

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Human's life is not far from communication. Communication is important because it is used by human to interact with others. In order to communicate, they need what so called as a language. Language is a coding system that human use to communicate. According to Wardaugh (1977), language is a system of arbitrary vocal symbol by means of which social group co-operate. Humans use voice, symbols, and words in expressing a meaning, idea, or thought. It clearly explains that humans cannot speak without language but may use language without speaking.

Based on the definition above, it can be known that language is an important thing for human's life. Since language is important, the communication should be understood very well to avoid misunderstanding between speakers. With communication, people can exchange thoughts, feeling, and emotions.

In Sociolinguistics, the function of language use as a tool for humans to express their feelings is linked with linguistic features in men and women's language (Cholifah, Heriyanto, & Citraresmana, 2013, p. 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. Women have their own characteristics which men do not have. One of their different characteristics of men and women is in their language use, that they behave linguistically differently.

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 difference is one of the aspects of linguistic difference in the 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.

Lakoff (1975) in her book entitled *Language and Women's Place*, states that men and women have different speech functions. Women experience discrimination in two ways: in the way they are taught to use language and in the way general language use treats them (Lakoff, 1975, p. 4). Women have a complicated place in using language. Sometimes, women show their powerlessness and weakness. Women's powerless speech makes them treated as if they are really powerless even though they are not (Eliasoph, 2014, p. 82).

Women use language to show their femininity rather than masculinity. Besides, women use some certain features of language in their speech. Based on Lakoff's (1975) observation, there are ten types of women's speech features that are commonly used by women rather than men. Those speech features are hedges/fillers, tag questions, rising intonation on declaratives, empty adjectives, specialized vocabularies (precise color term), intensifiers, hypercorrect grammar, superpolite form, avoidance of strong word, and emphatic stress. Those are the typically features that tend to be used by women in their communication.

One way to study women's speech is by watching videos on YouTube. YouTube is one of the reflections of language used by YouTubers because in making the videos, they use certain speech features when they talk to their viewers. YouTube is one of the most popular website nowadays. YouTube is an American video-sharing website headquartered in San Bruno California (Wikipedia). It was created in 2005 by Chad Hurley, Steve Chen, and Jawed Karim who are the former employees of PayPal. The user of YouTube channel is called YouTuber. YouTuber refers to someone who uses YouTube channel to get money or just as 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. Available contents of YouTube include video clips, TV show clips, music videos, short and documentary films, audio recordings, movie trailers, video blogging, short original videos, and educational videos. There are many categories of short original video on YouTube. One of them is Kpop reaction video.

Nowadays, the word *Kpop* is often heard, either on radio or television and other mass media. *Kpop* or *K-pop* is short for "Korean Pop". It can refer to the whole popular music in South Korea. It is also used to describe the genre that has nominated the Korean music market for about the last 20 years. The elements of this genre are western pop, dance, electronic, R&B, and HipHop. But after years of experience, music makers and producers in South Korea make successful hits with a distinctive sound without losing the originality and loved by many people in the

world. Because of the popularity of Kpop, many YouTubers make reaction videos on YouTube. They react to Kpop music videos which just released. They give some comments and opinions about the music videos as well.

Lakoff's (1975) theory of women's speech shows that women tend to use language to show their femininity and this study analyzed the speech features used by female youtubers who react to Kpop music videos. The writer also analyzed the functions of the speech features used by female YouTubers in their Kpop reaction videos. Lakoff's (1975) theory has been chosen to analyze women's speech features. The writer assumes that the theory is appropriate to investigate deeply especially female YouTubers.

The following is one of the example of analyzing data:

Joanna : Anywas guys, today, this video has really been requested and I'm finally starting to take it also 'cause like, I don't know like I've seen other people that I watch talk about it, and I was like, *you know what?* let me just react to it because people requested it.

The utterances above means that Joanna makes the reaction video because many people request it and many people talk about the music video she reacts to. The music video is BTS's Blood Sweat and Tears. The utterance contains a hedge *you know*. It is a device to get attention or a way to check someone's interactional partner whether they are listening, following, and attending to the speaker's saying. It also almost appears in all places where the women unsuccessfully attempting to pursue the topics. Joanna uses the phrase *you know* to make viewers follow and listen to the topic what she is going to talk. As a woman, she also needs and wants her hearer to

pay attention to what she is saying, so she uses *you know* to attract the respond and opinion from her viewers.

From the description above, it can be concluded that it will be interesting to analyze Kpop reaction videos on YouTube based on women's speech study since it will be known how the female YouTubers use their languages. It is the reason of conducting this study. Here are some following subchapters.

1.2 Statement of Problems

Base on the background of study set forth above there are two main problems which will be solved in the present study. The problems are stated as follows:

1. What are the speech features used by female YouTubers?
2. What are the functions of the speech features used by female YouTubers?

1.3 Objectives of the Study

Based on the statement of research problem above, the objectives of the study are:

1. To describe the speech features used by female YouTubers
2. To describe the function of the speech features used by female YouTubers

1.4 Significant of the Study

For academic purpose, this study provides examples of women's speech features used by female YouTubers. The result of the study will enrich the knowledge of readers about features of speech, especially any kinds of women's speech features

used by female YouTubers. Hopefully, it can be a theoretical contribution to the interest and studies of women's speech analysis in the future.

In addition to the academic significance stated above, the study is expected to provide practical information to the reader concerning how to analyze the speech features used by women. Readers will be familiar with women's speech features.

1.5 Scope and Limitation

This study is concerned with the use of women's speech features especially in videos of female YouTubers. To avoid the study from becoming too broad, the writer focuses on ten types of Lakoff's (1975) theory of women's speech features. The scope of the study is sociolinguistics, while the limitation of this study is women's speech features. The videos that are used in this study is female YouTubers videos which show their reactions to Kpop. Moreover, the data are taken from the utterances used by female YouTubers.