

Male and Female Language Features Used by Indonesian Food Vlogger

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Abstract. The purpose of this study are to investigate the male and female language features used by Food Vloggers “Ken and Grat”. In this analysis applied Lakoff and Coates theory, 2004 that devided language features male and female language features, male language features namely Minimal Responses/Backchannel, Command and Directives, Swearing and Taboo Language, Compliments, Theme, Question, and Interrupt. Female language features namely Lexical Hedges, Taq Questions, Rising Intonation on Declarative, Empty Adjective, Precise Colour Terms, Intensifiers, Hypercorrect Grammar, Superpolite Forms, Avoidance of Strong Swear Words, and Emphatic Stress. In this study the writer used a qualitative. Analysis of data that has been done from 408 utterances the findings showed that there are 7 male language features And 9 of 10 female language features except Precise Colour Terms. The male food vlogger also used some of the female language features and female used some of male language features.

Keywords: Male and Female, Food Vloggers, Gender, Language Features

1 Introduction

Communication facilitates the transmission of information from the speaker to the listener. When the receiver understands the sender's message, the communication process is complete. Every person, male and female, has a distinct style of communicating with others in everyday situations. Male and female development differs physiologically and psychologically since childhood. Males and females differ psychologically as well as biologically. They do, however, use language differently.

Gender, as a social construct, differs from society to society and can change over time. Gender, in other words, is something we do rather than something we are (Gaur, 2006: 80). Men, on the other hand, see communication as a means of establishing and maintaining status and dominance in relationships, whereas women see communication as a means of creating and encouraging an intimate bond with the other person by discussing topical problems and issues they are all facing (Grey, 1992)¹.

²Lakoff (2004) proposed that the ten female language features are lexical hedges, tag questions, rising intonation on declarative, empty adjective, precise colour terms, intensifiers, hypercorrect grammar, superpolite forms, avoidance of strong swear words, and emphatic stress. A number of factors contribute to the emergence of gender-based language variations. ³Coates (2004:97) stated that there is a widespread folk linguistic belief that men swear more than women and use more taboo words. Then, ³Coates (2004:157) proposed that male utterances were found to be more likely to disrupt others; they were also much more likely to interrupt women than women interrupt men.

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. 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.

One of previous study which conduct the study about language and gender Harahap and ⁴Adeni (2021) discussed the communication language differences between men and women in order to describe gender differences in language and cultural stereotypes. Furthermore, the writers discovered that gender differences influence communication language. In every field, men and women communicate in different languages. So, according to the study, gender influences language, and men and women speak differently.

Other research related to the language and gender discussed by ⁵Suciati, Ramendra, and Agustini (2022) about a study that focused on analyzing English Language Education students use WhatsApp Group to access language features. The purpose of this research was to discover what language features men and women English Language Education students use on WhatsApp. This study was designed using the descriptive qualitative method. In this study, the researchers used two tools: an observation sheet and an interview. Only five features were identified as language features used by English Language Education students on the WhatsApp group. Lexical hedges, tag questions, rising intonation, intensifiers, and super polite forms are examples.

And ⁶Putra and Prayudha (2018) conducted a study on language features on America's Got Talent for both men and women. This is a descriptive qualitative research study. 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, interruptions, and swear words.

So, in this study, the writers will analyse the language features used by Food Vloggers "Ken and Grat" using Lakoff and Coates (2004) theory. There have been some studies on male and female language, but the writers focus on language features used by male and female Food Vloggers "Ken and Grat" in this study.

2 Method

The utterances of "Ken and Grat," male and female language food vloggers, were the subject of this study. This study's data is entirely in the form of words, sentences, or texts, and the research is conducted using a qualitative study. The author will conduct qualitative descriptive research. According to Bogdan and Taylor (1975:5), a qualitative research method generates descriptive data in the form of words written or spoken by the subject.

The writers then looked for references to the research's foundation and theory, such as Lakoff and Coates' language features theory (2004). The writer then performed and gathered data by watching, noting, and analysing "Ken and Grat" food vloggers' videos. The data was then classified and analysed into male and female language features by the writers. The final stage was to complete the research report from start to finish.

3 Result and Discussion

Result. This study's data consisted of male and female utterances (clauses) used by food vloggers "Ken and Grat" that were transcribed into written form. From July to August 2022, data were collected from 7 latest topics videos by male and female food vloggers "Ken and Grat." The data set consisted of 420 utterances. The data was analysed by male and female food vloggers who identified and classified language features. The analysis showed in the table below.

Table 1. Language Features Used by Male and Female Food Vloggers.

