CHAPTER I

INTRODUCTION

This chapter presents key concepts in conducting this research under the title Women's Language Features Used by Blackpink's Lisa in *Lisa Talks Lalisa, Money, Blackpink & More* in Zach Sang Show YouTube Channel. The first section of this chapter is about the research background, which aims to explain the background of the topic and why the topic was chosen. Then, there are the research questions and research objectives, which will guide this research. The following section is research significance which explains the advantages of this research. The last section is the definition of key terms to define some keywords that appear in this research to prevent misinterpretation.

1.1 Research Background

Language is critical to the continuity of communication. People from various social groups use language to communicate in social situations, whether it is verbal language or nonverbal language such as gestures. Language speakers come from all social groups with no exception, though there are some significant differences between the groups in social life, such as gender differences. According to Coates (2013), the term 'gender' is different from the term 'sex'. Sex is what is usually classified as female or male, meanwhile, gender refers to behaviors, physical appearance, and acts. This means that the gender category is simply binary opposition. Further, Meyerhoff (2018) stated that the distinction between sex and

gender is typically based on the idea that sex is a biological category whereas gender is a social and cultural term. In other words, sex is something you have and can be described using scientific standards, while gender is a social construct that people develop through the interactions with others. Gender in society is generally classified as masculine or feminine. A person's masculinity or femininity can be determined by their style, gestures, and even the way they speak. When communicating, masculine (male) and feminine (female) use language differently. The study of language and gender are discussed in a branch of linguistic studies known as sociolinguistics.

Sociolinguistics is a branch of linguistics that studies the relationship between language and the community of speakers, as well as the diversity of languages that results from speaker diversity. This branch of study examines language differences in different fields, such as regional differences, social status differences, occupation differences, age differences, and even gender differences. According to sociolinguistic studies, these differences can produce different languages because of the diverse community of speakers. According to Wardhaugh & Fuller (2015), sociolinguistics studies the interaction between language and society in order to comprehend language structure and how languages work in communication. Sociolinguistic studies examine the language variations that occur in society, for example, the differences in the language used by different genders. Further, Wardhaugh & Fuller (2015) suggests that "a major topic in sociolinguistics is the relationship, if any, between linguistic aspects, such as the structures, vocabularies,

and usage patterns of specific languages, and the positions in social, and identities of the men and women who speak such language."

Gender differences in society are very influential in several aspects such as economic, social, and also the language used. In society, there is a stereotype that women talk more and have more vocabulary than men. According to Priska et al. (2020), many individuals have the stereotype that women talk too much or are more talkative than men. These are not illogical stereotypes. These stereotypes exist because women are more likely than men to gossip, and women frequently use and even create new terms that men rarely use. In communicating, men have a tendency to get to the point, whereas women have a tendency to twist their words.

Further, Coates (2013) stated "We are all taught that women gossip more than men, that women talk more than men, that women are more polite, that men swear more than women, and so on." Women are more polite than men because they want to maintain their femininity and grace because they will be mocked if they act like men – swearing and so on. In public, women are expected to follow the rules more than men. If some men are careless, society accepts it as normal. It is a different story if there are careless women; society will perceive this as abnormal.

According to those statements, men and women use different types of language terms. In conducting this research, the researcher uses a theory in sociolinguistic studies that discusses the language features that are frequently used by women, namely women's language features by Lakoff (1975). Lakoff (1975) claims that there are ten features that are often used by women. Those features are lexical hedges or fillers, question tags, rising intonations, empty adjectives, precise

color terms, intensifiers, hypercorrect grammars, super-polite forms, avoidance of strong swear words, and emphatic stress. The researcher brought up this topic because the issue of language and gender difference is interesting to analyze, where in English linguistics, the language uses by men and women are difference and there are a number of terms that women tend to use more often than males do.

In this research, the researcher uses a member of a popular Korean girl group as the object of this research, namely Blackpink's Lisa. Blackpink's Lisa (Lalisa Manoban) is a member of the girl group Blackpink produced by YG Entertainment which made its debut in 2016 and all of the member of Blackpink are fluent in speaking English. The researcher chose Blackpink's Lisa as the object of research because Lisa is a member of a Korean girl group who is fluent in English and the researcher found that Lisa has a feminine style of speaking. Due to her feminine speaking style and her status as a public figure, which requires her to talk politely at all times, Lisa tends to employ women's language elements frequently. She will be mocked by society if she does not behave properly when speaking because she cannot serve as a role model for others. The purpose of this research is to examine the women's language features used by Blackpink's Lisa in the interview entitled *Lisa Talks Lalisa, Money, BLACKPINK & More* on the Zach Sang Show YouTube Channel.

