you so much to them for sponsoring today's video. “ (F2/01/7)
- “really”
 - Male: “If you train really hard or fight is gonna be easy.” (M2/10/161)
 - Female: “So I'm wearing a really cool sweatshirt from Calvin Klein.” (F2/01/14)
- “actually”
 - Male: “Vlada was actually being followed by little fans.” (M3/04/86)
 - Female: “They actually sent over a bunch of really cute like modest pieces.” (F2/01/15)
- “literally”
 - Male: “How do you build content where people literally don't comment on your looks?” (M1/02/86)
 - Female: “I feel like God just literally put that in my heart” (F2/06/103)
- “very”
 - Male: “Because it was very unlikely he would come back but he did.” (M3/03/51)
 - Female: “I've partnered with Victoria's Secret Pink for this video which I'm very excited about.” (F1/01/16)
- “all / at all”
 - Male: “And to top, it all of, after 9/11 happened” (M1/01/32)
 - Female: “Because in all honesty, I haven't gone grocery shopping.” (F1/09/147)
- “super”

- Female: “And I'm super excited to be partnering with Calvin Klein.” (F2/01/4)
- “little”
 - Male: “We're gonna make a lot of little otters a little crazy.” (M3/08/163)
 - Female: “Oh this one's a little bit more open than the other side.” (F3/11/185)
- “pretty”
 - Male: “Yes a pretty big family.” (M3/04/81)
 - Female: “One of my favorite breathing techniques which I'm pretty sure is not new to my channel.” (F1/07/116)
- “only”
 - Male: “I only know where the guy.” (M4/04/55)
 - Female: “The only downside to shopping online obviously not knowing if whatever you purchase will fit perfectly or not.” (F3/03/42)
- “too”
 - Male: “Would it be too much?” (M3/01/21)
 - Female: “There are too many people.” (F2/09/145)
- “always”
 - Male: “Don't worry if it takes you time, love will always be there.” (M3/10/213)
 - Female: “September has always felt a lot more like a new year than January.” (F1/06/94)
- “few”
 - Male: “A few others that we would see later on.” (M3/04/77)
 - Female: “I believe they have a few stores opening.” (F3/02/30)
- “honestly”
 - Male: “I honestly can't wait for care side to humble this dude.” (M4/18/318)
 - Female: “I honestly don't even own a sweatshirt.” (F2/03/36)
- “seriously”
 - Male: “Bro seriously skinny people got feelings to keep calling us twice.” (M4/21/237)
 - Female: “And let me tell you they are seriously so good.” (F4/09/161)
- “completely”

- Male: “Because Bosnia never embraced Christianity completely.” (M5/03/36)
- Female: “My sisters both look completely American.” (F2/12/207)
- “truly”
 - Male: “... if you really truly believe that this fucking video was real.” (M4/06/95)
 - Female: “Something that truly gets to me is seeing some women tear down ...” (F2/19/325)
- “surely”
 - Male: “Slowly but surely my confidence grew.” (M1/03/131)
 - Female: “... surely he's not gonna get pictures ...” (F5/07/114)
- “exactly”
 - Male: “That's what he is exactly what he is.” (M4/10/167)
 - Female: “We don't exactly know for what but we're getting ready.” (F4/03/42)
- “modestly”
 - Female: “We would try to dress modestly.” (F2/05/80)
- “especially”
 - Male: “My whole body feels amazing especially after not smoking shisha for like two months.” (M2/07/119)
 - Female: “This is one of them especially because I've never bought anything from this brand.” (F3/07/197)
- “obviously”
 - Male: “It's obviously so fake.” (M4/06/98)
 - Female: “The only downside to shopping online obviously not knowing if whatever you purchase will fit perfectly or not.” (F3/03/43)
- “definitely”
 - Female: “Because I definitely wanted to have pictures with my hair out for my wedding.” (F2/06/89)
- “extremely”
 - Male: “It was so good and extremely spicy.” (M3/02/40)
- “slowly”
 - Male: “Slowly but surely my confidence grew.” (M1/03/131)
- “hopefully”

- Female: “Hopefully insha'Allah they all fit great.” (F3/03/41)
- “basically”
 - Female: “So basically there was a little space for the phone on the front.” (F5/11/153)
- “perfectly”
 - Female: “The only downside to shopping online obviously not knowing if whatever you purchase will fit perfectly or not.” (F3/03/45)
- “d*mn”
 - Male: “After this run, I feel so damn good.” (M2/07/124)
- “badly”
 - Male: “I’m not the only one who thinks badly of the way they look.” (M1/01/31)

From the gathered data, the researcher concludes that most of the intensifier words are used by both male and female vloggers. Intensifier words use only by female Islamic vloggers are: “super”, “modestly”, “definitely”, “hopefully”, “basically”, and “perfectly”. Furthermore, intensifier words use only by male Islamic vloggers are: “extremely”, “slowly”, “d*mn”, and “badly”. This difference indicated female vloggers have more various words rather than male vloggers.

4.1.2 Intensifiers Functions

Sardabi & Afghari (2015) stated four kinds of intensifier words based on their function. They are increasing the effect of intensity, decreasing the effect of intensity, suggesting the effect of being intense, and being negative-positive intensifier. After identifying and classifying the data, the researcher presents the difference between male and female vloggers in employing each kind of intensifier function. Here is the figure.

