

**THE INTENSIFIERS IN *HOW TO BE THE BEST WOMEN:*
WOMANHOOD REIMAGINED DELIVERED BY DR. HAIFAA
YOUNIS**

THESIS



**UIN SUNAN AMPEL
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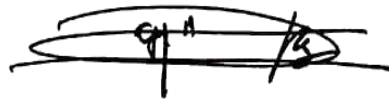
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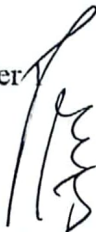
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ABSTRACT

Tamimi. F, Z. (2024). *The Intensifiers in "How to Be the Best Women: Womanhood Reimagined" Delivered by Dr. Haifaa Younis*". English Literature Department, UIN Sunan Ampel Surabaya, Advisors: (I) Prof. Dr. A. Dzo'ul Milal, M.Pd. (II) Tristy Kartika Fi'aunillah, M.A.

This thesis examines the discoveries of intensifiers in a YouTube video entitled *How to Be the Best Women: Womanhood Reimagined*. This thesis contains the results of the discovery of intensifiers in the speech in the video *How to Be the Best Woman: Womanhood Reimagined* which has been described and then explained regarding the relationship of these intensifiers to context. This thesis uses the core of Quirk et al. (1985) regarding intensive adverbs involved in this study. Also, the theory regarding context put forward by Dell Hymes (1960) to interpret existing data could be found in this research. The theory originating from Robin Lakoff regarding the characteristics of women's speech features or women's language exists to strengthen the core theory.

The focus of this study was to analyze the data obtained from YouTube videos on the Jannah-Institut channel whose speaker was a woman named Dr. Haifaa Younis. In analyzing this thesis, the researcher used a qualitative descriptive method with data in the form of findings from words that appear in sentences and phrases. The focus of this research is a form of written matters such as notes and observations of the writing or video transcripts being studied.

In this study, 28 intensifiers were found as data. Among them are 4 as emphasizees, 15 as amplifiers, and 9 as many downtoners. This finding proves that the use of intensifiers in speech can have an impact on the listener. Moreover, in this study, there is a relation between women's language and the intensifiers they obtain. According to Qi Pan (2011), the two factors that cause the attachment between women's speech features and intensifiers are psychological factors that exist within women, where women are known for their gentle temperament and great empathy, thus society also shapes women with expectations of what they want. Therefore, the second factor is that with social change women can voice their opinions by having the effect of using intensifiers in the speech they produce.

Keywords: *Intensifiers, How to Be the Best Women: Womanhood Reimagined, Context, Women's Speech Features*

ABSTRAK

Tamimi, F, Z. (2024). *Adverbia Intensif dalam "How to Be the Best Women: Womanhood Reimagined" Disampaikan oleh Dr Haifaa Younis*". Program Studi Sastra Inggris, UIN Sunan Ampel Surabaya, Pembimbing: (I) Prof. Dr. A. Dzo'ul Milal, M.Pd. (II) Tristy Kartika Fi'aunillah, M.A.

Skripsi ini mengkaji penemuan adverbial intensif dalam video YouTube berjudul *How to Be the Best Women: Womanhood Reimagined*. Skripsi ini memuat hasil penemuan adverbial intensif pada tuturan dalam video *How to Be the Best Woman: Womanhood Reimagined* yang telah dideskripsikan kemudian dijelaskan mengenai hubungan adverb intensif tersebut dengan konteks. Skripsi ini menggunakan inti dari teori Quirk et al. (1985) mengenai adverbia intensif juga dilibatkan dalam studi ini. Juga teori mengenai konteks yang dikemukakan oleh Dell Hymes (1960) untuk menafsirkan data yang ada dapat ditemukan dalam penelitian ini. Teori yang berasal dari Robin Lakoff mengenai ciri-ciri bicara wanita atau bahasa wanita ada untuk memperkuat teori inti.

Data untuk menganalisis fokus dari studi ini, juga didapat dari video YouTube di channel Jannah-Institut yang pematerinya adalah seorang wanita bernama Dr. Haifaa Younis. Dalam menganalisis skripsi ini, peneliti menggunakan metode deskriptif kualitatif dengan data berupa temuan dari kata yang muncul dalam kalimat, dan frasa. Fokus penelitian ini termasuk sebagai bentuk dari perihal tertulis seperti catatan dan observasi terhadap tulisan atau transkrip video yang dikaji.

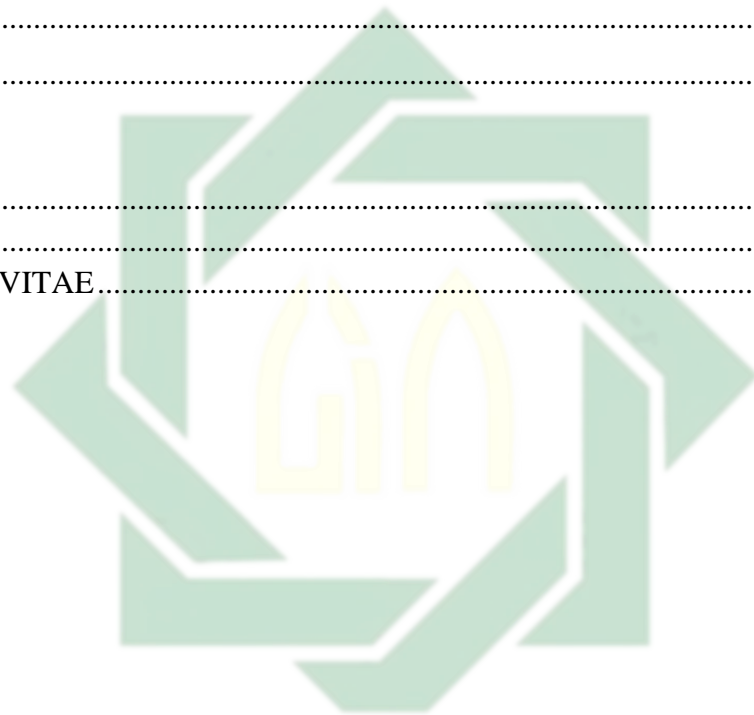
Di dalam penelitian ini ditemukan sebanyak 28 adverbia intensif sebagai data. Di antaranya merupakan 4 sebanyak penekan, 15 sebanyak penguat, dan 9 sebanyak pengecil. Penemuan ini membuktikan bahwa penggunaan adverbia intensif dalam speech tersebut dapat memberikan dampak terhadap pendengarnya. Selibhnya, dalam penelitian ini terdapat keterkaitan antara bahasa wanita dan adverbial intensif yang diperolehnya. Menurut Qi Pan (2011) kedua faktor yang membuat terdapat nya keterikatan antara bahasa wanita dan adverbia intensif merupakan adanya faktor psikologi yang ada dalam diri wanita yang mana wanita dikenal dengan perangainya yang lemah lembut dan memiliki empati yang besar, dengan demikian juga masyarakat membentuk wanita dengan ekspektasi yang mereka inginkan. Maka dari itu, faktor kedua nya merupakan dengan adanya perubahan sosial wanita dapat menyuarakan pendapat mereka dengan memberikan efek menggunakan adverbia intensif dalam ujaran yang mereka produksi.

Kata Kunci: *Adverbia intensif, How to Be the Best Women: Womanhood Reimagined, Konteks, Fitur bahasa para wanita*

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