CHAPTER 1

INTRODUCTION

1.1 Background of the Research

Communication is very important in social life because without communication, people will not be able to speak with each other. People speak different languages in different areas. Holmes (2013) explained that the way people talk to others is influenced by social context (p. 1). Some factors influence the way people communicate such as context, situation, and social background. Social context can also be reflected in gender communication. Gender itself refers to men and women differences in using language. It is because they have different ways of thinking, acting, and communicating. Meyerhoff (2006) stated that linguistic features are often to be used by women than by men because the use of linguistic features indicates sex directly when they use that feature (p. 206).

Meanwhile, gender identifies how men and women speak the language. Language and gender refers to the roles and responsibilities of men and women that are created in a given society. As it is known, when men are talking, they tend to be gentle, manly, certain, and confident. Meanwhile, when women are talking, they tend to be calm, sweet, girly, and soft. Women's language indicates the characteristics of women's behavior (Lakoff, 1975, p. 6).

According to Holmes (1995), women's linguistic behavior can be seen mostly when women used more standard forms than men. In addition, women use more standard forms because of a variety of factors, social class and its associated status, the

role of women in society, the position women as a subordinate category, and relates to the feature of speech expressing masculinity. Women's linguistic features also can be seen in daily communication, such as in movies, literary works, in daily conversation, and social media platforms like video stories on Instagram and YouTube.

YouTube becomes the biggest video sharing website that provides many kinds of videos from all categories. It allows people to show their videos. A person who uploads, produces, and appears in videos on YouTube is called YouTuber. Many people want to be a YouTuber and created their own channels such as men and women. There are lot of kind of channels that can be accessed anywhere and anytime. Beauty channels are the kind of most popular channel on YouTube. Usually, viewers and the YouTubers of that channel are women, who want to get and share their way how to makeup and get good skin.

Based on Okayafrica article written by Kiratiana (2017) , there are the Top 13 Beauty Africans who have more than 1 million subscribers. Jackie Aina, Nyma Tang, and Dimma Ummeh have the highest number of subscribers in the Okayafrica article. They usually talk about beauty things in their videos.

It can be seen that there are occurrence of women's linguistic features in beauty YouTubers video, for example:

(1) **I think** it started a conversation about products that maybe you forgot about, maybe we might've slept on. (Jackie Aina)
(2) ... my name is Nyma for those of you guys that are new, **so** today's video is gonna be all about the brands ... (Nyma Tang)
(3) One thing that I actually think that you can do **very** good makeup without is setting spray. (Dimma Ummeh)

In the example above, there are several women's linguistic features in their utterances on their channel. In the first example above, (1) uses lexical hedge '**I think**'

in her utterance when she wants to start talking about those products, (2) uses the intensifier *'so'* in her utterance to strengthen her assertion or shows the brands will talk about, and the last example (3) uses the phrase '**very**' to strengthen her statement about how to make a good makeup without setting spray. This phrase also indicates as intensifier.

It is interesting to observe this phenomenon, it is because for some people believed that it's not only white women can become an influencer, black people are also able to work and give motivation to many women. Thus, these Nigerian female beauty YouTubers may be able to motivate other black women to create beauty content videos. Furthermore, it is interesting to analyze the language of black beauty YouTuber and explain its function.

1.2 Research Questions

From the background of the research above, this research focuses on analyzing the linguistic features of women's utterance on YouTube, such as by Jackie Aina, Nyma Tang, and Dimma Umeh. This research focuses on the research question below :

1. What are the types of women linguistic features used by the three Nigerian female beauty YouTubers' utterances in YouTube?

2. What are the functions of women linguistic features used by the three Nigerian female beauty YouTubers' utterances in YouTube?

1.3 Objectives of the Research

The objective of this research is to find out the types of women's linguistic features and the function of women's linguistic features used by three Nigerian female

beauty YouTubers. By doing this research, the writer can answer the two research questions above:

1. To identify women's linguistic features used by the three Nigerian female beauty YouTuber's in their utterances on YouTube.

2. To describe the function of women's linguistic features used by the three Nigerian female beauty YouTuber's in their utterances on YouTube.

1.4   Scope of the Research

The limitation of this research is focused on the types of women's linguistic features and the function of women's linguistic features used by three Nigerian female beauty YouTubers in their utterances on YouTube. This research uses the theory of women's linguistic features proposed by Lakoff (1975) and the theory from Holmes (2013) to indicate the function of women's linguistic features. The data are taken from YouTube videos. The scope of this study would make it much easier for the writer to perform the analysis.

1.5   Methods of the Research

1.5.1 Data and source of data

The data are focused on context-based analysis (Sudaryanto, 2015, p.16). The data of this research are taken from The Top 13 African Beauty YouTubers based on Okayafrica article written by Kiratiana (2017). Beauty YouTubers are chosen as the data of this research because when they talked about beauty products they used various language styles that give an impact on their viewers. These three Nigerian female beauty YouTubers are the famous beauty YouTuber in Nigerian that have more than 1 million subscribers on YouTube.