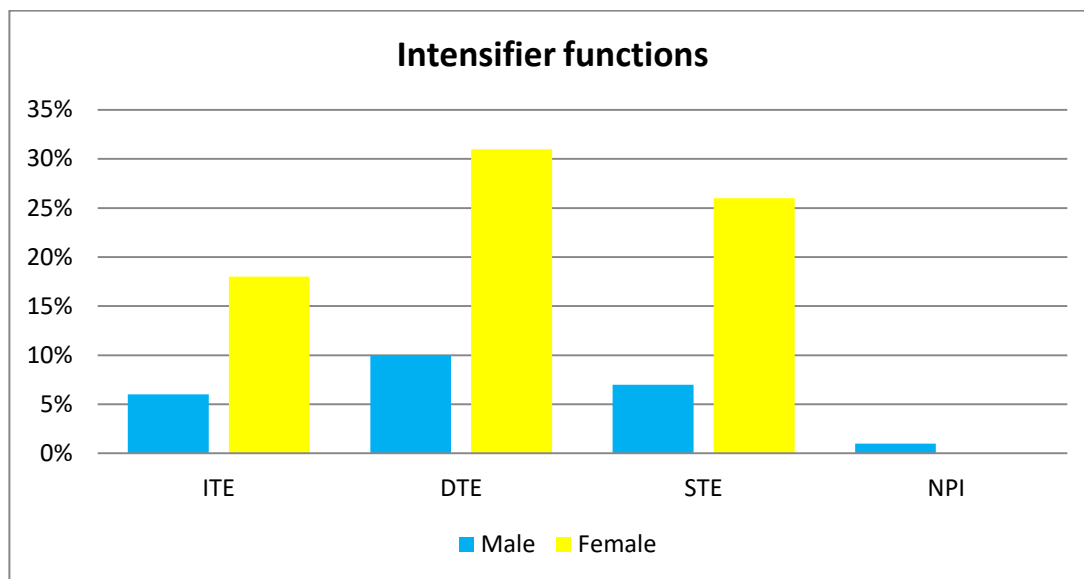


Figure 4.2: The Difference of Intensifiers Functions between Male and Female Vloggers

Figure 4.2 shows a significant difference in the functions of intensifiers used by Muslim male and female vloggers. Despite the contradiction in the occurrences of the male and female intensifiers where female vloggers use 76% of intensifiers and male vloggers just use 24% of them, both male and female vloggers have a similar sequence between 4 intensifiers functions employment. The most popular intensifier function employed by male and female Islamic vloggers is DTE (decreasing the effect). The second is STE (suggesting the effect). The next place is ITE (increasing the effect). Moreover, the last one is the NPI (being negative-positive intensifier). Surprisingly, NPI does not use by female vloggers anymore. It is confirming Lakoff's theory about super polite forms and avoidance of strong swear words for women's language features.

4.1.2.1 Decreasing the Effect of Intensity

The highest use of the intensifier function by Muslim male and female vloggers is the DTE. This effect has 31% of intensifiers used by female vloggers and 10% of intensifiers from male vloggers. Here, the researcher takes one example to discuss:

“If you're just excited for the proposal in general hit that like button”
(M3/01/07).

The underlined word “just” is an intensifier word that decreases the effect of the next word “excited”. Then, “just” includes in intensifier word that has DTE function according to Sardabi and Afghari (2015). Quirk (1985) used the term “downtoners” (scaling downwards from an assumed norm) instead of using DTE. Some DTE words found in this research are: “just”, “little bit”, “pretty”, “only”, “rather”, and “few”.

4.1.2.2 Suggesting the Effect of being Intense

STE is the second highest of intensifiers use by male and female Muslim vloggers. In detail, it has 26% of intensifiers used by female vloggers and 7% used by male vloggers.

Ex: “They actually sent over a bunch of really cute like modest pieces.”
(F2/01/15)

“Actually” is an intensifier word used for suggesting the effect. The underlined word “actually” is suggesting the sentence to be actual, according to Sardabi and Afghari (2015). This kind of intensifier usually appears as adverb suffix –ly. Some STE words found in this research are: “really”, “actually”, “literally”, “honestly”,

“seriously”, “completely”, “truly”, “surely”, “exactly”, “modestly”, “obviously”, “definitely”, “slowly”, “hopefully”, “basically”, “perfectly”, “completely”, “especially”, and “extremely”.

4.1.2.3 Increasing the Effect of Intensity

This function is taking third place by getting 18% of female intensifiers and 6% from male intensifiers.

Ex: “I have partnered with Victoria's Secret Pink for this video which I'm very excited about.” (F1/01/16)

The underlined word “very” is an intensifier word that increases the effect of the next word “excited”. So, “very” includes in intensifier word that has ITE function according to Sardabi and Afghari (2015). People also called it as a basic intensifier. Some words which have increased the effect are: “very”, “so”, “all”, “always”, “too”, and “super”.

4.1.2.4 Being Negative-Positive Intensifier

The highest use of the intensifier function by Muslim vloggers is the NPI, with just 1% of the male intensifier.

Ex: “After this run, I feel so d*mn good.” (M2/07/124)

“D*mn” is a negative adverb pattern, but it is used to intensify the effect of the positive pattern “good”. That is the reason why “d*mn” includes in NPI intensifier. Some NPI words found in this research are: “damn” and “badly”. In this research, female Muslim vloggers do not use this function anymore. This finding confirmed

another Lakoff's theory about politeness as one of women language feature, regarding most of NPI intensifier words do not count as a politeness term.

4.1.3 The Difference Between Muslim Male And Female Vloggers

After identifying, classifying, and counting the intensifier words found in the data transcription of Islamic vlogger videos, the researcher concludes the frequency of intensifier words in female videos is higher than the frequency in male videos. According to the calculated data (figure 4.2), about 24% or 120 of 486 intensifier words are produced by male Islamic vloggers. It is very different from estimated data from female Islamic vloggers that have 76% or 366 of 486 intensifiers. The difference between female intensifiers is 52% higher than the male intensifier. The result of this study confirmed Lakoff's theory (1975) about intensifiers for woman language features.

In purposing the detail views, the researcher also presents the comparison chart about the result of each male and female video in using intensifier words.