No.	Language Features	Gender	
		Male	Female
Frequencies			
1.	Minimal Responses / Backchannel	25	60
2.	Command and Directives	19	16
3.	Swearing and Taboo Language	3	2
4.	Compliments	3	2
5.	Theme	2	0
6.	Question	64	20
7.	Interrupt	4	15
8.	Lexical Hedges	0	1
9.	Tag Questions	29	16
10.	Rising Intonation on Declarative	15	9
11.	Empty Adjective	3	1

12.	Precise Colour Terms	0	0
13.	Intensifiers	12	8
14.	Hypercorrect Grammar	21	25
15.	Superpolite Forms	1	2
16.	Avoidance of Strong Swear Words	0	1
17.	Emphatic Stress	12	17
TOTAL		213	195

Table 1 displays the language features used by male and female food vloggers "Ken and Grat." The male food vlogger used 25 Minimal Responses / Backchannel, 19 Commands and Directives, 3 Swearing and Taboo Language, 3 Compliments, 2 Theme, 64 Questions, and 4 Interrupts in his video. In addition, the male food vlogger used 29 Tag Questions, 15 Rising Intonation on Declarative, 3 Empty Adjective, 12 Intensifiers, 21 Hypercorrect Grammar, 1 Superpolite Forms, and 12 Emphatic Stress Utterances, whereas the female food vlogger used 1 Lexical Hedges, 16 Tag Questions, 9 Rising Intonation on Declarative, 1 Empty Adjective, 8 Intensifiers, 25 Hypercorrect Grammar. In addition, the female used some male language features, such as 60 Minimal Responses/Backchannel, 16 Command and Directives, 2 Swearing and Taboo Language, 2 Compliments, 20 Questions, and 15 Interrupt.

Minimal Responses / Backchannel.

Data 10

Male : Iya, kalau TEXAS ini di luarnegerisebenernyaada (Yes, TEXAS is actually there is in out of our country)

Female : **Hmm**

From data 10 it can be seen that the female food vlogger "Grat" also used male language feature Minimal Response/Backchannel by saying "hmm" to respon her partner. The purpose of the female's utterance used Minimal Response/Backchannel showed that the statement was a new information for her which means "Oh I see".

Command and Directive.

Data 2

Male : Cobapakedagingnya! (**Try using the meat!**)

Female :Okeajasih, cobayapakedagingnya(OK, let's try using the meat).

The data 2 showed that a male food vlogger "Ken" use the language feature command and directive. The expression of "**Try using the meat!**" was the command and directive which the purpose of the utterance was the male wanted to ask female food vlogger "Grat" to do something or try using the meat.

Swearing and Taboo Language.

Data 3

Male : Iyakiyabanyakbanget, buset! (Yes, yes, that's a lot, **damn!**)

It is found that male food vlogger used swearing and taboo language in their utterances. The male used swearing and taboo language “**Damn!**”, the purpose of the utterance was to show the unbelievable about something and also to convince.

Compliments.

Data 4

Male : Tempatnya enakbanget (**the place is really nice**)

In data 4 there was male food vlogger “Ken” used language feature compliment. In this case male food vlogger “Ken” used language feature compliment “**the place is really nice**”, the purpose of the utterance was to tell that the place which they are coming is really nice.

Theme.

Data 5

Male : Membattlekan.Sekarang kanlagi musimnyainiyatinjuGrat ((Fighting. Right now it's the **boxing** season Grat)

Female : Ooh

Male : Lagipadasukatinjukan? (you like **boxing**, don't you?)

Female : Nah ooo (well ooo)

Male : Nah hariinikitagmaukalahnih, ini adalah kelas berat pertandingan rakbarminggu ini (Well, today we don't want to lose, this is the heavyweight competition's biggest match this week)

It is found that the male also can talk used language feature theme like in above is “**boxing**” even though he was not talking to male but female. The purpose of the utterance was to talk about latest event. From the data above we can see that the male talk about boxing to his partner which is a female.

Question.

Data 6

Hariinikita mau makanapaniGrat?(**What** are we going to eat today, Grat?)

The data above showed that the male use the language feature question to ask something, in this case he asked about what they will eat by using WH-Question. The purpose of the utterance was to ask the female about what the food would be eaten. Based on the theory male used language feature question was to ask someone directly.

Interrupt.

Data 15

Male :Sampejugakita di (We're here too at)

Female :Sampek, ininyebrangdoangbener-benerdeketaangetinggallewatdikitaja (arrive, just crossing, it's really close, you just have to pass a little)

From data 15 it can be seen that the female food vlogger used male language feature Interrupt. When the male want to tell they arrived at that place, the female interrupted by telling how to get there. The purpose of the utterance was to tell how to get there, she interrupt the male to tell the essential thing or information.

Lexical Hedges.

Data 1

Jadieee.Hariinikitatuhmaumakanjajanan-jajanan yang ada di deket SMAN 70 (so eee. Today we want to eat snacks near SMAN 70) .

From data 1 it seemed that female food vlogger "Grat" used language feature Lexical Hedges by say "eee". The purpose of the utterance was to take time a bit to think. Based on the theory It showed that signals of lack of confidence or expressing uncertainty in the conversation.

Tag Question.

Data 8

Gakdibanyakbanyakinkan?(You don't add more, **do you?**)

Data 8 showed that the male used the female language features which was Tag Question. The purpose was to emphasize and make the audience more believe in the speaker's speech that the food was not added more because of them.

Rising Intonation on Declaration.

Data 9

Bakmie john disitu? (**noodle John is there?**)

Data 9 showed that male used female language feature Rising Intonation on Declarative. The utterance was made to ensure the accuracy of information.

