

## CHAPTER I

### INTRODUCTION

#### A. Background of Study

The differences between women and men not only affect their biological roles but also have a significant impact on the social responsibilities and expectations within society. Language as the primary tool for daily communication not only serves to exchange thoughts but also reflects the dynamics in social relationships and norms that shape individual identities in various societal contexts. Language is not only seen as a medium for conveying information but also as an important marker in social interaction and the formation of personal identity.

The relationship between society and language is closely intertwined, and sociolinguistics explores this connection by studying how social factors influence language use. According to Hutaaruk (2005) and Herman (2015), sociolinguistics looks at why speech varies in different social settings. It aims to uncover the social functions of language and how it conveys social meaning (Holmes, 2013). This field offers a lens through which we can examine how language is shaped by factors like ethnicity, gender, and social class, among others. Sociolinguistics also focuses on the relationship between language and gender, it's highlighting how gender

influences language use. This idea aligns with the Qur'an's message of valuing diversity to remind us that everyone regardless of gender has unique qualities bestowed by Allah, as mentioned in Surah Al-Hujurat, verse 13.

يَا أَيُّهَا النَّاسُ إِنَّا خَلَقْنَاكُمْ مِنْ ذَكَرٍ وَأُنْثَىٰ وَجَعَلْنَاكُمْ شُعُوبًا وَقَبَائِلَ لِتَعَارَفُوا إِنَّ أَكْرَمَكُمْ عِنْدَ اللَّهِ أَتْقَىٰكُمْ إِنَّ اللَّهَ عَلِيمٌ خَبِيرٌ

The verse above tells the importance of recognizing and respecting human diversity, especially gender differences. According to Quraish Shihab's interpretation, this verse underscores that Islam upholds justice and gender equality by respecting and affirming that all humans are equal before Allah, regardless of gender or other identities (Shihab, 2002, as cited in Nabila & Rahman, 2024). Next, Ibnu Katsir's interpretation of this verse points to the significance of diversity as a sign of Allah's greatness, which should be respected with tolerance, openness, and respect. Ibnu Katsir argues that Islam encourages the appreciation of diversity as part of social harmony, promoting unity and preventing discrimination (Katsir, 1998, as cited in Siregar & Jamil, 2024).

Each person is created with their own unique qualities and abilities, which suggests the importance of recognizing individual differences. The verse supports the study of language and gender by emphasizing the need to understand and respect gender differences as part of the diverse creation of Allah. Such differences deserve respect within a broader context, particularly

in the field of sociolinguistics.

Language and gender specifically address the connection between the linguistic expressions of males and females. It's not merely about the words employed but also mirrors their distinct lifestyles and attitudes (Gu, 2013). Gender norms, traditional roles, and stereotypes impact communication styles, word selections, and body language exhibited by both genders. One dimension of this study centers on the language utilized by women.

The study of women's language is essential for understanding the divergent linguistic styles of men and women. It represents the communication style employed by women that shaped by their social status as a subordinate group in society. It is characterized by the use of refined and polite words and often with subtle meanings rather than directness. In contrast, men typically communicate more openly and directly using straightforward vocabulary (Lakoff, 2004).

With the fast-paced development of the internet and new technologies, daily life is becoming more convenient. A significant change brought about by increased internet usage is the way information is distributed. Now, people only need to open their smartphones and access apps or websites to find the information they seek. The rise of social media platforms such as Facebook, Instagram, Twitter, TikTok, and YouTube has made information exchange faster and more accessible. Users can easily share details with their online networks, allowing others to access the content they post. YouTube, being a top

platform for video sharing, offers a wide variety of content. Its widespread popularity has helped it grow quickly as a choice for sharing information. Today, women's language is not just found in direct conversations but is also present on social media platforms like YouTube.