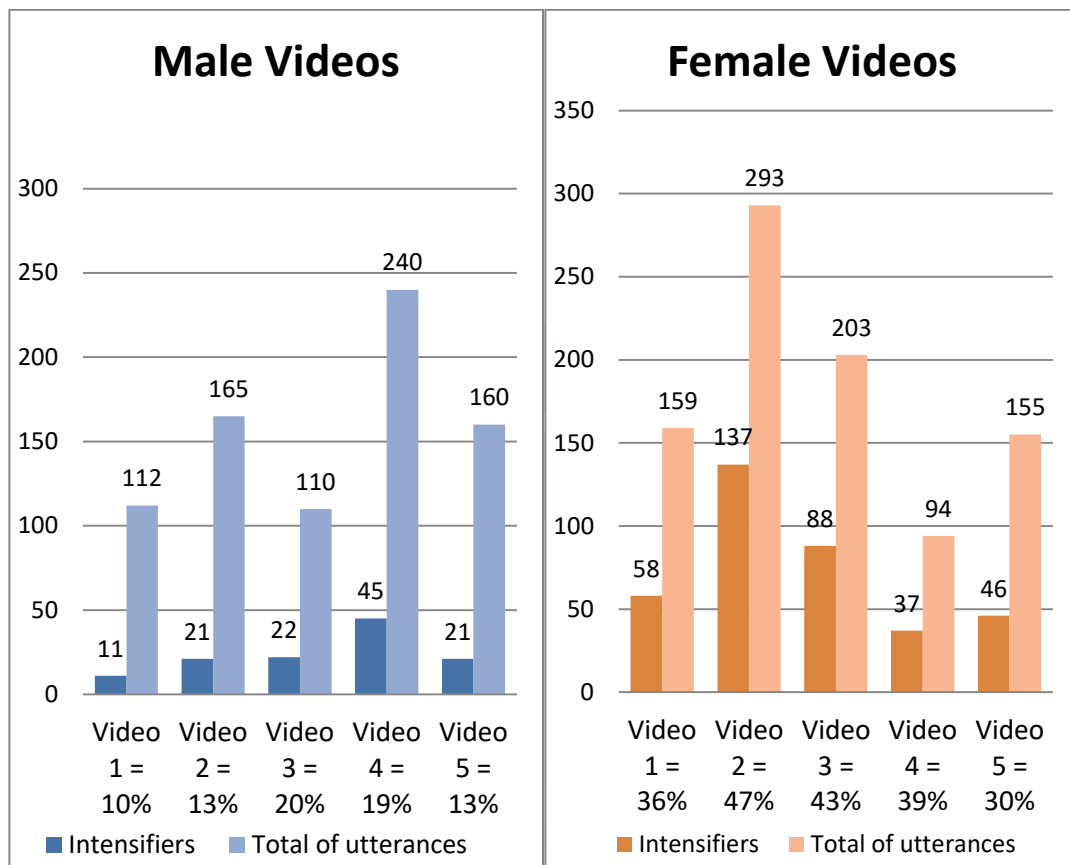


Figure 4.3: The Comparison between Each Vlogger in Using Intensifier Words.

Figure 4.3 presents the percentage of intensifier words used by each video. Then, the researcher takes a closer analysis of the reason which affected the result in each video. The highest user of intensifiers in Muslim male video is “Vlogger 3” with 22 intensifier words or 20% intensifier out of 110 utterances. In his video, he tells us the story about his engagement and taking his fiancé to meet his whole family. Vlogger 3 got the highest percentage because he describes his enormous love towards his fiancé and also attracts the viewers due to the praise of his family and his fiancé. Despite his large number of intensifiers, vlogger 3 has the fewest utterance among male vloggers. This contradiction also causes a large percentage and leads his video

to be the highest percentage among male Muslim vloggers. Vlogger 3 has other words that replace intensifier words. Like the sentences:

“We went to my other aunt and ate more amazing food” (M3/05/98)

Vlogger 3 is using “amazing” rather than “very delicious”. It indicates that vlogger 3 has some vocabularies to reduce the occurrence of intensifier words in his speech but not as much as other male vloggers.

The second place is the Vlogger 4 by getting 45 intensifier words or 19% intensifier out of 240 utterances. In his video, he presents about his reaction towards his opponent who asked him to fight. Vlogger 4 has a lot of intensifiers because he needs to attract his viewers to get an acknowledgment that he is better than his opponent as a professional boxer. His speech also needs to be powerful due to the lack of power when he talked about his opponent. Vlogger 4 has more intensifier words than vlogger 3. What makes vlogger 4 reaches the lower percentage than vlogger 3 is his number of utterances that have been the highest number among all videos. A large number of utterances makes vlogger 4 get the second place, although he has a lot of intensifiers rather than vlogger 3. Words to replace his intensifier are:

“as you guys all know this to me has been a crazy week” (M4/01/05)

“as did I worked hard I worked my ass off over the past two months”
(M4/02/28)

The words used by vlogger 4 to replace the occurrence of intensifier words are “crazy week” rather than saying “super busy week”, and “I worked my ass off” rather than saying “I worked very hard”.

By getting 13% of intensifiers, vlogger 2 and 5 have the same position in the third place. Vlogger 2 has 21 intensifier words out of 165 utterances. Vlogger 2 tells

us about his preparation for a boxing contest and confronting his cousin for using his credit card. Vlogger 2 does not need a lot of intensifier words because he just reports his daily activities before the boxing champion. He also uses other terms that replace the occurrence of intensifier words.

“I almost had it Wallah” (M4/07/111)

He is using Islamic swearing words (qosam) rather than intensifier like seriously, and really.

Vlogger 5 has 21 intensifier words out of 160 utterances. He is telling us about the reason why he is passionate about the Ottoman Empire, Turkey.

“I am passionate about the Quran that Allah gave to angel jibreel” (M5/01/12)
 “it is getting even stronger right now alhamdulillah rabbil aalameen”
 (M5/06/68)

The words are used by vlogger 5 to replace the occurrence of intensifier words is “passionate” rather than saying “I like Quran very much”, and “Alhamdulillah” rather than saying “fortunately”. Besides using other words that replace the occurrence of intensifier words, vlogger 5 is also adding the picture to describe how beautiful Bosnia at the Ottoman Empire period rather than explaining and using a lot of intensifier words.



Figure 4.4: Using Photos to Replace the Intensifier Words

Vlogger 1 is in last place by getting 10%. He is telling us about the journey of his life and how he decreases the anxiety of being brown, ugly, and Muslim. The reason why he has a little intensifier word is Vlogger 1 Intense the word by adding the caption to his video and highlighting the words rather than using the intensifier word. Rather than saying “I am really gonna ignore...” vlogger 1 prefers highlighted the word “ignore” with the yellow color.