Empty Adjective.

Data 10

Rotinyagemoy (the bread is cute)

Data 10 showed that male used female language feature Empty Adjective which was only used by female "cute". The utterance was intended to express emotional reactions rather than provide specific information.

Intensifiers.

Data 11

Ini adalah kuliner yang sangat istimewa di sini (This is a very special culinary here)

Data 11 showed that male food vlogger "Ken" used female language feature Intensifier "very". The purpose of the utterance was to emphasise or strengthen the utterances.

Hypercorrect Grammar.

Data 6

Hari ini kita lagi ada di daerah Cideng Jakarta Pusat (Today we are in the Cideng area, Central Jakarta)

Data 6 showed that the female food vlogger "Grat" used language feature Hypercorrect Grammar which used standard verb forms by saying about where they are in. Based on the theory, Women tend to use hypercorrect grammar in their utterances in order to meet society's high expectations for them. One rule is that they are not allowed to speak in a rough manner. Speaking in a rough manner indicates that they have failed to maintain their valuable status, as well as that they are less educated.

Superpolite Forms.

Data 7

Hari ini kita sudah pesen beberapa menu yang kurang lebih sama (Today we have ordered several menus that are more or less are same)

From data 7 showed that the female used language feature Superpolite Form to say that they already order some menus that are same with say "ya" in the last sentence. The purpose of the utterance was to tell that they have ordered some menus which more or less were same and use "ya" in the last sentence to shield their own and their addressee's faces and keep the expectation that is given from society for female.

Avoidance of Strong Swear Words.

Data 8

Male : Wah udah bocor banget nih (Wow!, this is really leaking)

Female : iyasayang banget (**oh dear**)

From data 8 could be seen that female used language feature Avoidance of Strong Swear Word by saying "oh dear" moreover shit or damn. The utterance "oh my dear" was used within her utterance to express her disappointed towards the phenomenon told by male food vlogger "Ken". When female food vlogger "Grat" was disappointed with something she heard, she used this kind of word to avoid using impolite utterances. When males were disappointed with something they seen or heard, they may used such kind cursing or even swearing words. If female did this, They would be labelled as unfeminine because society has high expectations of them as figures who must follow the rules. As a result, they must behave well in any situation that may arise, including the manner in which they speak.

Emphatic Stress.

Data 9

Wahasyik!dikasihbumbuinitempeorek, tempekering guys (**Wow, it's fun!** given this seasoning, tempeh orek, dry tempeh, guys).

Data 9 showed that female used language feature Emphatic Stress by saying “wow, it’s fun!” to tell something is fun. The female used Emphatic Stress when she got astonishment or interest on something. The purpose of the utterance was to strenghten an assertion.

Discussion. Language features used by male and female food vloggers namely Minimal responses, also known as backchannel, Command and Directive, Swearing and Taboo Language, Compliments, Theme, Question, and Interrupt are all features of male language. In addition, female language features such as Lexical Hedges, Tag Questions, Rising Intonation on Declarative, Empty Adjective, Precise Color Terms, Intensifiers, Hypercorrect Grammar, Superpolite Forms, Avoidance of Strong Swear Words, Emphatic Stress are presented. (Lakoff and Coates : 2004). So, there were seven male language features and nine female language features which have been analyzed.

This study revealed the all male and female language features found in food vloggers utterances. Language feature “Question “ took the first position with the total amount 64 of male utterances. Tag questions got the second position of 29 utterances by male food vlogger, then 25 were Minimal Responses/Backchannel, 21 were Hypercorrect Grammar, 19 were Command and Directive, 15 were Rising Intonation on Declarative, 12 were Intensifiers and Emphatic Stress, 4 Interrupt, 3 were Swearing and Taboo Language, Compliments, and Empty Adjective, 2 were Theme, and 1 was Superpolite Forms. On the other side female used Minimal Responses/Backchannel with the total amount 60 of female utterances. After that followed with 25 were Hypercorrect Grammar, then 20 were Questions, 17 were Emphatic Stress, 16 were Tag Questions and Command and Directive, 15 were Interrupt, 9 were Rising Intonation on Declarative, 8 were Intensifiers, 2 were Swearing and Taboo Language, Compliments, Superpolite Forms, 1 was Lexical Hedges, Empty Adjective, Avoidance of Strong Swear Words.

4 Conclusion

In this analysis applied Lakoff and Coates theory, 2004 that devided language features male and female language features, male language features namely Minimal Responses/Backchannel, Command and Directives, Swearing and Taboo Language, Compliments, Theme, Question, and Interrupt. Female language features namely Lexical Hedges, Taq Questions, Rising Intonation on Declarative, Empty Adjective, Precise Colour Terms, Intensifiers, Hypercorrect Grammar, Superpolite Forms, Avoidance of Strong Swear Words, and Emphatic Stress. In this study the writers used a qualitative. Analysis of data that has been done from 408 utterances the findings showed that there are 7 male language features And 9 of 10 female language features except Precise Colour Terms. The male food vlogger also used some of the female language features and female used some of male language features.

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