CHAPTER IV

CONCLUSION AND SUGGESTION

4.1 Conclusion

Women and men communicate in different ways. Women use the more polite word and standard forms than men in their speech. Lakoff (1975) in a book entitled *Language and Woman's Place* examines women's characteristics of language that make theirs different from men's. Furthermore, Lakoff (1975) claims there are 10 women's linguistic features that often occur in women's language they are precise color terms, empty adjectives, tag question, lexical hedges, intensifiers, hypercorrect grammar, super-polite forms, avoidance of strong swear words, emphatic stress, and rising intonation on declarative.

This research focuses on analyzing the women's linguistic features proposed by Lakoff (1975) in three famous hijabi beauty influencer's utterances named Dina Tokia, Amena Khan, and Manal Chinutay. From 10 women's linguistic features, the writer only found seven features in their utterances they are precise color terms, empty adjectives, lexical hedges or fillers, intensifiers, super-polite forms, avoidance of strong swear words, and emphatic stress. Meanwhile, tag question, hypercorrect grammar, and rising intonation on declaratives do not occur in their utterances. Lexical hedges and intensifiers are the most used features in these hijab beauty influencer's utterances. Lexical hedges functions as hedging devices that is used to weaken the strength of the statement while

intensifiers functions as boosting devices that is used to boost the force of the statement.

The result of this research shows these hijabi beauty influencers use the hedging devices the most in their utterances. They often reduce the strength of their statement when stating or explaining something. They seem not confident in what they say to the viewers. Therefore, they use the hedging devices often to show the uncertainty of their statements. This result shows despite their job is influencing people, they still show a lack of confidence over the statements they made.

4.2 Suggestion

Overall, this research is conducted to identify the women's linguistic features and their functions in three hijabi beauty influencer's utterances on their videos on YouTube. The result shows that these hijabi beauty influencers use 7 out of 10 women's linguistic features in their utterances. The function of hedging devices occurs mostly in their utterances. Therefore, this research can be a reference for a further researcher who wants to research a similar topic. The writer wishes that a further researcher will construct the same research in a new object, context, or sources.