

CHAPTER III

RESEARCH METHOD

A. Research Design

The researcher employs a qualitative research method in this research. The qualitative research method is used in this study because the data are collected from beauty tutorial content from the utterances of 12 selected female celebrities in Beauty Secrets program of Vogue Youtube Channel that contain women's language features, which take the form of words rather than numbers. The researcher examined the utterances spoken by the object of research and describe them in the form of sentences that form paragraphs. This qualitative research focuses on interpretive phenomena in their natural settings to make sense of or interpret phenomena in terms of the meanings that people assign to them (Denzin & Lincoln, 2011). Meanwhile, Creswell (2018) stated that qualitative research is interpretive research so the investigator is usually engaged in a prolonged and intensive experience with participants, occurring in natural settings where human behavior and events unfold. Besides, Hammersley (2012) defines qualitative research as a type of social inquiry that tends to adopt a flexible and data-driven research design, utilizes relatively unstructured data, emphasizes the crucial role of subjectivity in the research process, studies several naturally occurring cases in depth, and employs verbal rather than

statistical methods.

This study adopts a qualitative research design employing content analysis as the chosen methodology. According to Krippendorff (2018), content analysis is a research technique used to analyze data within a specific context focusing on the meanings attributed by individuals, groups, or cultures. In essence, content analysis allows researchers to make reliable and valid inferences from text or other meaningful content based on the context of its use. It is also described as the scientific study of the content of communication, examining the meanings, contexts, and intentions within messages (Prasad, 2008). Content analysis involves examining various forms of communication, such as written materials like literature, newspapers, advertisements, and speeches, as well as visual media like films, photographs, and works of art (Neuman, 2014). It encompasses the analysis of words, meanings, symbols, themes, and other other messages conveyed through these mediums.

This study focuses on the language features used by 12 selected female public figures in beauty tutorial videos from the "Beauty Secret" program on the Vogue YouTube channel. The content analysis procedure follows the steps outlined by Cohen (2017).

1. Determine research questions

The focus of this study is to explore and uncover the linguistic features used by female public figures and the functions of language they employ in the beauty tutorials of the "Beauty Secrets" program on Vogue's

YouTube channel. The goal is to identify the specific language features used by women in these tutorials and analyze how these features convey beauty standards and societal expectations.

2. Define target population

The target population for this study consists of female public figures featured in Vogue's YouTube channel videos. This group includes women from various backgrounds, such as singers, models, actresses, athletes, and songwriters, among others.

3. Select sample

The sample for this study includes 12 selected beauty tutorial and tips videos from the "Beauty Secrets" program that feature women and align with the research focus. The selection criteria were carefully chosen to ensure the relevance and depth of analysis. Beauty tutorial videos were selected because they are rich in verbal interaction, offering valuable insights into the linguistic features often associated with women's language. These videos provide abundant data to explore how female models and influencers communicate in the context of beauty. Vogue channel showcases a diverse range of public figures, including Hollywood models like Kendall Jenner, singer like Ariana Grande, and even athletes. This diversity enables a nuanced analysis, highlighting both individual communication styles and shared linguistic traits across different personalities. Furthermore, the combination of verbal and visual content in

these videos offers a comprehensive context for analysis, allowing for an examination of non-verbal communication and its role in message delivery and audience reception. The "Beauty Secrets" program by Vogue was specifically chosen due to its popularity and broad accessibility, attracting a large audience, which makes the findings relevant for understanding current communication trends among young women.

4. Identify analysis units

The analysis units for this study are the linguistic features used by women and the functions of language in the beauty tutorials.

5. Choose coding scheme

The coding scheme for this study is based on the linguistic features of women's language and the language functions identified in the theoretical framework. The linguistic features of women's language as outlined by Lakoff's theory (2004) encompass lexical hedges or fillers, tag questions, rising intonation on declaratives, 'empty' adjectives, precise color terms, intensifiers, 'hypercorrect' grammar, 'superpolite' forms, avoidance of strong swear words, and emphatic stress. Additionally, language functions according to Pearson's theory (1995) involve expressing certainty, eliciting responses, softening an utterance, initiating a discussion, and expressing feelings or opinions.

6. Code and categorize data

The codes are assigned to each feature using the initials from each

feature in women language features, such as LH for lexical hedges or fillers.

Below are example of the initial forms used in the research:

Tabel 3 1. *Abbreviation of Woman Language Features by Lakoff's Theory*

Abbreviation	Stands for
LH	Lexical Hedges
TQ	Tag Questions
RI	Rising Intonation
EA	Empty Adjectives
CT	Precise Color Terms
IN	Intensifiers
HG	Hypercorrect Grammar
SF	Superpolite Forms
SW	Avoidance of Strong Swear Words
ES	Emphatic Stress

7. Analyze the results

The data is analyzed using the model of Miles and Huberman (2013). This model provides a framework for analyzing qualitative data and identifying patterns and themes.

