CHAPTER I

INTRODUCTION

1.1   Background of the Study

Communication is inextricably linked to human existence. Communication facilitates the delivery of information from the speaker to the listener. Communication requires a sender, a message, a medium, and a recipient, though the receiver does not have to be present or aware of the sender's intent to communicate at the time of communication. The communication process is complete when the receiver understands the sender's message. Language is undoubtedly one of the most effective means of communication. Amberg and Vause (2010) stated that Language is first and foremost a means of communication, and communication almost always occurs within some kind of social context. This is why understanding and recognising the connections that exist between a language and the people who speak it is essential for effective communication. Language serves as a medium for the exchange of ideas and interaction that occurs between two or more objects in order to avoid misunderstanding. In other words, the language used reflects the message.

In everyday communication, each person, male and female, has a unique style of communicating with others. Male and female are physiologically and psychologically different from childhood. Males and females differ not only biologically but also psychologically. They are, however, distinct in their use of language. Each has its own vocabulary and way of expressing themselves. Despite the fact that they speak the same language, they do not converse in the same

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contexts. As a result, in order to avoid many of the traumas that can result from misunderstanding, each party must be aware of the other's language and meaning. Holmes (1992 : 4), There are numerous ways to say the same thing in language. It is determined by a number of factors, including people's origins, educational background, age, and gender.

Holmes (2008 : 157) make the distinguish of sex in Sociolinguistics. Gender is more directed at men and women in the eyes of society. The World Health Organization (WHO) proposed that The socially constructed characteristics of women, men, girls, and boys are referred to as gender. This includes interpersonal relationships as well as the norms, behaviours, and roles associated with being a woman, man, girl, or boy. Gender, as a social construct, varies by society and can change over time. In other words, gender is something we do, not something we have (Gaur, 2006 : 80). Gender is referred to in a variety of ways across social science disciplines. In a specific social setting, culture legalises the values, expectations, meanings, and patterns of behaviour and communication of its society. In terms of gender, for example, there are numerous. structures that have emerged. It depicts gender representations based on what appears on television, magazines, or individual experiences. Women are expected to do housework, care for others, and be submissive. In contrast, men are portrayed as the breadwinner. and leader. The majority of people's interactions are colored by how they perform their own gender and how they attribute gender to others. Gender differences result from differences in performance and communication.

On the other hand, demonstrated that, whereas Men see communication as a means to establish and maintain status and dominance in relationships, whereas women see communication as a means to create and encourage an intimate bond with the other person by discussing topical problems and issues they are all facing (Gray, 1992).

Women's communication features include prioritising connections or a positive relation and intimacy, avoiding dominance, being more sentimental, and minimising differences of opinion. In nonverbal communication, women are more likely than men to make eye contact (67.5%), use body language (75%), and smile (83,7 percent). When men communicate, they communicate in short bursts with little or no ambiguity to report facts (Griffin, 1999). When it comes to culinary, people serve it in a variety of ways. Women's contributions are more probable to occur questions (e.g., "Does anyone want to get some food?"), whereas men's contributions are more probable to occur directives (e.g., "Let's go get some food").

Based on its linguistic components, book Language and Women's Place, men speak more securely, maturely, and on point. It differs from women who are not harsh or outspoken (using figurative words) (Lakoff, 1975). women frequently speak in a more refined and polite manner. And Lakoff (2004) proposed that the ten female language features are lexical hedges, tag question, rising intonation on declarative, empty adjective, precise colour terms, intensifiers, hypercorrect grammar, superpolite forms, avoidance of strong swear words, and emphatic stress. A variety of factors contribute to the emergence of language variations based on gender. Coates (2004:97) stated that there is a

widespread   folk   linguistic   belief   that
men swear more than women and use more taboo words. Then, Coates (2004:157)
stated that male utterances were found to be more probable to disrupt others; they
were also much more probable to interrupt women than women interrupt men.

