

CHAPTER I

INTRODUCTION

1.1. Background of the study

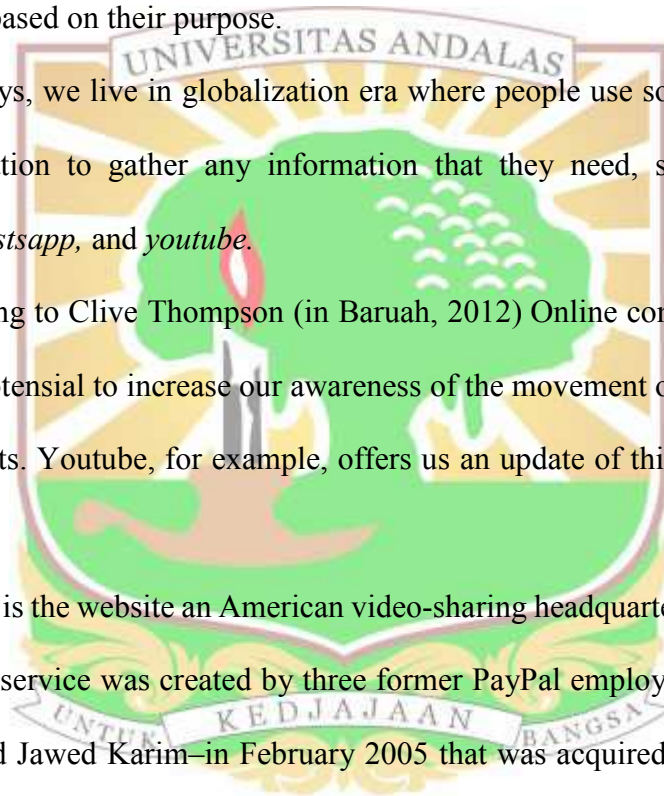
Language is an important thing in human life, with language people are able to communicate and to understand each other. Language is used in their social interaction to show an act based on their purpose.

Nowadays, we live in globalization era where people use social media or any internet application to gather any information that they need, such as *facebook*, *instagram*, *whatsapp*, and *youtube*.

According to Clive Thompson (in Baruah, 2012) Online communication tools also have the potential to increase our awareness of the movement of our professional or social contacts. Youtube, for example, offers us an update of things at a particular point of time.

Youtube is the website an American video-sharing headquartered in San Bruno, California. The service was created by three former PayPal employees—Chad Hurley, Steve Chen, and Jawed Karim—in February 2005 that was acquired by the Google in November 2006. This application allows the users to upload, edit, and share videos with other users.

One of the most watch videos in youtube is talk show program. Talk show is a television or radio program in which famous people are asked questions and talk in an informal way about their work and opinions on various topics: *a talk-show host* (oxford 8th, 2010, p. 1580).



The Tonight Show Starring Jimmy Fallon is an American late-night talk show hosted by Jimmy Fallon, on NBC. The show premiered on February 17, 2014, and is produced by Broadway Video and Universal Television. The program airs weeknight at 11:34 p.m. ET/PT. The show opens with Fallon's topical monologue, then transition into comedic sketches/games, concluding with a guest interview and musical performance.

There are the ways to recognize the language variation use during the interview in *The Tonight Show* program, one of them is by identifying language and gender.

According to Tannen (1992) compared of speech between men and women to cross-cultural communication. She claimed that men seek to establish hierarchy and status through talk, whereas women look to create solidarity and connection (as cited in Wardaugh and Fuller, 2014, p. 326). Wardaugh (1998) said that men's speech usually provides the norm against which women's speech is judges (p. 310). The other characteristic of women's language are described by Kipers (1987) in Wardaugh (1998), they gossip-laden, corrupt, illogical, idle, euphemistic, or deficient is highly suspect than men's speech (p. 310).

Since 1970's, linguist offered the idea that sexual orientation affect a person's language use. Lakoff's article and book titled *Language and Woman's Place* (1973, 1975) triggered research on gender differences. This single work, which is a description of some characteristic of women's language, gave rise to vast research on language and gender. It was the first such work point out that gender inequalities are manifested in language use. Lakoff writes that women tend to use more tag question, non-offensive exclamations, more qualifiers and more rising intonation associated with 'uncertainty'.

She posits that there is a ‘language of women’ and that women are coerced to use these form, which denote non-assertiveness. Lakoff (1975) claims that women’s speech differs from men’s in that women are more polite. Women usually speak politely, shunning the coarseness of men’s language: no slang, no swear words, no off-color remarks (Lakoff, 1975).

In this research, the writer wants to analyze the characteristic of women’s language in *The Tonight Show Starring Jimmy Fallon* videos of these YouTube Channel to know how this program used language as a message to be delivered to their audience. After that, the writer also want to analyze the function of women’s language from the videos by using Holmes’s theory of language features function.

