

**SOCIOLINGUISTICS PERSPECTIVE OF WOMEN'S LANGUAGE FEATURES  
IN BARBIE MOVIE**

**A Thesis**

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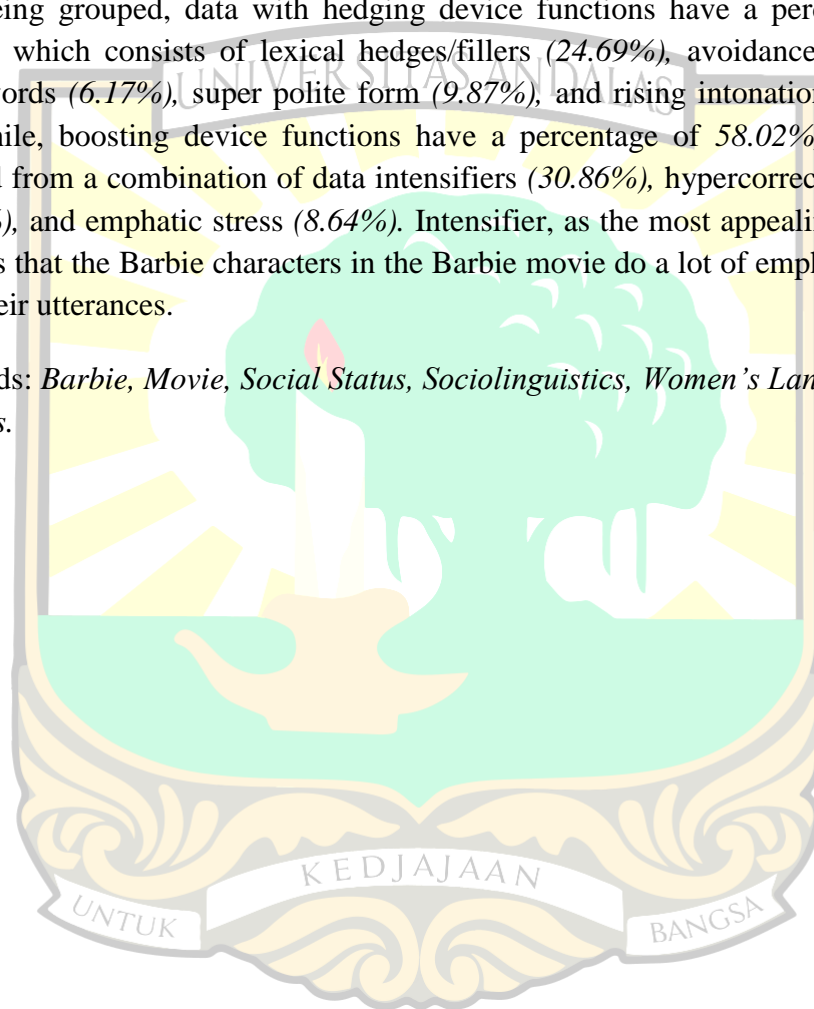
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## ABSTRACT

This research aims to determine whether the women's language features that indicate powerlessness and lack of self-confidence in women are still found in Barbie characters in Barbie movie. This research is conducted using the theory of women's language features by Robin Lakoff (1973) and its functions by Janet Holmes (2013). The researcher collected and analyzed the data using the combination of qualitative content analysis and thematic analysis methods. In this research, 7 out of 10 women's language features were found, with a total of 81 data. After being grouped, data with hedging device functions have a percentage of 41.98%, which consists of lexical hedges/fillers (24.69%), avoidance of strong swear words (6.17%), super polite form (9.87%), and rising intonation (1.23%). Meanwhile, boosting device functions have a percentage of 58.02%, which is obtained from a combination of data intensifiers (30.86%), hypercorrect grammar (18.51%), and emphatic stress (8.64%). Intensifier, as the most appealing feature, indicates that the Barbie characters in the Barbie movie do a lot of emphasizing to boost their utterances.

**Keywords:** *Barbie, Movie, Social Status, Sociolinguistics, Women's Language Features.*



## ABSTRAK

Penelitian ini bertujuan untuk mengetahui fitur-fitur bahasa perempuan yang mengindikasikan ketidakberdayaan dan kurangnya rasa percaya diri pada perempuan masih ditemukan pada karakter-karakter Barbie dalam film Barbie. Penelitian ini dilakukan menggunakan teori fitur bahasa perempuan oleh Robin Lakoff (1973), dan fungsinya oleh Janet Holmes (2013). Peneliti mengumpulkan dan menganalisis data menggunakan kombinasi metode analisis isi kualitatif dan analisis tematik. Dalam penelitian ini, ditemukan 7 dari 10 fitur bahasa perempuan dengan total 81 data. Setelah dikelompokkan, data dengan fungsi *hedging device* memiliki persentase sebesar 41,98% yang terdiri dari *lexical hedges/filler* (24,69%), *avoidance of strong swear words* (6,17%), *super polite form* (9,87%), dan *rising intonation* (1,23%). Sementara itu, fungsi *boosting devices* memiliki persentase 58,02% yang diperoleh dari kombinasi data *intensifier* (30,86%), *hyper correct grammar* (18,51%), dan *emphatic stress* (8,64%). Intensifier sebagai fitur yang paling banyak muncul mengindikasikan bahwa karakter barbie dalam film barbie melakukan banyak penekanan untuk memperkuat ujaran mereka.

Kata kunci: *Barbie, Film, Fitur Bahasa Perempuan, Status Sosial, Sociolinguistik.*

