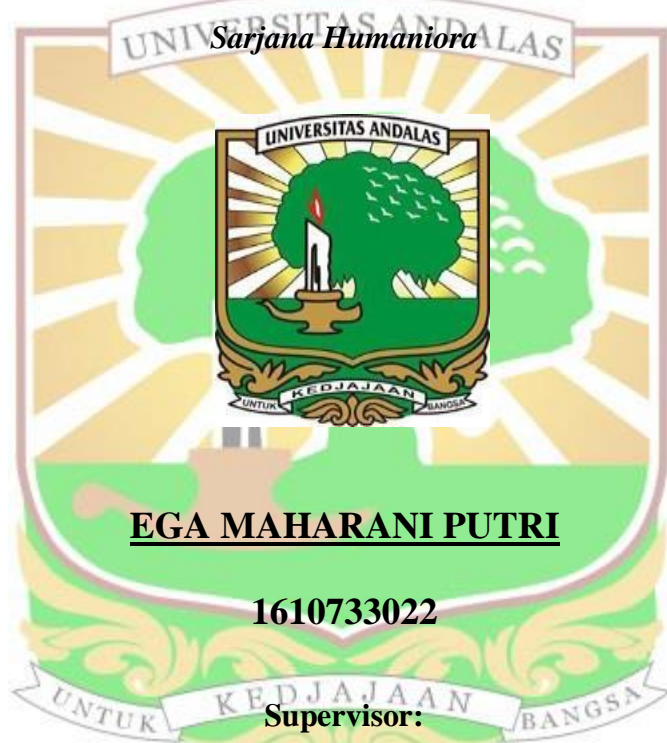


**AN ANALYSIS OF WOMEN’S LINGUISTIC FEATURES  
USED BY THREE HIJABI BEAUTY INFLUENCERS ON  
YOUTUBE**

**A Thesis**

*Submitted for Partial Fulfillment of the Requirements for the Degree of*



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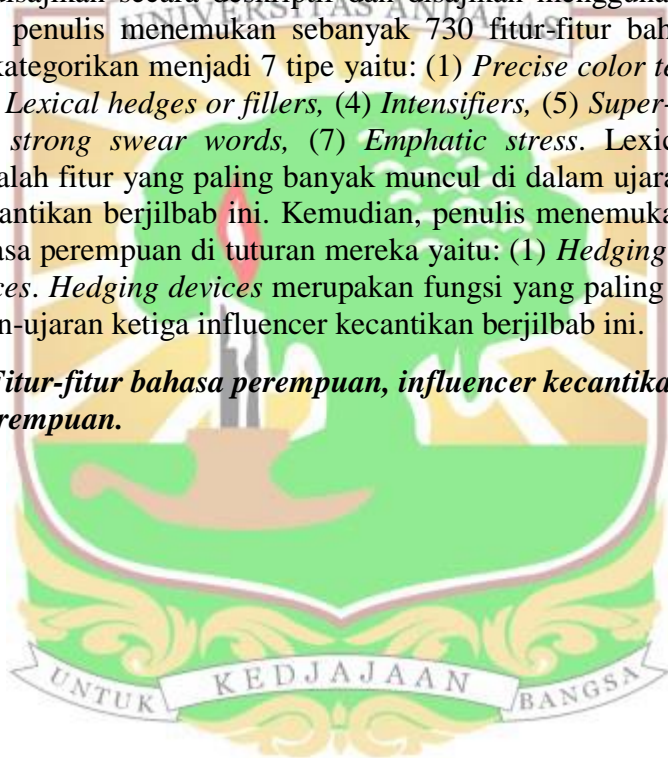
**PADANG**

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## ABSTRAK

Penelitian ini membahas tentang fitur-fitur bahasa perempuan yang digunakan oleh tiga *influencer* kecantikan hijab yang bernama Dina Torkia, Amena Khan, dan Manal Chinutay dalam tutorial hijab video mereka di YouTube. Penelitian ini bertujuan untuk mengidentifikasi fitur-fitur bahasa perempuan dalam tuturan mereka lalu menjelaskan fungsi-fungsi dari setiap fitur bahasa tersebut. Sumber data penelitian ini diperoleh dari ujaran-ujaran tiga *influencer* kecantikan hijab dalam video hijab tutorial mereka yang terbanyak di tonton dari tahun 2013 hingga 2020. Data diperoleh dengan metode observasi non partisipan (pengamat lengkap). Kemudian data dianalisis menggunakan teori fitur-fitur bahasa perempuan yang dikemukakan oleh Lakoff (1975) dan teori fungsi fitur-fitur bahasa perempuan yang dikemukakan oleh Holmes (2013). Hasil analisis data disajikan secara deskriptif dan disajikan menggunakan tabel. Dari penelitian ini, penulis menemukan sebanyak 730 fitur-fitur bahasa perempuan yang dapat dikategorikan menjadi 7 tipe yaitu: (1) *Precise color terms*, (2) *Empty adjectives*, (3) *Lexical hedges or fillers*, (4) *Intensifiers*, (5) *Super-polite forms*, (6) *Avoidance of strong swear words*, (7) *Emphatic stress*. *Lexical hedges* dan *intensifiers* adalah fitur yang paling banyak muncul di dalam ujaran-ujaran ketiga *influencer* kecantikan berjilbab ini. Kemudian, penulis menemukan 2 fungsi dari fitur-fitur bahasa perempuan di tuturan mereka yaitu: (1) *Hedging devices* dan (2) *Boosting devices*. *Hedging devices* merupakan fungsi yang paling banyak muncul di dalam ujaran-ujaran ketiga *influencer* kecantikan berjilbab ini.

**Kata kunci:** *Fitur-fitur bahasa perempuan, influencer kecantikan hijab, fungsi fitur bahas perempuan.*



## ABSTRACT

This research discusses the features of women's language used by three hijab beauty influencers named Dina Torkia, Amena Khan, and Manal Chinutay in their hijab video tutorials on YouTube. This study aims to identify the features of women's language in their utterances and then explain the functions of each language feature. The data source of this research were obtained from the utterances of the three most-watched hijab beauty influencers in their hijab tutorial videos from 2013 to 2020. The data were obtained by using the non-participant observation method (complete observer). Then the data were analyzed using the theory of women's language features proposed by Lakoff (1975) and the theory of function of women's language features proposed by Holmes (2013). The results of the analysis are presented descriptively and using tables. From this research, the writer found 730 features of women's linguistics that can be categorized into 7 types, namely: (1) Precise color terms, (2) Empty adjectives, (3) Lexical hedges or fillers, (4) Intensifiers, (5) Super-polite forms, (6) Avoiding strong swear words, (7) Emphatic stress. Lexical hedges and intensifiers are the features that appear the most in the three hijabi beauty influencer's utterances. Then, the writer found 2 functions of women's linguistic features in their utterances, namely: (1) Hedging devices and (2) Boosting devices. The hedging device is the function that appears the most in the utterances of these three hijab beauty influencers.

**Key words:** *Women's linguistic features, hijabi beauty influencer, functions of women's linguistic features.*