These following example conversation between Jimmy and the guest during the interview :

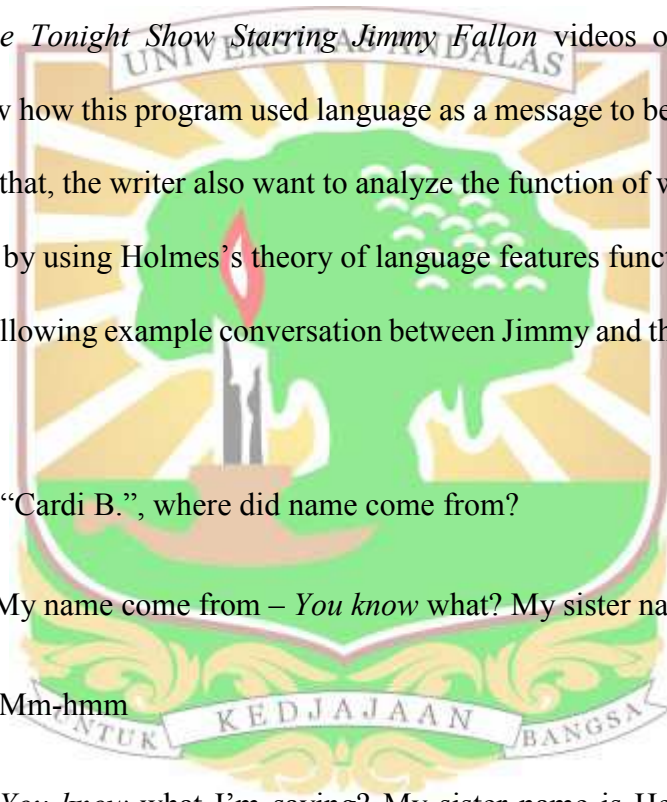
Jimmy : “Cardi B.”, where did name come from?

Cardi : My name come from – *You know* what? My sister name is Hennessy.

Jimmy : Mm-hmm

Cardi : *You know* what I’m saying? My sister name is Hennessy, *right?*. *So* everybody used to call me Bacardi. *So* I always called my self Bacardi, *right?*

Based on the conversation above, it is interesting to study the language that used by the guest which contain the features of women’s language such as : lexical hedges (*You know*), question tag (*right?*) and intensifier (*so*).



The explanation above is the reason why the writer wants to analyze women's language feature and the function of women's language feature in *The Tonight Show Starring Jimmy Fallon* videos of several famous guest. This research is based on women's language features by Robin Lakoff (1975) and function of language features by Holmes (2013).

1. 2 Identification of the problem

In order to make research clearer, the writer proposed two research question, they are :

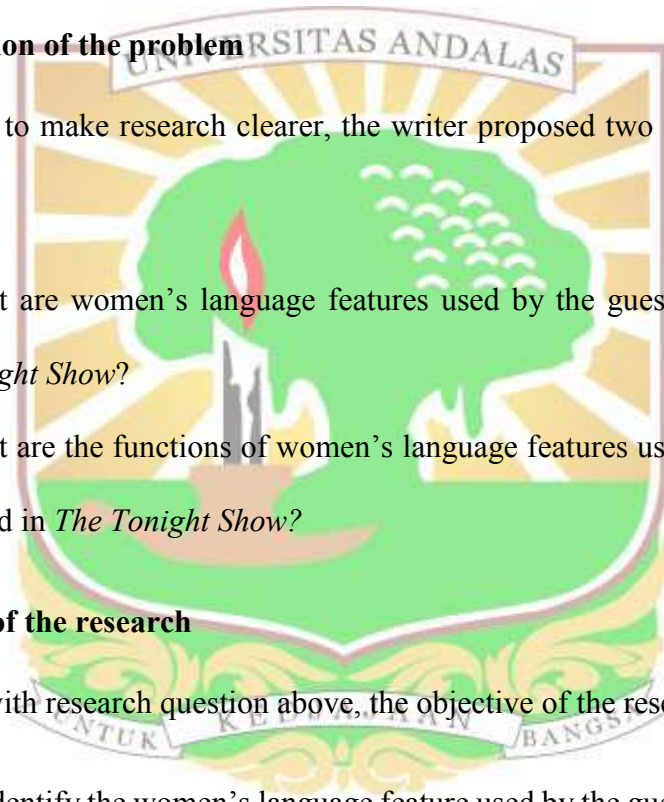
1. What are women's language features used by the guest as found in *The Tonight Show*?
2. What are the functions of women's language features used by the guest as found in *The Tonight Show*?

1. 3 Objective of the research

In line with research question above, the objective of the research are :

1. To identify the women's language feature used by the guest as found in *The Tonight Show*.
2. To describe the function of women's language features used by the guest in *The Tonight Show*.

1. 4 Scope of the research



In this research, the writer analyze the American late-night talk show *The Tonight Show Starring Jimmy Fallon* which is run on NBC. The writer wants to analyze the feature of women's language and the function of women's language used by the guest of the talk show program as proposed by Lakoff (1975) and Holmes (2013).

1.5 Method of the research

In conducting this research, the writer passes three stages, they are; collecting data, analyzing, and presenting the result of analysis. In collecting data, the writer searched some videos on YouTube by using keyword "*The Tonight Show Starring Jimmy Fallon on YouTube*". After finding out the videos, the writer downloaded the videos of this talk show program in their channel *The Tonight Show Starring Jimmy Fallon*. After selecting these videos the writer watched the videos for several times. Finally the transcription of the video was made in order that, the writer become easier to analyze it.

In analyzing the data, the writer use the theory of women's language features by Lakoff (1975) and language feature functions by Holmes (2013). The writer looking for what are the women's language feature that used by the guest and the function of the language feature that used by the guest.