

## CHAPTER I

### INTRODUCTION

#### 1.1 Background of the Research

Men and women are human beings who are physically and socially different. They are different not only in terms of their physical attributes but also in their speech in communication. Men and women do not exactly speak a particular language in the same way in any community when communicating with others. They use language differently in their speech. Holmes claims that women usually use language to maintain and increase solidarity while men use language to maintain their power and status (as cited in Wardhaugh, 2010, p. 342). Then, Mesthrie (2009) explains that women usually tend to use standard forms in their speech whereas men tend to use more nonstandard forms. He also states that women prefer to discuss personal topics when talking to members of the same sex, while men prefer public issues and would avoid discussing private topics (p. 220). These facts indicate how different men and women are in using language because of their sex and gender.

The difference between men and women's language is studied in sociolinguistics. Sociolinguistics is one branch of linguistics that focuses on studying the relationship between language and society. It does not only study language in its social contexts, but also social life through linguistics (Coupland & Jaworski, 1997, p. 1). Sociolinguistics explains how language is used by people in their social context. Men use language differently than women so that men's and women's language are different (Holmes, 2013, p. 301; Trudgill, 2000, p. 64).

Women's language is different from men's language because women use a number of linguistic features that are claimed to be used more often by women than by men in their communication. Lakoff (1975) describes that those linguistic features are lexical hedges or fillers, tag questions, rising intonation on declaratives, empty adjectives, precise color terms, intensifiers, hypercorrect grammar, superpolite forms, avoidance of strong swear words, and emphatic stress. These linguistic features show the different characteristics between women's and men's language.

The linguistic features in women's language can be seen in our daily life such as in daily conversations, movies, literary works, and even in social media such as YouTube. YouTube is a website that allows people to show videos they have made ("YouTube", n.d.). A person who uploads, produces, or appears in videos on the video-sharing website YouTube is called YouTuber ("YouTuber", n.d.). Nowadays YouTube becomes the biggest video sharing website that provides many kinds of videos from all categories. According to a study conducted by a British media company named We Are Social, YouTube occupies the first position as the most active social media platforms in Indonesia (Kemp, 2018). There are a lot of channels on YouTube that can be accessed anytime and anywhere. One of YouTube channels is beauty channel.

Beauty channel is a channel that provides beauty-related contents and videos include makeup tutorials, cosmetic/skincare reviews, hauls, DIY videos, etc. This channel is one of favorite channels on YouTube since the viewers of this channel are increasing every year. In 2016, there were more than 55 billion views

for beauty-related content on YouTube. Meanwhile, in 2017, beauty-related videos generated more than 88 billion views (Statista, 2017). This fact shows a tendency in society in which people especially young adult females prefer to watch beauty channel rather than others on YouTube. It is because watching fashion and beauty videos not only gives women information about beauty products, but it also inspires them to create new styles for daily look.

A person, mostly young woman, who produces and uploads videos about beauty-related topics on YouTube is called a beauty YouTuber, or often referred to as a beauty vlogger or beauty guru. In this research, these three terms are used repetitively to refer to the same thing. Some of beauty Youtubers that are very popular among British beauty gurus on YouTube are Zoella Sugg, Tanya Burr, and Patricia Bright. They are the 25 best beauty vloggers on YouTube according to an article released by StyleCaster on October, 2017. These three beauty YouTubers like to upload videos about makeup tutorials/looks, hauls and favorites, Do It Yourself (DIY), routines and Get Ready with Me's videos, etc. on their YouTube channel. They have been noticed by a variety of people in the world and all have more than 1 million subscribers on YouTube.

The three beauty YouTubers use English to communicate with their viewers on YouTube. The writer observes that their language contains certain features that belong mainly to women which is called women's linguistic features as proposed by Lakoff (1975). It can be seen in the following examples which are taken from three different videos on their YouTube channel:

- (1) “Hi, guys! So, in today’s video I’m going to be doing something that is always **very** very highly requested each year.” (Zoella Sugg)
- (2) “Hi, guys! And **I guess** I need to say Happy New Year because this is my first video of 2018.” (Tanya Burr)
- (3) “And **you know**, I feel like I’m part of both camps.” (Patricia Bright)

From the examples above, the writer finds out some women’s linguistics features in the beauty YouTubers’ utterances on YouTube. They are intensifiers and lexical hedges. Zoella uses intensifiers “**very**” in her utterance, Tanya uses lexical hedges “**I guess**”, and Patricia says “**you know**” that can be categorized as lexical hedges too.

The phenomenon of using women’s linguistic features in the beauty YouTubers’ utterances is interesting to be analyzed in order to know how women use language on YouTube. In this research, the writer is interested to identify women’s linguistic features used by the three British female beauty YouTubers and then explain functions of those linguistic features. In conducting this research, the writer applies Lakoff’s theory (1975) about women’s linguistic features and Holmes’ theory (2013) about functions of women’s linguistic features.

