

**REVEALING WOMEN'S LANGUAGE FEATURES IN BEAUTY
TUTORIALS ON VOGUE YOUTUBE CHANNEL:
A SOCIOLINGUISTICS STUDY**

**By
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**ANTASARI STATE ISLAMIC UNIVERSITY
BANJARMASIN
2025 AD / 1446 AH**

**REVEALING WOMEN'S LANGUAGE FEATURES IN BEAUTY
TUTORIALS ON VOGUE YOUTUBE CHANNEL:
A SOCIOLINGUISTICS STUDY**

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Presented to Faculty of Tarbiyah and Teacher Training
in partial fulfillment of the requirements for the degree of
Sarjana Pendidikan

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I, the undersigned, Annisa Az-Zahra, declare that this undergraduate thesis is my original work, gathered and utilized specially to fulfil the purposes and objectives of this study, and has not been previously submitted to any other university for any degree or other purposes. I also declare that the publications cited in this work have been properly acknowledged. If someday, it is proven otherwise, I understand that my degree will be revoked.

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ABSTRACT

Annisa Az-Zahra. 2024. Revealing Women's Language Features In Beauty Tutorials On Vogue Youtube Channel: A Sociolinguistics Study. Thesis. English Language Education Study Program, Faculty of Tarbiyah and Teacher Training, Antasari State Islamic University. Advisor: Dra. Andi Irlina, M.Hum

Keywords: Women Language Features; Language and Gender; Vogue Youtube Channel

The study examines the women's language features in the utterances of 12 selected female public figures featured in beauty tutorial videos from the "Beauty Secret" program on the Vogue YouTube Channel using Robin Lakoff's theory. The research aims to identify the specific women's language features and explore their functions within the context of beauty tutorial videos. Two primary research questions guide this study: (1) What are the women's language features used in the beauty tutorial videos on the "Beauty Secrets" program? (2) What functions do these language features serve in the videos? The study employs a content analysis method to analyze the data, which consists of words, phrases, clauses, and sentences from the selected videos. Data were collected through YouTube transcriptions, which were carefully reviewed by the researcher to ensure accuracy. The identified data were then categorized and analyzed using Robin Lakoff's theory of women's language features and Pearson's theory of language functions. The findings reveal that all 10 women's language features proposed by Lakoff were present in the selected beauty tutorial videos. These features include lexical hedges or fillers, tag questions, rising intonation, empty adjectives, intensifiers, hypercorrect grammar, superpolite forms, precise color terms, avoidance of strong swear words, and emphatic stress, with lexical hedges or fillers being the most frequently used. Additionally, five language functions were identified: expressing uncertainty, get a response, soften an utterance, start discussions, and express feelings or opinions. The implications of this study include understanding language use on digital platforms, inspiring students' interest in sociolinguistics through beauty videos, and offering a unique perspective on women's linguistic features and their role in language variation.

ABSTRAK

Annisa Az-Zahra. 2024. *Revealing Women's Language Features In Beauty Tutorials On Vogue Youtube Channel: A Sociolinguistics Study* Skripsi. Program Studi Tadris Bahasa Inggris., Fakultas Tarbiyah dan Keguruan, UIN Antasari Banjarmasin. Dosen Pembimbing: Dra. Andi Irlina, M.Hum

Kata kunci: Fitur Bahasa Wanita; Bahasa dan Gender; Saluran YouTube Vogue

Penelitian ini menganalisis fitur bahasa wanita dalam ucapan 12 tokoh wanita terpilih yang muncul dalam video tutorial kecantikan dari program "Beauty Secret" di Saluran YouTube Vogue, menggunakan teori Robin Lakoff. Penelitian ini bertujuan untuk mengidentifikasi fitur bahasa wanita yang spesifik dan mengeksplorasi fungsinya dalam konteks video tutorial kecantikan. Dua pertanyaan penelitian utama yang membimbing penelitian ini adalah: (1) Apa saja fitur bahasa wanita yang digunakan dalam video tutorial kecantikan pada program "Beauty Secrets"? (2) Fungsi apa yang dimiliki oleh fitur bahasa tersebut dalam video? Penelitian ini menggunakan metode analisis konten untuk menganalisis data yang terdiri dari kata, frasa, klausa, dan kalimat dari video yang dipilih. Data dikumpulkan melalui transkripsi YouTube yang kemudian diperiksa dengan teliti oleh peneliti untuk memastikan akurasi. Data yang teridentifikasi kemudian dikategorikan dan dianalisis menggunakan teori fitur bahasa wanita dari Robin Lakoff dan teori fungsi bahasa dari Pearson. Hasil penelitian menunjukkan bahwa kesepuluh fitur bahasa wanita yang diajukan oleh Lakoff terdapat dalam video tutorial kecantikan yang dipilih. Fitur-fitur tersebut meliputi lexical hedges atau pengisi, tag questions, intonasi naik, kata sifat kosong, intensifier, tata bahasa yang terlalu benar (hypercorrect), bentuk superpolite, istilah warna yang tepat, penghindaran kata-kata kasar yang kuat, dan penekanan empatik, dengan lexical hedges atau pengisi menjadi fitur yang paling sering digunakan. Selain itu, lima fungsi bahasa diidentifikasi: mengekspresikan ketidakpastian, memperoleh respons, melunakkan ucapan, memulai diskusi, dan mengekspresikan perasaan atau opini. Dampak dari penelitian ini mencakup pemahaman tentang penggunaan bahasa di platform digital, menginspirasi minat siswa terhadap sosiolinguistik melalui video kecantikan, serta memberikan perspektif unik tentang fitur linguistik perempuan dan perannya dalam variasi bahasa.

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Finally, the writer hopes that this research will be useful for the next researchers.

The writer admits that this research paper is not perfect yet. Therefore, suggestion will be expected to make it better.

Banjarmasin, Jumadil Akhir, 18th 1446 A.H
December, 20th, 2024 A.D



Writer

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