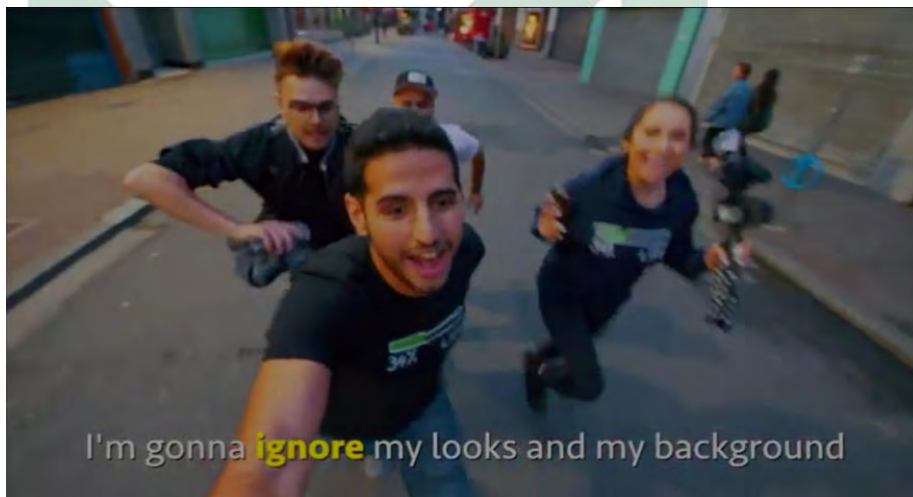


Figure 4.5: Highlighting the Caption to Replace the Intensifier Words

After describing the occurrence of intensifiers in Muslim male vloggers, the researcher presents the percentage of intensifier words used by each Muslim female video. Vlogger 2 takes the first place as the highest user by hitting 137 intensifier words or 47% intensifier out of 293 utterances. Her video is sponsoring clothes from Calvin Klein. She is also telling us about her journey of struggle in wearing a hijab in her daily outfit. Vlogger 2 has a large number of intensifier words because she attracts the viewers due to the praising towards the product that she promotes ‘Calvin Klein’. Another reason is the powerless feeling when she is telling us about the struggle in wearing a hijab in the non-Islamic country where she lives. Feeling powerless makes her adding many intensifier words in her speech because she needs to be powerful due to the lack of power when she talked about her struggling period.

The second place is taken by Vlogger 3. She has 88 intensifier words or 43% intensifier out of 203 utterances. Vlogger 3’s video is describing her Modanisa clothes summer vacation. She has many intensifier words because she is sponsoring Modanisa hijabs and clothes. Even though she is using many intensifier words, she also has words to reduce the intensifiers.

“look at this beauty masha’Allah Halima is killing it” (F3/05/77)

“yes I just did this cute little design, and I love it” (F3/09/152)

“it is a BEAtiful green and dusty pink of course” (F3/05/85)

Vlogger 3 is using the Islamic phrase “masha’Allah” rather than saying “so beautiful”. She is also uttering the word “love” for intensifying “like” rather than intense it with intensifier (very like). Besides using other words to reducing intensifier words, vlogger 3 is also using other women's language features ‘empathic

stress' to reduce intensifiers. Rather than saying "very beautiful," she is using empathic stress by saying "BEAUtiful".

The third place is taken by Vlogger 4 by getting 37 intensifier words or 39% intensifier out of 94 utterances. She is talking about the preparation for Eid and her activities before and after Eid day. Actually, vlogger 4 doesn't need a lot of intensifier words because she has nothing to promote, and also she does not feel powerless to increase the use of intensifier words. She supposed to has the fewest number of intensifiers among all-female videos. Her low-class manners make vlogger 4 has a lot of percentages and being the third place of female vloggers in this research. On the other hand, she still has the attempt to reduce the intensifier word that is taking the intensifier words as a caption (not uttering the intensifier word).



Figure 4.6: Writing the Intensifier in the Caption

Vlogger 1 is taking fourth place by getting 58 intensifier words or 36% intensifier out of 159 utterances. She is reporting her home activity at her 'me time' to hit the reset button in her life. She is also promoting 'Victoria secret pink' in her

video. Although she is an ambassador of some brand, she is not praising the brand by using intensifier words like vlogger 2 and 3. She is just mentioning it and saying “thank you” to the brand, that is why the intensifier words are not as much as the vlogger 2 and 3. Besides the previous reason, Vlogger 1 intense her word by adding captions in her video. Rather than uttering the intensifier word “really don’t count”, she prefers saying, “cz carbs do not count when you are in Italy” (F1/03/37) and adding the caption “yes they do” in her video.



Figure 4.7: Captioning the Video to Replace the Intensifier Words

Vlogger 5 takes the last place by getting 46 intensifier words or 30% intensifier out of 155 utterances. In her video, she is unboxing her ‘Chanel’ clutch and also showing her excitement toward her new bag. Her excitement does not make her uttering many intensifiers because she is using a lot of other words and terms to replace intensifier words.

“It’s my baby it’s my flat bag” (F5/01/05)

“okay such a gorgeous bag” (F5/07/126)

“I went to bed at like 3 a.m. it’s ridiculous” (F5/08/130)

“I’m waiting for our new delivery of the petite hijabs in this fabric”
(F5/10/184)

Vlogger 5 is using the word “my baby” rather than using STE “lovely”. Vlogger 5 also uses many words to intensifying besides using intensifier words. They are “gorgeous” rather than “very beautiful”, “ridiculous” rather than “very funny”, “petite” rather than “very small”. Besides using other words to reducing intensifier words, vlogger 5 is also using another woman's language feature ‘empathic stress’ to reduce intensifiers.

“he was like MInd BLOwn I couldn't believe it” (F5/07/121)

Rather than saying “very mind-blowing,” she is using empathic stress by saying “MInd BLOwn”.

After taking a closer analysis of each Muslim male and female video, the researcher concludes the reasons why the vloggers use many intensifier words and little intensifier words. According to the data analysis of this research, vloggers use many intensifiers when they are talking about the important moment of their life, such as Male vlogger 3 who talks about his engagement, and female vlogger 3 who tells us about her struggle to wear a hijab. They also use many intensifiers when they feel powerless and resort to show their power by using the intensifier word, such as male vlogger 4 who feels powerless when he talked about his opponent. Promoting also affects vloggers to use a lot of intensifiers, such as female vloggers 2 and 3 that use more intensifiers due to the praising for the product.

Moreover, vloggers use little intensifiers when they are talking about their daily activities. As male vlogger 2, who talks about his daily routine before the

contest and female vlogger 1 who talks about her activities on her holiday. Islamic vloggers are also using attempts to reduce intensifier words. The attempts are replacing intensifiers with other words, adding pictures, and adding captions in the videos. The concepts of replacing intensifier words include the powerful adjective (such as gorgeous, ridiculous, and petite) and Islamic phrases like “Masha Allah” and “Alhamdulillah”. These concepts are commonly used by all Muslim vloggers in this video to replace the intensifier words.

4.1.4 The Aspects Affect The Use of Intensifiers

The use of intensifiers is affected by several aspects. Six aspects affect the use of intensifier according to previous research that has been found by the researcher. They are gender position in society like powerless feeling (stated by Lakoff and Trudgill), listeners/viewers attractivity (stated by Eckert and Pebrianti), social class, ability, communication apprehension, rigidity (stated by Rubin and Nelson). In this case, the researcher analyzed what aspects have been affected by the use of intensifiers used by 10 Islamic vloggers.