In conducting this research, the researcher uses some previous research as the guidance to analyze women's language features in the object chosen. The researcher will briefly explain the similarities and differences between this research and the previous research. The research conducted by Murti (2018) was the first

research about women's language features that the researcher read. This study sought to identify women's language features spoken by a female character in a film. In this research, Murti analyzed women's language features used by Mia from *Little Princess Diary* movie. This research discovered 87 data containing women's language features. Eight elements among ten linguistic characteristics of women identified by Lakoff are present in the 87 data findings. They are lexical hedges or fillers, tag questions, intensifiers, rising intonations, empty adjectives, hypercorrect grammar, superpolite forms, and emphatic stress. Avoidance of strong swear words and precise color terms are features that are absent from the object. The movie analyzed in the study found that the female main character does not utilize language that suggests avoiding strong swear words, nor does she specifically mention any colors. According to the analysis, Mia's most frequently used features in The Princess Diaries Movie are lexical hedges and fillers.

The second is a research conducted by Salsabila (2022) which discussed about women's language features found in Alaa Murabit's speeches. In this research, the researcher used four videos of Alaa Murabit's speech which was uploaded from various YouTube Channel. The main theory used in this research is women's language features by Robin Lakoff and the supporting theory used is women's language functions by Judy Pearson. This study discovered eight out of ten women's language features on 453 data findings including 163 emphatic stress, 116 lexical hedges or fillers, 53 rising intonations, 42 intensifiers, 38 hypercorrect grammar, 25 empty adjectives, 9 tag questions, and 7 superpolite forms. The

features that not spoken by Lisa in her intweview with Zach Sang is precise color terms.

The third is Widiastuti (2022) who analyze the types and the function of women's language features in Kim Kadarshian's interview with *Vogue*. This research was analyzed using Lakoff's theory of women's language features and Holmes theory which propose the function of women's language. The research design used for this study was qualitative research. The findings of this study show that there are 360 data of women's language features appear in Kim Kadarshian's utterances with 106 occurrences, followed by 84 occurrences of the hedge, 71 occurrences of rising intonation, 34 emphatic stress, 31 hypercorrect grammar, 20 empty adjective, 5 tag questions, 4 super polite forms, 3 specific color, and 2 avoidances of swear words. This research also discovered four of the five functions of women's language characteristics. The most frequently discovered function is to emphasize with 102 data, followed by to express feeling with 80 data, to show uncertainty with 48 occurrences, to soften certain expression with 2 occurrences consist of only super polite form.

The fourth is research entitled *Women's Language Features used by Sarah Sechan in Her Talk Show* which is conducted by Apridaningrum (2018). This research aims to analyze the types and the function of women's language features used by the female interviewee in a talk show. In conducting this research, the researcher used two theories; Women's language features theory by Lakoff, and women's language function theory by Holmes which is analyzed using the qualitative research method. The analysis shows that women's language features

that appeared in Sarah Sechan utterances were lexical hedges or fillers, raising intonation on declarative, hypercorrect grammar, avoidance of strong swear words, tag questions, empty adjectives, intensifiers, superpolite form, and emphatic stress. The researcher did not find color terms because there were no precise color terms in the data. The total amount of women's language features used by Sarah Sechan was 205 statements in 5 episodes of *Sarah Sechan* shows including 48 empty adjectives (23.415%), 44 intensifiers (21.463%), 35 features of lexical hedges (17.073%), 18 features of tag question (8.780%), 16 hypercorrect grammars (7.804%), 15 rising intonations (7.317%), 11 superpolite form (5.366%), 9 avoidance of strong swear words (4.390%), and 9 emphatic stress (4.390%).

