

ABSTRACT

Chumairoh. 13.05.1.1.1.100014. *A Study of Speech Features Used by Female YouTubers*. Thesis. English Study Program of the faculty of Social and Cultural Sciences, University of Trunojoyo Madura. Advisor: Misnadin, S.S., M.A., Ph.D.

This study focuses on women's speech features. This study analyzed the types of speech features used by female YouTubers. Besides, it discussed the functions of the speech features were used by female YouTubers in their Kpop reaction videos. The data were analyzed and classified based on women's speech features theory which is proposed by Lakoff (1975). For the objectives of the study, the writer focuses on the types of women's speech features used by the female YouTubers and the functions of those features used by the female YouTubers.

This study used qualitative research. The sources of data are some Kpop reaction videos of female YouTubers, while the data are the utterances of female YouTubers which contain women's speech features. The method used in collecting data is content analysis. The method used in analyzing data is interactive data analysis.

This study found nine types of women's speech features proposed by Lakoff (1975). Those are hedges/ fillers (13 data), tag questions (3 data), rising intonation on declaratives (2 data), empty adjectives (2 data), intensifiers (7 data), hypercorrect grammar (4 data), avoidance of strong swear word (2 data), superpolite form (4 data), and emphatic stress (3 data). The functions of the speech features are expressing uncertainty, politeness, showing admiration, showing strong intention, emphasizing or strengthen an utterance.

Keywords: *Women's Speech Features, Female Youtubers, Kpop Reaction Videos.*