

CHAPTER I

INTRODUCTION

1.1 Background of the Research

Women and men have differences in many ways apart from their physical things. One of the differences is in the way they communicate. As (Lakoff, 1975, p. 51) claims that women's speech is different from men's speech because women are more polite as it should be. Afterward, (Holmes & Meyerhoff, 2003, p. 163) states women are not allowed to express anger or use swear words while men are not supposed to cry or express sadness. These differences show the way women communicate is different from men's.

Lakoff (1975, p. 53) proposed women's linguistic features in women's utterances which claim women have different features of the language with men. These features that are associated with women's language are irrelevant to men due to the real world of men's power and influencers (Lakoff, 1975, p. 13). If men try to speak in a women's language, they are viewed as feminine by society. Therefore, women and men have different characteristics of language in communicating. According to (Lakoff, 1975, p. 53) there are ten women's linguistic features they are lexical hedges or fillers, tag questions, rising intonation, empty adjectives, precise color terms, intensifiers, hypercorrect grammar, super polite forms, avoidance of strong swear words, and emphatic stress.

Linguistics features proposed by Lakoff (1975) can be seen in daily life such as at home, at school, in a public area, in the movie, even in social media. Social media makes it easier for people to interact with each other in which they share or exchange information virtually. One of the famous social media lately is YouTube. YouTube is a video platform that allows people to share a video or watch, like, and comment on people's videos. It gives many opportunities for people to share their thoughts, works, hobbies, and many more. Therefore, it has been used by so many people around the world including a Hijabi Beauty Influencer. Hijabi Beauty Influencer is a woman who is associated with Islamic dress codes and using social media to share beauty tips, brands, tutorials, and many more related to beautiful things. According to ELLE (Rodulfo, 2017) there are three famous Hijabi beauty influencers who are active in many social media especially YouTube, they are Dina Torkia, Amena Khan, and Manal Chinutay.

Dina Torkia, Amena Khan, and Manal Chinutay share some vlogs, challenges, makeup product reviews, hijab tutorials, and many more on their YouTube channel. According to ELLE (Rodulfo, 2017) Dina Torkia is a designer and stylist who has amassed over 121 million views on her YouTube channel. Furthermore, Amena Khan is a model, fashion designer, and best known for founding a fashion company named *Pearl Daisy* by designing head scarfs. Lastly, despite being a newbie among these popular hijabi beauty influencers, Manal Chinutay has started a hijab company named *Chinutay & Co.* As a representation of Muslim women, they show their millions of Muslim and non-Muslim followers that they are just like them through beauty and style tutorials on YouTube.

Furthermore, there are three examples of women's linguistic features by Lakof (1975) taken from three hijabi beauty influencer's utterances on their YouTube videos, such as:

1. **Dina Torkia:** What I wear underneath my turban guys is just a **really** small black scarf.
2. **Amena Khan:** If you're somebody who likes to wear nude colored outfits so this one is **willow**.
3. **Manal Chinutay:** Oops I didn't even pin the right part I'm **like** the worst hijabi teacher ever.

The sentences above are Hijabi beauty influencers's utterances in introducing and reviewing some hijabs through their hijab tutorial videos. Referring to Lakoff (1975), the bold words in the example above are intensifiers, precise color terms, and lexical hedges. Firstly, Dina Torkia uses the intensifier "*really*" to strengthen her statement. She wants to give extra reassurance to make the viewer believe in what she states. Secondly, Amena Khan uses precise color terms "*willow*" to describe the hijab's color precisely. Her ability in naming color precisely shows that she has much knowledge of color variations. Lastly, Manal Chinutay uses lexical hedges "*like*" in her utterance because she is not confident of what she is doing therefore she weaken the strength of the statement.

In this research, the writer wants to analyze the women's linguistic features used by the famous hijabi beauty influencers in their utterances. The writer wants to examine how their job as an influencer and the representation of Muslim women

influences their languages. How they influence and use their language on social media especially YouTube. The data were taken from their utterances on their most-watched hijab tutorial videos on YouTube. The writer analyses the women's linguistic features using the theory of Lakoff (1975) and the function of women's linguistic features proposed by Holmes (2013).

1.2 Research Question

This research focuses on analyzing linguistic features in the natural utterances of three hijabi beauty influencers named Dina Torkia, Amena Khan, and Manal Chinutay in their videos on YouTube. Related to this research, the writer focuses on the following questions:

1. What are women's linguistic features used by three hijabi beauty influencers in their utterances on their videos on YouTube?
2. What are the functions of women's linguistic features used by three hijabi beauty influencers in their utterances on their videos on YouTube?

