

CHAPTER IV

CONCLUSION AND SUGGESTION

4.1 Conclusion

Even though men and women are different in using language, there are some features of women's language that occur in the male beauty vlogger speech. Their choice of word probably associates with the gender preference or interest. As it is known, gender is constructed by society. Thus, their choice of word is probably affected by their social or cultural factors.

After analyzing the beauty vloggers' videos, it is found that there are five types of women's linguistic features that are used by the male beauty vloggers. They are lexical hedges and fillers, empty adjectives, precise color term, intensifiers, and emphatic stresses. The intensifiers and lexical hedges and fillers occur the most in the vloggers' speech. In addition, there are two women's linguistic functions occurs in the videos, and they are hedging device and boasting device. In fact, boasting device has higher frequency of occurrence compare to the hedging device.

The result of the analysis shows that intensifiers and lexical hedges and fillers occur the most in the vloggers' speech. This may indicate that the three vloggers use intensifiers to express their strong emotions or strengthen their statements, while the lexical hedges and filler are used to weaken their assertion or to express their uncertainty over something. In addition, the vloggers also use the intensifier to persuade people to pay attention to what they say.

As a conclusion, it can be said that the male beauty vloggers have a tendency to speak like women do. It can be seen from the occurrence of women's language in their speech. Moreover, from the result of the research, it can also be concluded that the male beauty vloggers' language is probably influenced by their job. It is seen from the way they describe a color. Since they work with makeup, they tend to use special terms to express color. However, there may be some possible reasons for the use of women's language by the male beauty vloggers, such as to express their feeling, to express their uncertainty over something, to fill the gap in their sentence, or to ask for the viewers' attention.

4.2 Suggestion

This research is a preliminary study about the women's linguistic features phenomenon in male beauty vloggers' speech. In fact, this research cannot be used as a determinant of the male beauty vloggers' language because it is far from perfect, and this study does not compare the women and men language either. In addition, this research is conducted by one person only. That may reduce the objectivity of this research. Moreover, the number of male beauty vloggers that being studied is still limited to three people who only talk about makeup. For further study, it is expected that there will be more male beauty vloggers that talk about another different aspects related to beauty, such as fashion, nail art, style, and others. Thus, the next research will provide better results.