CHAPTER IV

CONCLUSION

Men and women are different in using language because of their gender identity. In society, men are inclined to use nonstandard forms when communicating with others while women tend to use standard forms. The differences between men and women in using language can also be seen from linguistic features they use to interact with others. According to Lakoff (1975), there are a number of linguistic features which tend to be used more often by women than by men in their communication. They 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 cannot only be found in daily conversation but also in social media such as YouTube.

In this research, the writer focuses on analyzing women's linguistic features used by three British female beauty YouTubers; Zoella Sugg, Tanya Burr, and Patricia Bright. The writer does not only identify the types of women's linguistic features but also analyzes the functions of those linguistic features. Lakoff's theory (1975) about women's linguistic features and Holmes' theory (2013) about functions of linguistic features are applied in this analysis.

After analyzing the utterances of three beauty YouTubers in their selected videos on YouTube, it is found that there are 287 utterances containing 520 women's linguistic features which can be grouped into seven types; 217 lexical hedges or fillers, 3 tag questions, 30 'empty' adjectives, 6 precise color terms, 218

intensifiers, 7 'superpolite' forms, and 39 emphatic stress. Two functions of women's linguistic features are also found in this analysis. They are 227 hedging devices and 293 boosting devices. The findings are presented in three tables.

The three beauty YouTubers use intensifiers more often than other women's linguistic features. Intensifiers function as boosting devices that are mainly used to boost the strength of the statements in order to attract people's attention. It can be assumed that Zoella, Tanya, and Patricia tend to use intensifiers to express their strong feeling and to strengthen their statements. They seem uncertain that the viewers pay attention to them. Therefore, they often use the intensifiers to make the viewers pay attention to what they say.