Several studies are related to this topic, yet none have focused on video content creation, particularly beauty video content. Herman et al. (2021) conducted the linguistic characteristics present in Jacinda Ardern's speeches regarding Covid-19, aiming to understand how her speech as a female leader influenced the reception and impact of her messages during the pandemic. Similarly, a study by Sukma & Fitrawati (2023) analyzed the language used by female characters in "Encanto" the movie and revealed that the most commonly used feature was lexical hedges. Lastly, a study by Putri et al. (2020) explored the novel "Love Rosie" and found eight types of ten women linguistic features, including empty adjectives, emphatic stress, tag questions, hedges, avoidance of strong language, super polite forms, intensifiers, and precise color terms. While these studies provide valuable insights into movies, novels, and speeches, they leave a gap in the exploration of language use in video content creation.

The purpose of this study is to analyze the use of women's language features in YouTube content created by women from diverse backgrounds, including different professions and races. Recognizing this, the research focuses on examining women's linguistic features in beauty tutorials on the Vogue YouTube channel, which reflect the natural flow of daily conversation. Vogue

YouTube channel has a range of videos including tutorials, interviews, and product reviews, all centered around beauty and fashion. One notable program on the Vogue YouTube channel is "Beauty Secrets", where various public figures share their beauty routines and tips. The "Beauty Secrets" program chooses as research material because it can be seen as a representation of the way women use language to create a sense of community and shared understanding around beauty and personal care. Hence, the linguistic features and functions that were analyzed were identified from the utterances of the female public figures in this program.

Drawing from the context outlined in the research background, the writer is motivated to undertake a study entitled: **Revealing Women's Language Features in Beauty Tutorials on Vogue YouTube Channel: A Sociolinguistics Study.**

## **B. Definition of Key Terms**

### 1. Language Features

Language features refer to the specific linguistic characteristics or elements that speakers use to convey meaning, tone, or intention in their speech or writing. In the context of this study, the researcher used Robin Lakoff's theory (2004) of women's language features.

### 2. Women

Women in the context of this research refers to female public figure speakers in beauty content videos who reflect how gender influences

language use. The study highlights how women use language differently from men in social and communicative context.

### 3. Youtube

YouTube is a global video-sharing platform where users can upload, share, and view videos on various topics. In the context of this study, YouTube focuses on the Vogue Channel, which has 15.2 million subscribers and highlights the latest trends, styles, and insights in the fashion and beauty world. One of popular segment, "Beauty Secrets" was chosen for this research as it showcases beauty tutorials shared by celebrities, public figures, experts, and brands which contribute to its popularity and engagement.

### 4. Beauty Tutorial

In this research, beauty tutorial refers to videos where popular figures, including singers, models, actresses, and athletes demonstrate and explain various beauty-related activities, such as makeup application, skincare routines, and personal beauty tips. These tutorials provide beauty tips while featuring women's language characteristics in the presenters' speech.

## **C. Research Questions**

1. What are the women language features utilized in the beauty tutorial videos on the "Beauty Secrets" program?
2. What functions of language do women's language features employed in the

beauty tutorial videos on the "Beauty Secrets" program?

#### **D. Objectives of Study**

1. To determine the women's language features utilized in the beauty tutorial videos on "Beauty Secrets" program.
2. To find out language functions employed in the beauty tutorial videos on "Beauty Secrets" program.

#### **E. Significance of Study**

Exploring women's language features in beauty tutorials can deepen comprehension of how gender shapes language use, particularly in domains associated with beauty and self-representation. By analyzing language features within the context of beauty tutorials, this study aims to shed light on sociolinguistic variation and how linguistic practices reflect social identities, norms, and power dynamics. Focusing on the Vogue YouTube channel allows for a closer look at how language is used in digital communication platforms.

This research also seeks to spark students' interest in sociolinguistics by highlighting the diverse social and language phenomena within communities. By encouraging curiosity, students can gain a broader understanding and enhance their creativity, especially when using social media. Moreover, the study aims to deepen readers' understanding of social phenomena by exploring the different types of language used in society, particularly in beauty videos, offering a unique perspective on how women's linguistic features are employed.

In addition, this research can contribute to language teaching practices by emphasizing the importance of considering sociolinguistic factors, such as gender, in language instruction. It provides valuable insights for teaching students about language variation and its sociocultural contexts.