## 1.2 Research Questions

In this research, two research questions are formulated. They are:

1. What are the types of women’s linguistic features used by three British female beauty YouTubers in their utterances on YouTube?
2. What are the functions of women’s linguistic features used by three British female beauty YouTubers in their utterances on YouTube?



### 1.3 Objectives of the Research

Based on the research questions above, this research has two purposes as stated below:

1. To identify the types of women's linguistic features used by three British female beauty YouTubers in their utterances on YouTube.
2. To analyze the functions of women's linguistic features used by three British female beauty YouTubers in their utterances on YouTube.

### 1.4 Scope of the Research

This research is limited to the use of women's linguistic features used by beauty YouTubers in their utterances on YouTube and the functions of those linguistic features. Since there are so many beauty YouTubers on YouTube, this study is limited to three popular British female beauty YouTubers according to StyleCaster. They are Zoella Sugg, Tanya Burr, and Patricia Bright. Furthermore, theory of women's linguistic features proposed by Lakoff (1975) and theory about functions of women's linguistic features proposed by Holmes (2013) are applied in this research.

### 1.5 Method of the Research

In this research, descriptive method is used as the research method since the data are in the form of words and are descriptively explained by referring to Lakoff's theory (1975) of women's linguistic features and Holmes' theory (2013) about functions of women's linguistic features. Furthermore, three systematic



research procedures are used in conducting this research. They are collecting the data, analyzing the data, and presenting the result of the analysis.

### **1.5.1 Collecting the Data**

Data of this research are the utterances of popular British female beauty YouTubers that contain women's linguistic features in their videos on YouTube. YouTube becomes more popular in society nowadays because of the presence of many YouTubers that present different kinds of channels. Beauty YouTubers are chosen as the object of this research because most of them are female so that the writer is able to analyze women's linguistic features in their language.

In this research, purposive sampling technique is used to collect the data. According to Crossman (2017), a purposive sample is a non-probability sample which is selected based on characteristics of a population and the purpose of the study. This sampling technique relies on the researcher's judgments when selecting members of the population to participate in the study.

The population of this research is the 25 best beauty vloggers on YouTube according to StyleCaster in an article released on October, 2017 (Rodewald, 2017). StyleCaster is a digital media and technology platform that enables users to share fashion, beauty, and lifestyle-related topics (Crunchbase, 2018). However, there are only 3 beauty vloggers to be taken as the sample of the research. They are the top 3 British female beauty vloggers who have more than 1 million subscribers on YouTube.

British female beauty YouTubers are chosen in this research because most previous researches have analyzed women's linguistic feature of American.

Therefore, the writer wants to present the new object of analysis by choosing British female beauty YouTubers. Furthermore, the number of subscribers is also an important factor in determining the sample of the research. Having more than 1 million subscribers on YouTube is one of popularity signs for the YouTubers because lots of people notice them, watch their videos, and subscribe to their channel. It helps them to be recognized as a YouTube star. Based on the criteria above, British female beauty YouTubers who are selected to be the sample of this research are Zoella Sugg, Tanya Burr, and Patricia Bright.

Zoella Sugg is an English fashion and beauty vlogger. She is best known by her YouTube username Zoella. Her YouTube channel has been subscribed by over 12 million subscribers. Then, Zoella has won several awards such as the Cosmopolitan Blog Award in the "Best Established Beauty Blog" category in 2011 and went on to win the "Best Beauty Vlogger" award in the following year (VideoInk, 2013; Travers, 2012). She was also awarded the 2013 "Best British Vlogger" award at BBC Radio 1's Teen Awards (Ford, 2014), the 2014 Nickelodeon Kids' Choice Award for "UK Favourite Vlogger" (Woods, 2014), and Teen Choice Award for "Choice Web Star: Fashion/Beauty" in 2014 (Hernandez, 2014). Furthermore, Zoella was also listed as one of *The Telegraph's* "40 best beauty bloggers" in September 2014, and "Queen of the Haul" by British Vogue in November (Moss, 2014; Sheffield, 2014). According to Dredge (2014), her YouTube channel was the fourth most popular channel in the UK in 2014.

Tanya Burr is a British YouTuber who is famous because of her fashion and beauty videos on YouTube. Her YouTube channel has over 3.6 million

subscribers. Tanya is a YouTube beauty star who attends London Fashion Week each season. In 2015, she was featured on the cover of Glamour magazine (Tully, 2017). She also became one of the judges for ELLE Beauty Awards in 2012 (Lawrenson, 2012). In January 2014, she launched a cosmetic line named Tanya Burr Cosmetics. The products are sold in Superdrug and online (Moore, 2017).