1.3 The objective of the Research

According to the research questions above, the writer formulates the related objectives of the study. They are:

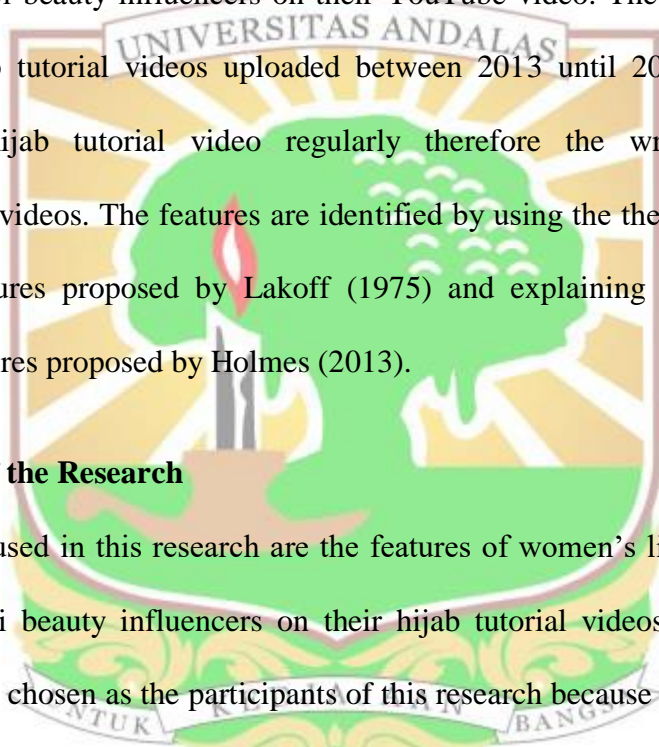
1. To identify and analyze the women's linguistic features used by three hijabi influencers in their utterances on their videos on YouTube.
2. To explain the functions of women's linguistic features used by three hijabi influencers in their utterances on their videos on YouTube.

1.4 Scope of the Research

This research is limited to the use of women's linguistic features used by hijabi beauty influencers on YouTube. Since there are so many hijabi beauty influencers on YouTube, the writer chose the most popular beauty influencers according to ELLE (Rodulfo, 2017) named Dina Torkia, Amena Khan, and Manal Chinutay. The data in this research are taken from all utterances spoken by three women's hijabi beauty influencers on their YouTube video. The selected videos are their hijab tutorial videos uploaded between 2013 until 2020. They don't upload the hijab tutorial video regularly therefore the writer chose the most-watched videos. The features are identified by using the theory of women's linguistic features proposed by Lakoff (1975) and explaining the function of linguistic features proposed by Holmes (2013).

1.5 Method of the Research

The data used in this research are the features of women's linguistic uttered by three hijabi beauty influencers on their hijab tutorial videos. Hijabi beauty influencers are chosen as the participants of this research because the writer wants to investigate how they use language in interacting with the viewers as a representation of Muslim women and an influencer. The writer uses three procedures in analyzing this research. They are collecting the data, analyzing the data, and presenting the result of the analysis.



1.5.2 Data Collection

In collecting the data, the writer uses the observational method with non-participant observation (complete observer). Firstly, there are 3 out of 4 hijabi beauty influencers selected in ELLE magazine's website. The writer chooses Dina Tokio, Amena Khan, and Manal Chinutay because only three of them are active on YouTube. Secondly, the writer searches their videos that related to hijab because these hijabi beauty influencers have their hijab brands that they introduce and wear in their hijab tutorial videos. Then, the writer chooses the videos that are uploaded between 2013 until 2020 with duration of 3 until 10 minutes. They don't upload the hijab tutorial video regularly therefore the writer chose the most-watched videos. Thirdly, the writer downloads and listens to the videos entirely. Lastly, the writer writes the transcription of their utterances and highlights the women's linguistic features that appear in their utterances based on the theory of women's linguistic features of Lakoff (1975).

1.5.3 Data Analysis

In analyzing the data, the writer uses the theory of women's linguistic features proposed by Lakoff (1975) and the theory of the function of women's linguistic features proposed by Holmes (2013). Firstly, the writer classifies the analysis of the data into the features and functions. Secondly, the writer analyses the women's linguistic features that found in hijabi beauty influencer's utterances and put them into group. Lastly, the writer analyses the functions based on the features that found in three hijabi beauty influencer's utterances. The writer also uses the theory of context by Holmes (2013) in analyzing all of the data.

1.5.4 Presenting the Result of the Analysis

The writer presents the result of the analysis descriptively. Firstly, the writer presents the result of this analysis in several tables. The author provides 4 tables whose results are in the form of numbers and percentages. Lastly, the writer describes the tables and explains the result of the analysis in a sentence or statement.