The source of the data is the subject where data can be obtained (Arikunto 2002, p.107). The source of the data in this research is taken from the utterances by three Nigerian female beauty YouTubers on YouTube which are Jackie Aina, Nyma Tang, and Dimma Umeh. These three Nigerian female beauty YouTubers have uploaded many videos on their YouTube channel. This research only focuses on beauty-related videos especially review makeup brand and makeup tools of the selected beauty YouTubers. From all beauty videos are created by those beauty YouTubers, there are three videos that discuss about 'failed/unecessary' products. This research aims to analyze what are the types of women linguistic features used by three beauty YouTubers in reviewing the failed/unecessary products. Those are Jackie's video is *'I can't Believe Yall Let these Products Flop',* Nyma's video entitled *'Products that Failed POC in 2019'* and Dimma's video entitled *'Stop Buying These!!! You Don't Need These Beauty Product'.*

These three Nigerian female beauty YouTubers are chosen because they are The Top 13 African Beauty YouTubers. They have been active on YouTube to share their beauty videos. The YouTube channel has been widely watched by many people. Furthermore, the writer choose these Nigerian female beauty YouTubers as the data of analysis to present the new object, because most of the previous studies have analyzed women's linguistic features of American and British beauty YouTubers. However, there are many types of women's linguistic features found on these videos from Beauty YouTubers because most of them are female so that makes the writer easier to analyze their language.

1.5.2 About Jackie Aina, Nyma Tang, and Dimma Umeh

Jackie Aina is a Nigerian beauty YouTuber. She started posting videos on Youtube since 2009. She has 3,33 Million subscribers and 521k viewers on her last video (February, 24th). She likes to upload tutorials and videos about beauty, DIY, makeup tutorials, and fashion. Her first video on YouTube is "the products and looks she loved that could work for anyone. In 2016, she started making collaboration with e.l.f Cosmetics to create eyeshadow pallete. In 2017, she collaborate with Sigma Beauty "Must Have" brushes that were created by herself. Also, at the end of the year 2017, she announced that she would launch two rose gold powder highlighter with Artist Couture. She made much collaboration until now. Not only do collaboration, but also get awards in 2018 from 49th NAACP Image about 'Youtuber of the Year.

Nyma Tang is a popular Nigerian beauty YouTuber who has gorgeous skin. She is one of the YouTubers who inspired many people through her YouTube channel. With her YouTube channel, she helps women with the darkest skin to find a suitable foundation option. She also can reach 1,13 Million subscribers and 273k viewers on her last month video (January, 20th). She started uploaded videos on YouTube in 2017 and reviewed the darkest shades of makeup to make a powerful statement about the beauty industry. On her YouTube channel, she likes to post videos about makeup tutorials, beauty hacks, review products, etc. She also has got notice from big-name beauty brands like Maybelline, E.L.F. Cosmetics, and Babbi Brown.

Dimma Umeh is also a Nigerian beauty YouTuber. She has been sharing about beauty lips since 2011 and started published her first content on YouTube in 2012. She can reach more than 300k subscribers with 45k viewers in her last month video (June,

25th). In her YouTube channel, she likes to share about fashion, beauty tips, and her lifestyle living in Nigeria. She also has a blog named 'Dimmaumeh.com'. Her blog won 'Best Beauty Blog' by popular votes and Judge's choice in 2013 Nigerian Blog Awards.

This research uses three steps in conducting the research. They are collecting the data, analyzing the data, and presenting the result of the analysis.

The detailed information of each step is described as follow:

1.5.3 Collecting the data

To collect the data, this research uses an observational method with no-participant observation, because this research does not need to get involved in the conversation process. The data of this research are taken from the utterance of three Nigerian female beauty YouTubers, Jackie Aina, Nyma Tang, and Dimma Umeh in their channel YouTube.

There are some steps to collected the data. First, videos are searched on YouTube and then selecting the videos. Second, videos are watched and listened repeatedly for several times. Third, videos are transcribed into text. Fourth, the women's linguistic features used by three Nigerian female beauty YouTubers utterances are selected and classified. Lastly, all utterances that contain women's linguistic features are grouped into the categorization of types and functions of women's linguistic features. All of the data are analyzed based on the two research questions above.

1.5.4 Analyzing the data

In analyzing the data, this research will use the theory of women's linguistic features by Lakoff (1975) to identify the types of women's linguistic features by three Nigerian female beauty YouTubers' utterances. The uses of this theory to know the

characteristic of women's behavior because women should have certain speech features to be shown in their society. Also, this research used the theory of the function of linguistic features by Holmes (2013) to explain the function of those linguistic features.

1.5.5 Presenting the result of the analysis

In presenting the result of the analysis, the data will do it descriptively. The result of the analysis will be presented into the table to show the occurrence and the percentage of the types of women's linguistic features and also the functions of linguistic features. The uses of the table to make it easier for data processing to analyze the data. The percentage will use for comparing data to show the data is not the same as the types and functions of women's language features in the research. To find out the percentage of the data, the data will calculate by dividing the frequency of women's linguistic features by the total number of the data and then multiply them by 100%.

The formula to finding a percentage of women's linguistic features used by three Nigerian female beauty YouTuber:

$$\frac{\text{The frequency of women's linguistic X 100 \%} =}{\text{Total of Data}}$$