Over the last two decades, the development of the internet has been
extremely rapid. This is consistent with the increasing the number of people who
use the internet in Indonesia, additionally the rapid growth of information
technology with the emergence of services that support human activities via
internet media. Language evolves and changes over time. The extremely rapid
development of technology has greatly contributed to the occurrence of language
changes. Furthermore, the availability of social media and the number of people
who use it today. The society of today cannot be distinguished from social media.
And social media uses also differ for different reasons. Youtube is one of the
most popular ones at the moment. Everybody knows Youtube.

YouTube was founded in February 2005 by three former PayPal
employees. On this website, users can upload, watch, and share videos. The
company is based in San Bruno, California, and it uses Adobe Flash Video and
HTML5 technologies to display a variety of user/creator-generated video content,
such as movie clips, TV clips, and music videos. This site also includes user-
generated content such as video blogs, short original videos, and educational
videos.

The majority of YouTube content is uploaded by individuals, but media
companies such as CBS, BBC, Vevo, Hulu, and others have uploaded content to
the site as part of the YouTube partnership programme. Registered users can

upload an unlimited number of videos, whereas unregistered users can only watch them. Videos deemed offensive can only be viewed by registered users over the age of 18. YouTube, LLC was purchased by Google in November 2006 for $1.65 billion and is now a Google subsidiary. During the Covid-19 Pandemic, when the majority of the world's population stayed at home, the use of services like YouTube skyrocketed. Based on one data company, YouTube accounts for 15% of all internet traffic, which is more than double the pre-pandemic level.

Culinary content is one of the many types of content available on YouTube, and it is in high demand among Indonesians. Culinary content on YouTube is typically presented in the form of vlogs about culinary, mukbang or eating broadcasts, ASMR (Autonomous Sensory Meridian Response) food, and other formats.

Culinary vlogs are one type of interesting culinary content for internet users. Food vloggers are people who do culinary vlogs. This food vlogger usually provides a review of a food or drink that has gone viral or that the food vlogger finds interesting. Apart from the object of food/beverage reviewed by food vloggers, which became the focus of netizens' attention, the way food vloggers conveyed and narrated when reviewing a food became one of the attractions for netizens to watch the vlog. Whether or not we realize this, the language is changing. The social media is one of the influences.

In this case, the problems appear when the writer saw some awkward cases which are there are some of disparity between the theory and the field. Lakoff (2004) proposed theory that female language features namely lexical hedges, tag question, rising intonation on declarative, empty adjective, precise color terms,

intensifiers, hypercorrect grammar, superpolite forms, avoidance of strong swear words and emphatic stress. whereas Coates (2004) theory stated that language feature that used by men are minimal responses, command and directives, swearing and taboo language, compliments, theme, question, and interrupt. However, the writer discovered in the field that male use taq question while female use direct minimal response.

Preliminary data are the results of small-scale research projects used to assess feasibility before conducting larger-scale research studies (Winchester, Salji, and Kasivisvanathan, 2017 : 568). The following are some preliminary data discovered by the writer from the source of data, which are Indonesian Food Vloggers "Ken and Grat" :

1. Data 1 :

   Male : *Berasa kayak makan sosis yang di eropa gitu **kan?*** (It feels like eating sausage in Europe, **doesn't it?**)

   Female : *Iya* (yes)

2. Data 2 :

   Male : *Kayaknya lebih enak kalau pakai onion lagi ya* (I think It will be better if they put onion)

   Female : ***Hmmm....iya iya*** (**Hmm...Yes yes**)

3. Data 3 :

   Male : *Cheers dulu ya...kamu minum apa?* (Cheers first...what do you drink?)

   Female: *ini aku Ice Mango Latte* (I have Ice Mango Latte)

Male : *aku Ice Orange Honey Tea, bener gak sih? Orange Honey Tea,*

     bener ya kak? (I have Ice Orange Honey Tea, am I right? Orange

     Honey Tea, **isn't it miss?**)

Female : *Betul* (right)

In the first example, the male said to his partner "It feels like eating sausage in Europe, **doesn't it?**". And then the partner answer "Yes". If we see the sentence of the male which is used taq question and then we see to the theory that taq question is one of the female language feature not the male but in this case the male use it. Then in the Data 2, we can see the male said the his partner "I think It will be better if they put onion" and then the partner said with minimal response or backchannel with "**Hmm...Yes yes**". In this case contrary with the first one which is in here the famale that use the male language feature minimal response. The Data 3 shown male ask to his partner "Cheers first...what do you drink?", this is suit to the theory which question is one of the male language feature. The the female answer "I have Ice Mango Latte", then the male said again "I have Ice Orange Honey Tea, am I right? Orange Honey Tea, **isn't it miss?**". Based on the statement of the male, he use again taq question in his statement which is taq question is one of the female language feature not male.

