

TABLE OF CONTENTS

ABSTRACT	i
TABLE OF CONTENTS	ii
LIST OF TABLES	iv
LIST OF APPENDIXES	v
CHAPTER 1. INTRODUCTION	1
1.1 The Background of the Study	1
1.2 The Problem of the Study	9
1.3 The Objectives of the Study.....	9
1.4 The Scope of the Study	10
1.5 The Significance of the Study.....	10
CHAPTER 2. REVIEW OF LITERATURE	12
A. Theoretical Framework.....	12
2.1 Language and Gender	12
2.2 Sex and Gender	13
2.3 Language Features	14
2.3.1 Female Language	15
2.3.2 Male Language	17
2.4 Male and Female's way in Communication	18
2.5 Youtube	21
2.6 Food Vlogger	22

2.7 The Reasons of Using Male and Female Language Features

the Way They are	25
B. Relevant Studies.....	29
C. Conceptual Framework	35
CHAPTER III. RESEARCH METHODOLOGY	38
3.1 Research Design.....	38
3.2 The Data and Data Source	40
3.3 The Technique of Data Collection.....	41
3.4 The Instrument of Data Collection	43
3.5 The Trustworthiness of the Study.....	43
3.6 The Technique of Data Analysis.....	46
CHAPTER IV. DATA ANALYSIS, FINDINGS AND DISCUSSION	49
4.1 Data Analysis	49
4.1.1 Language Features	49
4.1.1.1 Male Language Features	51
4.1.1.2 Female Language Features	60
4.1.2 The Food Vloggers' Way in Communication	72
4.1.2.1 The Male Food Vlogger's Way in Using Language Features	75
4.1.2.2 The Female Food Vlogger's Way in Using Language Features	78
4.1.3 The Reasons of Using Male and Female Language Features	
the Way They are	81
4.2 Findings	85
4.3 Discussion	87

CHAPTER V. CONCLUSIONS AND SUGGESTIONS 91

 5.1 Conclusions 91

 5.2 Suggestions 92

REFERENCES 94

APPENDIX 98



THE
Character Building
UNIVERSITY