Six aspects are found by the researcher from many previous types of research, two aspects did not affect the vloggers to use a lot of intensifier words. Two unemployed aspects are communication apprehension and rigidity (stated by Rubin and Nelson). According to the analysis, communication apprehension and rigidity do not affect Islamic vloggers because they are people who are used to talking in front of hundreds or even thousands of their viewers. Then the researcher analyzes the remaining four aspects below.

4.1.4.1 Powerless Feeling

Islamic vloggers produce many intensifier words because they feel powerless. According to Lakoff, men's language feature more assertive because they enjoy the superior position in the social ranking but the woman language feature is more tentative and polite because they are the subordinate role in society. Tentativeness and politeness are part of powerless feeling that makes them resort to showing their status through their language, including use intensifiers to make their speech seems interesting and important to view.

Here, the data of the 'powerless feeling' aspect affected the use of intensifiers in this research. Female vlogger 2 told us in her video:

(F2/10-11/175-194)

“As a new hijabi/ I was literally just the most insecure person I've ever been in my life/ I felt like everyone hated me because of my hijab/ some people actually were staring at me/ I just realized people around me were just staring/ like I thought they were staring at me/ because they hated me so much but then I would pass by/ and they'd be like oh my god you're so pretty/ or something really positive and nice/ or I really like what you're wearing/ you know so I feel like I got a lot more positive response than negative”

The data reflected female vlogger 2 is increasing her number of intensifier words by reaching 8 intensifiers per 10 utterances. The powerless feeling showed by the sentence “I was literally just the most insecure person I've ever been in my life”.

After showing her powerless feeling by insecurities, female vlogger 2 produce many intensifiers word to give an interesting and important effect on her speech. The ITE produced for strengthening her language and DTE produced for hiding her unconscious weakness and adding the strong effect. In short, with her powerless

feeling and intensifier words, female vlogger 2 is trying to say “I am powerless but my words are interesting and important to view”.

The powerless feeling does not only affected female vloggers but also male vloggers as well. Here is the data of male vlogger:

(M4/6-77/95-113)

“if you really truly believe that this fucking video was real I don't know what to say/ come on oh yeah look at this shit like it's in fuckin fake/ it's obviously so fake/ it literally doesn't make no sense/ the way he falls down is so dramatic to people that really think that videos real/ watch some real boxing knockouts/ he literally look like he was just dancing around the ring and flopping this man is a hired actor/ or obviously doing it for the clout or some shit”

The data above reflected male vlogger 4 is increasing his intensifier words by reaching 11 intensifiers per 7 utterances. His powerless feeling does not show directly like female vlogger 2, he shows her powerless feeling by disfiguring his opponent. He is telling us about his opponent fake boxing show and producing a lot of intensifier words for purposing an acknowledgment from his viewers that he is better than his opponent. In short, by disfiguring his opponent with a lot of intensifiers, male vlogger 3 is trying to say “his boxing is fake and I am better than him”. Then two minutes after saying that, he said: (M4/10/174-176)

“and I love how he's actually unconfident against me/ because I'm a much smaller guy than he is”

This word indicates male vlogger 3 has a powerless feeling that affects him to produce many intensifiers in his previous words.

Both examples showed that “powerless feeling” can affect both male and female vloggers differently. Female vlogger directly reflected the powerless feeling from their words and directly use many intensifier words. Meanwhile, male vloggers

indirectly reflected their powerless feeling. They use many intensifier words, and the viewers know their powerless feeling in the previous speech or after the speech.

4.1.4.2 Listeners or Viewers Attractivity

According to Eckert (1989), the viewers attractivity can affect Islamic vloggers to produce a lot of intensifiers. As a vlogger in a social networking platform, some parts of their jobs are drawing attention and attracting the viewers to watching to their videos. Normally as a content maker, Islamic vloggers use a lot of intensifier words purposing to make their speech seems interesting. Then, the viewers attracted to watch their videos.

In this chapter, the researcher found the examples to show that “viewers attractivity” can affect the use of intensifiers. The first example, male vlogger 3 said in his video:

(M3/2/37-42)

“We did the **most important** thing you have to do when you go to Egypt/ and that was to eat koshari /that's right koshari/ real authentic koshari/ it was so good and extremely spicy/ I went in and I kind of regretted it/ but it was so damn good”

The data is showing male vlogger 3 is producing a lot of intensifier by reaching 4 intensifiers per 2 utterances. The researcher was realizing that he was trying to attract the viewers by the phrase “most important”. After saying that phrase, he was talking about the Koshari (Egyptian foods) and producing many intensifier words. Then, the viewers give more attention and attracted to his stories.

The second sample is coming from female vlogger 2.

(F2/1-2/5-20)

“I'm super excited to be partnering with Calvin Klein on this video/ thank you so much to them/ for sponsoring today's video. So I'm wearing a really cool sweatshirt from Calvin Klein/ they actually sent over a bunch of really cute like modest pieces/ I was super excited when they sent over the pieces/ because they just really took into consideration modesty for me/ and that just really meant a lot to me”

In this sample, She is producing many intensifiers in her speech by reaching 10 intensifiers per 8 utterances. Female vlogger 2 has a high necessity of attracting her viewers because she needs to promote some brands through her videos. By mentioning “partnering with Calvin Klein”, the viewers are realizing the fact that she is promoting the brand. Furthermore, she produced a lot of intensifier words purposing to give power to her speech, and then her viewers will draw attention and attract to watch and try the brand.

All-female vloggers in this research were promoting the brand except vlogger 4. Contrarily, there are no male vloggers were promoting a brand. Some of them just use this aspect to highlight the important thing of their speech. Therefore, the researcher concludes that “viewers attractivity” aspect played the most important role that affects female vloggers to use more intensifier words than male vloggers.

4.1.4.3 Social Class

Social class can affect Islamic vloggers to use intensifier words. According to Rubin and Nelson (1974), low social status increases the use of intensifiers because the low-class people need to show their power through language. On the other hand, high-class people do not need to show power through language because they already had a superior position in their social ranking. Then, high-class people usually use little intensifier words in their speech. Meyerhoff (2006) defines the social class as a

measure of status which is often based on occupation, income and wealth. After all, the researcher combined Rubin and Nelson theory and Meyerhoff's opinion to analyse how social class affect Islamic vloggers to use a lot of intensifier words.