Several previous studies related to this study have been conducted by various writers. They are motivating the writer to conduct additional research on the subject. In relation to this study, the writer discovered some previous studies in national and international journals that are also related to the title that will be conducted. Here is a more detailed explanation of the previous studies that

discussed male and female language. Wahyuningsih (2018) conducted a previous study that examined the differences in language use between men and women, focusing on STAIN Kudus students' conversations. This study is a component of a larger qualitative research project. and Male and female students have different forms, contents, and uses. Men are more direct than women. They also use simpler language. In contrast, women use language in a more expressive and polite manner. Furthermore, they express their feelings, emotions, and psychological states through more gestures and words.

Putra and Prayudha (2018) conducted a study about women and men language features on america's got talent. This study is a qualitative descriptive study. And As a result, female judges on America's Got Talent use six female language features: lexical hedges, rising intonation on declarative, empty adjectives, intensifiers, superpolite forms, and emphatic stress. Male judges on America's Got Talent use three male language features: direct forms, interrupt, and swear words. From the three previous studies above we know that There are some linguistic differences between men and women looked in linguistics features such as lexical hedges, direct forms, etc.

So in this study the writer will analyze the language features used by Food Vloggers "Ken and Grat" by using theory from Lakoff and Coates (2004). Based on the phenomena and also the examples described above, the writer is encouraged to investigate the male and female language features used by Food Vloggers "Ken and Grat", how the male and female language features used by Food Vloggers "Ken and Grat", and why the male and female language features used by Food Vloggers are the way they are. There have been some studies done

on male and female language, but the writer focuses on language features used by male and female language features used by Food Vloggers "Ken and Grat" in this study.

1.2 Problems of the Study

The problems of study are as follows :

1. What are the male and female language features used by Food Vloggers "Ken and Grat"?

2. How are the male and female language features used by Food Vloggers "Ken and Grat" in communication?

3. Why are the male and female language features used by Food Vloggers "Ken and Grat" in the way they are?

1.3 Objectives of the Study

Considering the study's problems, the objectives of this study can be clearly defined to investigate, describe and to explain the language (clauses) used by Food Vloggers "Ken and Grat" as follows :

1. To investigate the the male and female language features used by Food Vloggers "Ken and Grat"

2. To describe the way the male and female language features used by Food Vloggers "Ken and Grat"

3. To explain the reasons of Food Vloggers "Ken and Grat" of using the male and female language features in the ways they are.

1.4 Scope of the Study

This study focuses on language and gender. The writer will elaborate the different ways of male and female language features used by food vloggers "Ken and Grat". The writer will take the data from youtube channel food vloggers "Ken and Grat" from july – August 2022. The data for this analysis come from food vloggers' "Ken and Grat" utterances. The food vloggers "Ken and Grat" are husband and wife. And their communication is meant to be for the viewer.

1.5 Significance of the Study

The writer assumes that the findings of this study will have an impact on both the academic and practical fields, as follows :

1. Theoretically

   a. Contributing to the advancement of knowledge about male and female language features, which is hoped after analysing and reading this study The reader will have a better understanding of male and female language features especially food vloggers.

   b. After reading this study, the reader may be inspired to seek out, identify, or conduct their own research on male and female language features.

   c. The study's findings can be used as authentic material for males and female language features.

2. Practically

    a. Students

    This study provides a clear explanation for male and female language features especially food vloggers.

    b. Further Researchers

    This study incorporates male and female language theories hoped to be reference to study and do research male and female language features in sociolinguistics and others.

    c. Food Vloggers

    This study gives clear explaination of the language features used by male and female food vlogger, and the ways they used the language features, and also include the patterns of them. So from this study the new food vlogger or the food vlogger who has low subscriber and viewer can learn based on this study.