The fifth is a research written by Utari (2019) with the title An Analysis of Women's Language Features used by Indonesian Female Author in The Book of *Dear Tomorrow* by Maudy Ayunda. This research was analyzed using the qualitative research method and employed two theories; women's language features theory by Lakoff, and language function theory by Jakobson. The analysis showed that the existing features in the data are lexical hedges or filler, empty adjectives, intensifiers, hypercorrect grammar, superpolite, and emphatic stress and the absent types were question tags, precise color terms, avoidance of strong swear words, and rising intonation on declarative. There were 66 utterances consisting of 19 lexical hedges or fillers, 1 empty adjective, 17 intensifiers, 10 hypercorrect grammar, 1 superpolite, and 18 emphatic stress. Therefore, the dominant type of women's language features used in the book *Dear Tomorrow* by Maudy Ayunda were Lexical hedges or fillers with 19 occurrences. On the other hand, there were three

language functions based on the puspose of using the language fuction by Jakobson, that used in the book of Dear Tomorrow by Maudy Ayunda they were express function, declarative function, and metalinguistic function.

The researcher chose the previous studies above because all of the previous studies used Lakoff's theory of women's language features (1975). Otherwise, although the problem in this research is the same as the previous research mainly about women's language features, this research has several differences from the previous research. The three previous research provided using two theories to analyze women's language features. The first and the second previous research used Lakoff's theory about ten women's language features and Pearson's theory about the function of women's language features. The third and the fourth research uses women's language features theory by Lakoff and women's language function by Holmes. The fourth research was analyzed using women's language features theory by Lakoff and language functions theory by Jakobson. Meanwhile, this research uses only Lakoff's theory to analyze the types and function of women's language features.

1.2 Research Questions

Based on the research background presented above, the researcher concludes that the following two questions will be the primary focus of this study:

1) What women's language features does Lisa use in *Lisa talks Lalisa, Money, Blackpink & More* in Zach Sang Show Youtube Channel?

2) How do women's language features function in Lisa's utterances?

1.3   Research Objectives

Based on the formulation of the research question above, the researcher will analyze the types and functions of women's language features found in Lisa's utterances in the video. The purposes dealing with the questions of the analysis above are as follows:

1) To identify the women's language features used by Lisa in "*Lisa talks Lalisa, Money, Blackpink & More*" in Zach Sang Show Youtube Channel.

2) To understand the function of the features used by Lisa in "*Lisa talks Lalisa, Money, Blackpink & More*" in Zach Sang Show Youtube Channel.

1.4   Research Significance

The researcher expects that the results of this research can be useful and bring some benefits to the study of language. This research is expected in enriching the knowledge and theoretical perspective in sociolinguistics study specifically on women's language features. It is also hoped that this research will deliver an empirical source for future researchers and readers interested in women's language features. The researcher also expects that those interested in language and gender studies, particularly women's language features, will expand on this research. This research is also expected to make new researchers know that the phenomenon of English linguistics does not only occur in native speakers but can also occur in non-natives who speak English.

1.5   Definition of Key Terms

This section will explain some of the key terms that will be used and mentioned frequently in analyzing this research. This section will assist researchers and readers in focusing on and comprehending the topics discussed in this research. Below is a brief explanation of some key terms used:

1) Language

Language is a borderline between thought and sound, where thought and sound are combined. The conceptual exchange between the speaker and the listener using sound-images is referred to as spoken language (Saussure, 2011). In other words, language can be interpreted as a system through which humans communicate. In its form, language can be expressed through sounds, symbols, writing, or signs.

2) Gender

Gender is a term used to differentiate behavior, rights, responsibilities, and traits between men and women based on social habits or socio-culture. The terms masculine and feminine are frequently used to distinguish gender. Gender is, after all, a system of meaning – a way of construing notions of male and female (Eckert & McConnell-Ginet, 2003).

3) Sociolinguistics

Sociolinguistics is a branch of linguistics that examines the relationship between language and society. It discusses how language is used in different ways depending on the speaker. Romaine (2000) stated that sociolinguistics is closely related to the social sciences including the study of multilingualism, social dialects,

conversational interaction, linguistic attitudes, language change, and many other topics.

4) Women's Language Features

Women's language feature is a theory by Lakoff (1975) that examines the terms that are often used by women in daily life but it is absent from men's language. In her book entitled Language and Women's Place, Lakoff (1975) claims that there are ten features that are often used by women. Those features are lexical hedges or fillers, question tags, rising intonations, empty adjectives, precise color terms, intensifiers, hypercorrect grammars, super-polite forms, avoidance of strong swear words, and emphatic stress.