Islamic vlogger who reflected high-class manners is male vlogger 1. The researcher categorized him as a high-class person because he has the perfect criteria of high class people stated by Meyerhoff. Male vlogger 1 have the highest estimated monthly income among all the Islamic vloggers in this research by reaching Rp.726M – Rp.2B. He is also graduated from one of the most prestigious universities in the world, that is Harvard University. Besides the vlogger, he has a lot of high class occupations such as blogger, CEO of video corporation company, and software developer. By his high social status, his intensifier percentage confirmed the theory of Rubin and Nelson because he is using the least intensifier words among all Islamic vloggers in this research. It is just 10% intensifier words out of 112 utterances of his speech.

Low-class manners affected female vlogger 4 to increase her intensifier words. She is being categorized as the representation of low-class people based on the Meyerhoff's theory. Female vlogger 4 has the least estimated income among all the Islamic vloggers in this research, by reaching Rp. 1M – Rp.4M. She is not graduating from college. Although she is not the highest use among all Islamic vloggers, she confirmed Rubin and Nelson theory by using a lot of intensifier words by reaching 39% intensifier out of 94 utterances and being the third place of all Islamic vloggers (see figure 4.3). Actually, vlogger 4 doesn't need a lot of intensifier words because she has nothing to promote and does not feel powerless like the other vloggers that

increase the use of intensifier words. Without the low-class aspect, female vlogger 4 supposed to has the fewest number of intensifiers among all videos.

The contradictive situation that happened to male vlogger 1 and female vlogger 4 portrayed how social class can affect the use of intensifiers in their videos. Male vlogger 1 who has criteria as a high-class people use the least intensifier among all Islamic vloggers. On the other hand, female vlogger 2 with the criteria as a low-class people use many intensifiers in her video.

4.1.4.4 Ability

The last aspect which affects the use of intensifier words is declared by Rubin and Nelson in 1974, which is “ability”. The previous aspect, “feeling powerless” and “attracting the viewers” affect Islamic vloggers to increase their intensifier, meanwhile the “ability” aspect affects them to decrease the use of intensifiers. There are two abilities to help vloggers decrease the use of intensifier words: the ability to replace intensifiers with powerful adjectives, and the ability to replace intensifiers with Islamic phrases. Here, the researcher tries to find out the example of each ability.

Many vloggers are affected by “the ability to replace intensifier with powerful adjectives” to decrease their intensifier words. The researcher has been collected the example of the alternative vocabularies in the table in the next page.

Table 4.1 Examples of the Powerful Adjectives to Replace the Intensifier Words

Vloggers	Powerful Adjective	Intensifier Forms
M3	<u>Amazing</u> food	<u>Very delicious</u> food
M4	<u>Crazy</u> week I worked <u>my ass off</u>	<u>Super busy</u> week I worked <u>very hard</u>
M5	<u>Passionate</u> about the Quran	I <u>like</u> the Quran <u>very much</u>
F2	Love	Very like
F5	My baby	Lovely
	Gorgeous	Very beautiful
	Ridiculous	Very funny
	Petite	Very small

The table is showing the vloggers who affected by “the ability to replace intensifier with powerful adjectives”. They are male vloggers 3, 4, 5, and female vloggers 2 and 5. The user of powerful adjective has a good language ability that represents highly educated people who do not need intensifier words to make his speech seems powerful. That is the reason why this ability can reduce the intensifier words used by Islamic vloggers.

Islamic vloggers are not only replacing their intensifiers with alternative vocabularies but also replacing them with Islamic phrases. The example is mentioned in the table below.

Table 4.2 Examples of Islamic Phrases to Replace the Intensifier Words

	Alternative Islamic Phrase	Intensifier Forms
M2	I almost had it <u>Wallah</u>	I <u>really</u> almost had it
M5	It is getting even stronger right now <u>Alhamdulillah</u>	It is <u>fortunately</u> getting even stronger right now
F3	Look at this beauty <u>Masha’Allah</u>	Look at this, so beauty

The table is showing the vlogger male 2, 5, and female vlogger 2 is affected by “the ability to replace intensifier with Islamic phrases” to reduce the intensifier words in

their videos. By using Islamic phrases in their speech, the vloggers want to show their belief and pride towards their religion. Vloggers with belief and pride remain powerful. They have no powerless feeling to increase their intensifier words.

The examples above reflected that abilities can affect vloggers to reduce their intensifiers. They can reduce the intensifiers because they replace the intensifiers with powerful adjectives and Islamic phrases. The replacing shows the criteria of powerful language from powerful vloggers who do not need intensifier to make their speech seems powerful

4.2 Discussion

Analyzing intensifiers are interesting because intensifiers are flexible. They tied to a larger context of people with different countries and genders (Romero, 2012). Not only flexible, but also intensifiers have versatility and color, capacity for rapid change, and recycling of different forms (Tagliamonte, 2005). Male and female different speech has been identified many times. Unfortunately, an intensifier is one of the features that still have not enough conclusive and consistent results (Rasekh, 2015). Therefore, the author of this study wanted to give more conclusive and consistent results for the intensifier studies.

This session focuses on the finding discussion of gender differences of intensifiers used by Islamic vloggers. The researcher discusses four points of this research's finding. The first point is the intensifier words used by Islamic vloggers. Second is a gender difference of intensifier functions used by Islamic vloggers. Third, the researcher discusses the results of the difference between male and female

vloggers in the use of intensifiers. And fourth, the analyses of the aspects affect the use of intensifiers.

Starting with the intensifier words used by Islamic vloggers, the researcher finds 486 intensifier words that occurred in ten videos contains five male and five female videos of Islamic vloggers. The collected data contain 32 kinds of intensifier words. The researcher mentions them from a higher frequency. They are “just”, “so”, “really”, “actually”, etc. The next point is the result gender difference of intensifier functions used by Islamic vloggers. 36 intensifier words in point one are divided into 4 intensifier functions. The first function is increasing the effect of intensity. The ITE words are “very”, “so”, “super”, etc. The next function is decreasing the effect of intensity. The words are “just”, “little bit”, “pretty”, and other words that decrease the effect of intensity. The third function is suggesting the effect of being intense. The STE words are “really”, “seriously”, “completely”, and another adverb suffix -ly. The last Intensifier function is a negative-positive intensifier. And the NPI words in this research are “damn” and “badly”. After classifying the words into the intensifier function, the researcher identifying the intensifier words produced by male and female vloggers. They are 486 intensifier words, 24% or 120 intensifiers produced by the male and 76%, or 366 intensifiers produced by female vloggers.