Patricia Bright is a British beauty guru who is best known as BritPopPrincess on YouTube. She started posting videos on YouTube at a very young age. After launching her YouTube career, Patricia becomes a style icon because of her impeccable sense of dressing and styling. She likes to upload tutorials and videos about beauty and fashion needs on her YouTube channel. She also has earned many accolades in the fashion and beauty industry. In 2015, she was honored with the 'Most Innovative Fashion Video' award by InStyle, a fashion magazine (The Famous People, 2018). In March 2018, she was asked to be a GLAMOUR's cover star (Glamour, 2018). Furthermore, Patricia has collaborated with many celebrities including Khloe Kardashian. She is also associated with many high-end cosmetic brands like MAC, Too Faced, Kylie, and Fenty Beauty (The Famous People, 2018). With more than 2 million followers, Griffiths (n.d.) states that Patricia is known now as a leading UK fashion and lifestyle guru.

These three well-known British beauty YouTubers have uploaded many videos in their YouTube channel. Zoella's channel has 373 videos, Tanya's channel has 465 videos, and Patricia's channel has 616 videos. In this research, the writer only focuses on beauty-related videos especially 3 latest videos of



makeup tutorial/look of the selected beauty YouTubers which are uploaded from the beginning of November 2017 until 20 January 2018. The duration of all videos is less than 20 minutes. The selected videos are Zoella's video entitled *My Every Day Autumn Makeup* published on 8 November 2017, Tanya's video entitled *My Everyday Winter Makeup* published on 11 January 2018, and Patricia's video entitled *AMERICAN VS ENGLISH MAKEUP! I hope I'm not offending anyone!* published on 17 November 2017. Those videos were downloaded on 22 January 2018.

There are several steps in collecting the data. First, all selected videos from the three beauty YouTubers are collected and downloaded from YouTube. Second, the videos are watched and heard repeatedly between 3 or 4 times. After that, the video transcriptions are made. Then, women's linguistic features proposed by Lakoff (1975) are identified in the three beauty YouTubers' utterances. All utterances that contain women's linguistic features are grouped into the categorization of types and functions of women's linguistic features. The collected data is presented by using table.

### 1.5.2 Analyzing the Data

The data are analyzed by referring to Lakoff's theory (1975) of women's linguistic features and Holmes' theory (2013) about functions of linguistic features. The first theory is used to identify the types of women's linguistic features in beauty YouTubers' utterances. Then, the second theory is used to explain the functions of those linguistic features. The writer uses categorization of types and functions of women's linguistic features in analyzing the data. After all

of the data are collected and grouped based on types of women's linguistic features and their functions, the writer presents the analysis by firstly discussing the first category which is the types of women's linguistic features found in the three beauty YouTubers' utterances. Then, the discussion of the second category which is the functions of women's linguistic features is presented in the next analysis. The situation of the conversation is described first in each category before discussing the type and the functions of women's linguistic features.

### 1.5.3 Presenting the Result of the Analysis

The result of the analysis is presented descriptively. Words or statements are used to explain the type of women's linguistic features and their functions. Moreover, table is also used to show the occurrence and the percentage of women's linguistic features and their functions.

There are three tables used in presenting the result of the analysis. Table 1 is the percentage of the occurrence of women's linguistic features used by the three British female beauty YouTubers. It consists of the types of women's linguistic features found in the three beauty YouTubers' utterances, frequency of occurrence, and the percentage of the research data. The percentage is calculated by dividing the frequency of women's linguistic features by the total number of the data and then multiplied them by 100%. For example, tag questions occur 3 times (frequency) of 520 data. Percentage of women's linguistic features can be counted as:  $3/520 \times 100\% = 0,57\%$ . The total of percentage shows the percentage of the use of women's linguistic features among three beauty YouTubers on YouTube.

Next, table 2 is the percentage of the functions of women's linguistic features. It consists of functions of linguistic features found in the three beauty YouTubers' utterances, frequency of occurrence, and the percentage of the research data. The percentage is calculated by dividing the frequency of functions of women's linguistic features by the total number of the data and then multiplied them by 100%. For instance, boosting devices occur 293 times (frequency) of 520 data. Percentage of the functions of women's linguistic features can be counted as:  $293/520 \times 100\% = 56,34\%$ . The total of percentage shows the percentage of the use of functions of women's linguistic features among three beauty YouTubers on YouTube.

At last, table 3 is the occurrence and the percentage of women's linguistic features found in the three British female beauty YouTubers' utterances. In table 3, women's linguistic features found in beauty YouTubers' utterances are presented in detail. Table 3 consists of the beauty YouTubers and the number of their utterances, types of linguistic features, frequency of occurrence, and the percentage of each linguistic feature. The percentage is calculated by dividing the frequency by the total number of the data and then multiplied them by 100%. For example, Zoella uses intensifiers 75 times (frequency) of 520 data. Percentage of intensifiers found in Zoella's utterances can be counted as:  $75/520 \times 100\% = 14,42\%$ . The total of percentage shows the percentage of the use of women's linguistic features by every beauty YouTuber.