

CHAPTER I

INTRODUCTION

This chapter presents some subchapters, they are background of the study, statement of the research problems, objective of the study, significance of the study, scope and limitation of the study. These subchapters are very important to be discussed as the introduction of this study.

1.1 Background of the Study

Language is an instrument of communication among the human being in a community. Everyone believes that language is universal which means that everyone were influenced to express their emotion sign, feelings and other thing in communication through language. Based on Crystal (2013), communication refers to the transmission of information between a source and a receiver using a signalling system, restricting this notion to “human communication. In communication, people have many ways to communicate with other people. People use language as a tool of communication to say their wants, messages, informations, and ideas to the others.

In Sociolinguistics, the function of language use as a tool for humans to express their feelings is linked with linguistics features in men and women’s language (Cholifah, Heriyanto, & Citraresmana, 2013:404). However, men and women do not communicate in the same way because they interpret the same message differently.

Men and women are born with different characteristics. One of their different characteristics of men and women is their language usage that they

behave linguistically different. Lakoff is the American linguist who pioneered research that emphasizes a study of relationship between language and gender. She stated inside her book “Language and Women’s Place (1975)” about theory of the existence of women’s language. She states that there are several underlying things that appear the differences between women’s and Men’s language. Men described more firmly, mature and talking openly, while women not openly talking (using figurative words) and be careful when expressing something, and often use more polite words.

Lakoff (1975) stated that women often use words for precise colors, such as mauve, beige, and lavender that are rarely used by men. Besides, women also often use adjectives like adorable, charming, lovely, divine, and sweet. On the other side, women have a certain vocabulary to show certain feeling (effect) for example words and expressions like so good, adorable, darling and fantastic.

According to Holmes (2013), men and women do not speak in exactly the same way as each other in the community. The different languages used by men and women are caused by many factors. Men and women have different roles and status in society. The way of representing their thought into a language is also different. Holmes (2013) states that the gender language differences is one of the aspect of linguistics difference in society, reflecting social status and power difference. Men and women use different language to show their power and place in society. Those are the differences in the choice of word, vocabulary, and grammar used.

In using language, women have complicated place to deliver their language, as Lakoff said that “sometimes women’s language shows their powerless and weakness, Women have to use a certain language in order to be accepted by their society”. They tend to use certain language in order to show their femininity rather than masculinity and sometimes women use certain features of speech as their chosen language.

Women use language to show their femininity rather than masculinity. Besides, women use some certain features of language in their language. Based on Lakoff’s observation, they are ten types of women’s language features that are commonly used by women rather than men. Those women’s language features are lexical hedges fillers, tag question, rising intonation on declaratives, empty adjectives, precise colors terms, intensifiers, hypercorrect grammar, super polite form, avoidance of strong words and emphatic stress. Those are the typical features that tend to be used by women in their communication each of them has different functions; for example to show uncertainty, to show femininity, to strengthen the meaning, etc.

Characteristic of women’s language can be found in daily life and social media such as a video in youtube. Youtube is one of the reflections of language used by youtubers because in making the videos, they use certain language features when they talk to their viewers. Youtube is also one of the most popular website nowadays and an american video sharing websites headquartered in San Bruno California (wikipedia). Youtuber refers to someone who uses youtube channel to get money or just hobby by uploading personal videos. According to

Cambridge Dictionary 2017, "youtuber is a person who often uses the website youtube. Especially someone who makes and appears in videos on the website". Youtube allows the users to upload, view , rate share , report, comment on videos, and subscribe to other users.

However, women's language has wide meanings and each features of women's language has their own functions. Therefore, it is important to understand women's language features in order to know the purpose why of using it. The theory of women's language is interesting to be analyzed as it is related to the variation of gender which is the main parameter in the language use. The researcher is interested in analyzing video which posting by Fathia Izzati (Fathia) on her youtube channel by using women's language features theory proposed by Lakoff (1975) and Holmes (1992) as the references for this analysis.

Fathia Izzati's video was chosen to be analyzed since her video shows the phenomenal of the features of women's language. Based on the fact that Fathia Izzati is one of the populer youtuber nowadays, there are 337.000 people for her followers on her instagram and 561.231 subscribers for her Youtube channel. She has good creativity to upload photos, videos and meme. Not only that, but also Chia is cheerful woman but she is sure that sometimes she inserts some moral value between her video and her language is easily to understand by her viewer and subscriber that makes her viewers increase even more to follow her instagram and youtube channel.

The researcher presents one of women's language features which is found in the data from women's utterance.

Fathia : It turns out 58 % of my viewers around youtube are girls and I'am so happy because that means I can actually have this kind of videos.

Fathia's utterance above shows one of women's language features spoken by Fathia in her video. The primary language feature spoken by Fathia above is Intensifier. Intensifier is a set of words such as [very, so, extremely, etc] that modifies verbs, adjectives, and adverbs in order to increase or decrease the intensity of the utterance.

Fathia uses an intensifier "so" in the data above to express that she is really happy for her viewer around her youtube channel 58% are girls. That, the word "so" intensifies the proposition of Chia's utterance. As for the function of women's language features, the data above include Intensifiers types, which has function as boosting device based on Lakoff statement "Intensifier is a boosting device which can help the speaker to reinforce and empower the proposition of the utterance" (1975).

Based on the reason above, the researcher is interested in analyzing this case and presents it as the thesis entitled A Study of Women's Language Features Used by Fathia Izzati.

1.2 Statement of Research Problem

There are two research problems in this study :

1. What are women's language features used by Fathia Izzati?
2. What are the function of women's language features used by Fathia Izzati?

1.3 Objective of the Study

According to the statement of the research problems, the prominent objectives of this study are :

1. To explain the types of women's language features used by Fathia Izzati.
2. To explain the functions of women's language features used by Fathia Izzati.

1.4 Significance of the Study

In this significance of study, the researcher tries to explain the contribution of this research, she proposes two kinds of contribution. They are in the following explanation.

Theoretically, the researcher hopes this research can give knowledge contribution about types and functions of women's language features and can give explanation for the reader about how to analyze kinds of video uploaded in Youtube channel. In addition, this study hopefully could become reference for the future researchers who wants to conduct the similar research.

Practically, the researcher hopes that this research is expected to give practical information for the reader concerning how to analyze the language

features used by women. Finally, this study should be reasonable to become the source in finding women language features and its function related to female youtuber.

1.5 Scope and Limitation of the Study

This research is analyzing about women's language and focuses on women's language features that was used in youtube. The researcher explain the scope and limitation of this research. This is a sociolinguistic analysis which deals with language variation related to gender which focuses on the discussion of ten types of women language features proposed by Lakoff (1975) and Holmes (1992) along with theory of function of Women's language features (as hedging device and boosting device) which was used by female youtuber.

There are variety kinds of video in Youtube. The researcher limits the video that was used to become the source of the data in Fathia Izzati's youtube video. The limitation of this research is women's utterances in form of word, phrase, and sentence which contain women language features and its functions used by female youtuber "Fathia Izzati".