The finding of the gender difference in intensifier functions is remaining in the same position. There is no difference between male vloggers and female vloggers in the use of each function. The most popular function is DTE with 31% intensifier words from female vloggers and 10% from male vloggers. The STE is the second popular function with 26% intensifier words from female vloggers and 7% from male

vloggers. The third is ITE by getting 18% of female intensifiers and 6% from male intensifiers. The last is NPI, the result of NPI is confirming women's language feature "politeness" with 0% of female vloggers and 1% of male vloggers. The result of this point did not confirm the previous studies since the present study is the first study that analyzes the gender difference of intensifier functions.

The main result of the third point has already mentioned in the second point. Female intensifiers are dominating the data by getting 76% out of 486 intensifiers found in this research. However, the researcher is taking a detailed analysis of each male and female video. The highest percentage of all vlogs is female vlogger 2 with 137 intensifier words or 47% intensifier out of 293 utterances. On the other hand, the lowest percentage of all videos is male vlogger 2 with 10% intensifier words out of 112 utterances of his speech. The result of the third point is similar to the result from the previous researches written by Sharp (2012), Rasekh (2015), and Kuha (2005) which stated that women use more intensifiers rather than men. It is also confirming Lakoff's theory about intensifiers for woman language features.

The last point is the aspects affect the use of intensifiers. There are six aspects related to this point. According to the result of this section, four aspects can affect female and male Islamic vloggers to use intensifier words. Powerless feeling, viewers attractiveness, and low social class can affect the vloggers to increase the use of intensifier words. These aspects are used by the vloggers who has a subordinate role in society and showing their power through their language. On the other hand, high social class and ability affect vloggers to decrease the use of intensifiers because they enjoy the superior position, then they do not need to strengthen their language by

using intensifiers. Two unemployed aspects are “communication apprehension”, and “rigidity”. Those aspects do not affect Islamic vloggers because they are people who are used to talking in front of hundreds or even thousands of their viewers.

According to the result of the second and the last point, this study is not having a contradictive result with the previous researches from Nemati & Bayer, 2007; Fahy; 2002; Xiao and Tao 2007. Although their results do not confirm Lakoff’s theory, the result of the last point in this research makes the researcher understands why they have a different result with this study. Everyone without gender difference is possibly increasing or decreasing their intensifiers when six aspects affect them. It means male vlogger or speaker who has a powerless feeling, viewers attractivity, and low social class can use more intensifier words than the female speaker who has high social class and ability in her speech.

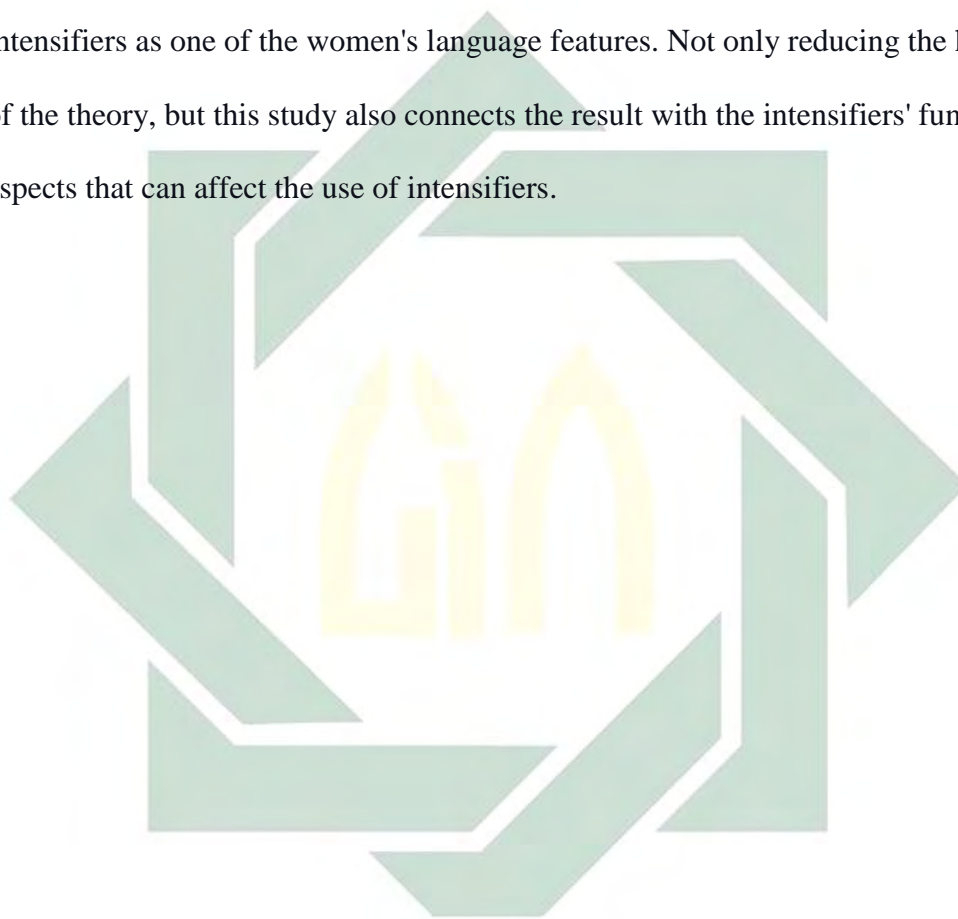
Different roles in each society make gender difference research has a different result. Since this study is discussing Islamic society, the researcher is finding male and female roles and society and position prescribed by Islamic society. One verse in Al-Quran describes men have a higher position than women. It is written in An-Nisa’:34.

“Men are the full maintainers of women, because Allah has made one of them excel the other, and because men spend out their wealth on them.”

This verse reflects that men have a higher position than women, so they can maintain, protect, and support them. Islamic women casually accepted their submissive position because they have been realized that the goals of their submissive position are glorifying and protecting them. Related to the main result of this study, Islamic

female vloggers produce many intensifiers to strengthen their language because of the subordinate position prescribed by their God and society.

This study contributes to another research of gender differences of intensifiers. The result of this study reduces the hesitation of Lakoff's theory about intensifiers as one of the women's language features. Not only reducing the hesitation of the theory, but this study also connects the result with the intensifiers' function and aspects that can affect the use of intensifiers.



