

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

After analyzing the data, conclusions are drawn as the following.

1. the male and female language features occurred in male and female food vloggers “Ken and Grat” utterances. Minimal Responses/Backchannel, Command and Directives, Swearing and Taboo Language, Compliments, Theme, Question, and Interrupt are the seven male language features. Lexical Hedges, Tag Questions, Rising Intonation on Declarative, Empty Adjective, Intensifiers, Hypercorrect Grammar, Superpolite Forms, Avoidance of Strong Swear Words, and Emphatic Stress are nine of ten female language features.
2. Male food vlogger used language features in Power Hungry way with Question dominantly. And the female food vlogger also used language features in Power Hungry way but with Minimal Respon dominantly. And the food vlogger “Ken and Grat” have patterns for their videos. The videos contained of opening, content, and closing.
 - a. In the opening they have pattern namely Greeting → Telling where and what they want to do → Highlight the peculiarities and the uniqueness → Remind the viewer to like, subscribe, and turn on the notification → Jargon.
 - b. The patterns in the content are 1) Questioning → Describing → Comparing and Telling the peculiarities → Suggesting and

Advising. 2) Describing → Comparing and Telling the peculiarities
→ Suggesting and Advising.

c. The closing pattern was Conclusion → Reminding the viewer to like and comment “Tell what should they review” → Telling the uploading schedule → Jargon.

3. There are four reasons causing male and female food vloggers “Ken and Grat” used language features in the way they are namely culture, stereotype, confidence, and society. And from all of the reasons, the most dominant reason was society both by male and female.

5.2 Suggestions

In relation to the conclusion above, suggestions are stated as the following.

1. To students, it is suggested to use this study as references for understanding the application of language features in platform because this study gives clear explanation about male and female language features especially food vloggers.
2. To further researchers, it is suggested that this study be expanded in terms of the use of language features in platforms and explored in terms of other discourses to contribute to the development of language features theories, such as male and female language features used by food vlogger but in single or partner (not in real relationship). .
3. To food vloggers; it is suggested to use this study in making food vlogs because “Ken and Grat” is one of the most famous food vlogger in

Indonesia and in this study occur the language features used by them and how they use the language features and also occur the their pattern.

