CHAPTER I

INTRODUCTION

1.1 Background of the Research

Men and women are different in many aspects, including in the way they communicate. The difference between men and women's language can be seen from their linguistic features. As stated by Wardhaugh (2006), men and women are different in terms of having communication. The difference among others can be seen from the choice of words and the grammar used. Different from Wardhaugh, Romaine (1994) sees women's language as an inferior language compares to men's.

The language difference between men and women's speech can be seen in daily communication. For instance, in Japanese language, women tend to use word *oisii* to say 'delicious', while most men use word *umai* (Holmes, 1992, p.165). Lakoff (1975) proposes ten features of language that usually used by women in their speech. They are lexical hedges, tag question, rising intonation on declarative, empty adjectives, precise color terms, intensifiers, hypercorrect grammar, super polite forms, avoidance of strong swear and emphatic stress. The difference in using language can also be seen in the vloggers' speech on social media. Lately, there are many vloggers who post their video on YouTube, including the beauty vloggers.

A vlogger is a person who creates and posts a video on social media such as YouTube. Meanwhile, a beauty vlogger is a vlogger who discusses such beauty stuff

as makeup, fashion, and style on social media. Most of the beauty vloggers are female. However, lately, there are also men who choose to be a beauty vlogger. Some of them are a famous male beauty influencer. According to an online platform, izea.com, Jeffree Starr, James Charles, Manny MUA are now on the top 3 out of 25 top male beauty influencers. Those beauty vloggers mostly post a video related to beauty on their YouTube channel.

Even though men and women have different features in communicating, sometimes, linguistic features of women can also be found in men's speech. This phenomenon can be seen in the male beauty vloggers videos, such as;

1. My life in 2019 has been *so* insane, so let's *just* do a little recap.

2. Oh, look at how *pretty* that is!

3. So I'm working on this for a *very very very* long time and I'm honestly *so* excited about it.

Referring to Lakoff (1975), the italic words in the example above are mostly used by women.

The women's linguistic feature also has a function. Holmes (1992) divided the function of the features into two. They are hedging device and boosting device. In this present study, the Lakoff (1975) and Holmes (1992) theories are used because they are quite detail and understandable. The explanation of both theories is also clear enough.

The phenomena of the male beauty vloggers' language is interesting to study because it may show the women's linguistic features type and function that

occur in the male speech. Besides, this phenomenon may show whether or not someone's hobby, interest, or job can affect his/her language. Moreover, since it is known that makeup is usually part of women's things, thus, it is interesting to know whether or not a man who plays with makeup has a tendency to speak like a woman.

1.2 Research Question

This research focuses on analyzing the women's linguistic features that are found in male beauty vloggers' speech. Therefore, this research is limited into several questions:

1. What are the women's linguistic features found in the male beauty vloggers speech?

2. What are the functions of women's linguistic features found in the male beauty vloggers speech?

1.3 Objective of the Research

Based on the research questions above, the aims of this research are:

1. To find and analyze women's linguistic features found in the male beauty vloggers speech.

2. To explain the function of women's linguistic features found in the male beauty vloggers speech.

1.4 Scope of the Research

As mentioned previously, men and women exhibit some basic differences in language use. However, this research is limited to the study of women's linguistic features. A comparison to men's features is done by referring to previous studies on men's language done by other researchers.

The data of the present study are all utterances spoken by three different male beauty vloggers in their video uploaded on YouTube. They are Jeffree Star, James Charles, and Manny MUA. The titles of the videos are Jeffree Star X Morphe Artistry Palette Reveal! by Jeffree Star, James Charles X Morphe reveal by James Charles and Lunar Beauty Spooky Holiday Reveal! Moon Spell Collection by Manny MUA.

1.5 Method of the Research

There are several steps used in conducting this research. Firstly, the data is collected by taking and downloading one video from each male beauty vloggers. Secondly, the data is categorized and analyzed by using Lakoff's and Holmes' theories.

1.5.1 Data Collection

There are several steps applied in collecting the data. Firstly, there are 3 out of 25 male beauty vloggers selected from an online platform, izea.com. Those vlogger are chosen because they have many followers and subscribers on their social media

4

account. They are also regarded as the top 3 out of 25 vloggers by that online platform. In addition, they have many viewers on their YouTube channel. Secondly, the video which talk about palette reveal from each male beauty vloggers is downloaded. The titles of the videos are Jeffree Star X Morphe Artistry Palette Reveal! by Jeffree Star, James Charles X Morphe reveal by James Charles and Lunar Beauty Spooky Holiday Reveal! Moon Spell Collection by Manny MUA. Thirdly, the writer listens to the videos and then uses the transcription on YouTube to ensure the correctness of the utterances. The last step is that the linguistic features of women that are found in their utterances are noted and grouped into its type. In addition, the observational with the non-participant method by Sudaryanto's (1993) is applied in collecting the data. Observational with the non-participant means a researcher does not involve in the conversation process because she/he just needs to listen and observe the speaker's conversation (Sudaryanto, 1993, p.13).

1.5.2 Data Analysis

The data is analyzed by referring to Lakoff's (1975) and Holmes (1992) theories to determine the forms and types of linguistic features and their function. The forms and the types are identified using Lakoff's (1975) while the function of the features are determined by referring to Holmes' (1992) theory.