CHAPTER V

CONCLUSION AND SUGGESTION

The last chapter includes the short information of this thesis and the researcher's opinion after considering all the information about this thesis. It has two subchapter. They are conclusion and suggestion.

5.1. Conclusion

This study analyses gender differences of intensifiers used by Islamic vloggers. The author of this study attracted to analyse about intensifiers because intensifier studies are still inconsistent in their results. There are five videos of male Islamic vloggers and five videos of female vloggers analyzed in this research. From those ten videos, the writer is finding 486 intensifier words that contain 32 kinds of intensifier words. They are “just”, “so”, “really”, “very”, etc.

Each intensifier words have different functions. The first function is increasing the effect of intensity. The ITE words are “very”, “so”, “super”, etc. The next function is decreasing the effect of intensity. The words are “just”, “little bit”, “pretty”, and other words that decrease the effect of intensity. The third function is suggesting the effect of being intense. The STE words are “really”, “seriously”, “completely”, and another adverb suffix *-ly*. The last intensifier function is a negative-positive intensifier. And the NPI words in this research are “damn” and “badly”.

The result of this study is female Islamic vloggers use more intensifiers than male vloggers. From 486 intensifier words, 76% of them are used by female vloggers.

Despite a big different result of the percentage, there are no significant differences between male and female vloggers in the intensifier functions and aspects affect the use of intensifiers. Male and female vloggers have the same order in the use of each function. The most popular function is DTE with 31% of female intensifiers and 10% of male intensifiers. Then the STE has 26% of male intensifiers and 7% of female intensifiers. The third is ITE that has 18% of male intensifiers and 6% of female intensifiers. The last is the NPI. The result of NPI is confirming women's language feature "politeness" with 0% of female vloggers and 1% of male vloggers. The same result as the aspects affect the use of intensifiers, male and female vloggers have four aspects (Feeling powerless, attracting the viewers, social class and ability) affect them to use intensifiers and two aspects (communication apprehension and rigidity) does not affect the use of intensifiers in this study.

Although many pieces of research have been analyzing gender differences in the use of intensifiers, little to no research has specifically analyzed the intensifier functions and the aspects affect the use of intensifiers. The contradictive result between the different percentages from intensifier words used by male & female vloggers and the similar result from "the intensifiers function" and "the aspects affect the use of intensifiers" reflects the noteworthy of the present study. However, this recent study should analyze "the aspects affect the use of intensifiers" in more detail views. Time and space considerations restrained the researcher from classifying every intensifier words into each aspect affected the use of intensifiers. To get better researches in the future, the next researchers are recommended to investigate deeper and getting detailed views from each aspect that affect the use of intensifiers.

5.2. Suggestion

For future studies, the writer of the present research is suggesting the analysis of gender differences of intensifiers on the different societies of the nowadays generation or society which has female as the primary power position. Since the movement of gender equality has been recognized in previous decades, and the previous researches of this case have been published in 2002-2015. The research of the society of nowadays generation will be attractive because we can see the upgrade research about the gender difference of intensifiers by including the intensifier functions and the aspects that affect the use of intensifiers which has been forgotten by the previous researcher. Next researchers can analyze the use of intensifiers from the Instagram star, mukbang vloggers, or live streaming of celebrities or people from the society which has female as the primary power position like Minangkabau.

REFERENCES

- Benz, C., Newman, I. (1998). *The qualitative-quantitative research methodology Exploring the interactive continuum*. Sage Publications.
- Eckert, P. (1989). The whole woman: Sex and gender differences in variation. *language variation and change*, 1, 1: 245-67.
- Fahy, P. J. (2002). *Use of linguistic qualifiers and intensifiers in a computer conference*. The American Journal of Distance Education 16, 5-22. Retrieved on 17 March 2018 from http://dx.doi.org/10.1207/S15389286AJDE1601_2
- Key, J. P. (1997). *Research design in occupational education: Module R 14 qualitative research*. Retrieved on 14 February 2013 from <http://www.okstate.edu/ag/agedcm4h>
- Lakoff, R. (1975). *Language and woman's place*. New York: Harper and Row.
- Meyerhoff, M. 2006. *Introducing Sociolinguistics*. New York: Routledge.
- Nemati, A., & Bayer, J.M. (2007). *Gender differences in the use of linguistic forms in the speech of men and women: A comparative study of Persian and English*. Language in India 7, 185-201.
- Pebrianti, A. A. (2013 October). *Women's language features used by Indonesian female bloggers*. Passage. 1(2), 109-118. Retrieved on 8 October 2016 from <http://ejournal.upi.edu/index.php/psg/article/view/543>
- Quirk f, Sidney G, Geoffrey L, & Jan S. (1985). *A Comprehensive Grammar of the English Language*. London: Longman.
- Rasekh, A. E., & Saeb, F. (2015). *Gender differences in the use of intensifiers in Persia*. International journal applied to linguistics & English literature, 4(4): 200204. Retrieved on 10 October 2018 from <https://www.journals.aiac.org.au/index.php/IJALEL/article/view/1450>
- Romero, S. (2012). *This is so cool! – A comparative corpus study of intensifiers in British and American English*. Pro graduation thesis of University of Tampere

- Rubin, D. L., & Nelson, M. W. (1983). Multiple determinants of a stigmatized speech style: Women's language, powerless language, or everyone's language? *language and speech*, 26(3), 273-290.
- Sardabi, N. & Afghari, A. (2015). *Gender differences in the use of intensifiers*. Vol:2. Issue 7. Pp.203-213. JALLR
- Sharp, G. (2012). *That is so feminine! An investigation of intensifiers as characteristics of female speech through the use of so and really in modern television programming*. Griffith Working Papers in Pragmatics and Intercultural Communication 5, 14-20.
- Subon, F. (2013). *Gender differences in the use of linguistic forms in the speech of men and women in the Malaysian context*. *Journal of Humanities and Social Science* 13, 67-79. Retrieved on 11 April 2018 from <http://dx.doi.org/10.9790/0837-1336779>
- Tagliamonte, S. & Chris, R. (2005). *So weird, so cool, so innovative: The use of intensifiers in the television series "Friends"*. *American speech* 80/3, 280-300
- Trudgill, P. (1974). *The social differentiation of English in Norwich*. Cambridge: Cambridge University Press.
- Wardhaugh, R. (2006). *An Introduction to sociolinguistics*. Oxford: Blackwell Publishing.