8. Report findings

The researcher presented the findings in the form of narrative format, which is a common method in qualitative research. Additionally, the researcher compiled the findings with tables and diagrams to provide a clear and concise visual representation of the data.

B. Research Setting

This research was conducted through Youtube platform. YouTube was chosen as a research resource because it offers a wide range of content, free to access, and widely used around the world. It is especially valuable for this study on women's language features in beauty tutorials, as it provides numerous examples of how public figures use language in the beauty industry, allowing for in-depth analysis of language use in a real world and natural settings. The researcher watched and observed the videos from "Beauty Secrets" segment on Vogue's YouTube channel. Vogue is a one of the world's best-known fashion magazine founded in 1892 by Arthur Baldwin Turnure that has a strong global influence and is highly respected for its impact on the fashion industry. Not only that, it also addressing important social issues, making it a platform for change in the fashion world. Vogue has successfully adapted to digital media by creating a popular YouTube channel that offers a range of fashion content and has a huge following of over 20 million subscribers and billions of viewers. "Beauty Secrets" program on Vogue Youtube channel was carefully chosen due to its alignment with the focus of the research on women's language features because it shows how women use language to connect and share beauty, health care, and personal care tips and tutorials for many people.

C. Source of Data

The study comprises 12 selected videos of utterances by female public figures in "Beauty Secrets" program who come from diverse backgrounds. They come from various backgrounds of professions, such as singers, models, actresses, athletes, and songwriters. Furthermore, their origins are rooted in different ethnicities, cultures, and countries, as well as their personal characteristics and life experiences. Researcher selected videos from April 2023 until May 2024 as the data source because those are recent and have garnered significant global viewership that reflected current trends in beauty contents. This selection is consistent with content analysis research which allowing for an in-depth analysis of the content of textual, visual, or audio material regarding the linguistics features of women language. Below are 12 selected video tutorials and tips of female public figures on "Beauty Secrets" program from Vogue Youtube Channel:

Tabel 3 2. *Source of Data*

No	Title	Profession	Release Date	Total Viewers
1.	Le Sserafim's Huh Yunjin On Her Skin Care Routine & Eyelash Curling Trick Beauty Secrets Vogue	Singer, Songwriter	May 15, 2024	2.2 million viewers
2.	Serena Williams's Simple Skincare Routine & Thick Brow Trick Beauty Secrets Vogue	Tennis Player	Apr 25, 2024	168 thousand viewers

3.	Kendall Jenner's Guide to "Spring French Girl" Makeup Beauty Secrets Vogue	Fashion Model	Apr 12, 2024	5.8 million viewers
4.	Tyla's All-in-One Wellness, Skincare, and Makeup Routine Beauty Secrets Vogue	Singer; Songwriter	Apr 5, 2024	3 million viewers
5.	Michelle Yeoh's Guide to Martial Arts for the Face & Sculpting Beauty Routine Beauty Secrets	Actress	Jan 18, 2024	394 thousand viewers
6.	Nessa Barrett's Guide to Acne-Prone Skin Care & '90s Glam Beauty Secrets Vogue	Singer, Songwriter	Oct 7, 2023	762 thousand viewers
7.	Ariana Grande's Skin Care Routine & Guide to a '60s Cat Eye Beauty Secrets Vogue	Singer, Songwriter, Actress	Sep 13, 2023	9.8 million viewers
8.	Alia Bhatt's Guide to Ice Water Facials & Foundation-Free Makeup Beauty Secrets Vogue	Actress	Aug 15, 2023	4.4 million viewers
9.	Alycia Debnam-Carey's 11-Step Skin-Care Routine & Bronzed Makeup Look Beauty Secrets Vogue	Actress	Aug 10, 2023	375 thousand viewers
10.	Barbie's Issa Rae Shares Her Dry Skin Routine Beauty Secrets Vogue	Actress, Writer, Producer	July 22, 2023	383 thousand viewers
11.	Young Lady Danbury Actor Arsema Thomas's Night-Out	Actress	May 12, 2023	355 thousand viewers

	Makeup Look Beauty Secrets Vogue			
12.	Kylie Jenner's New Classic Beauty Routine Beauty Secrets Vogue	Fashion Model	April 7, 2023	7.9 million viewers

D. Technique of Data Collection

The researcher used the documentary analysis technique to collect data for this study. Qualitative data consisting of words and phrases were categorized to derive conclusions. Documentation, as defined by (Sugiyono, 2008) encompasses any communicable material, such as text, video, or audio recordings, that describes characteristics of an item, system, or method without the intervention of a researcher. In this study, videos from the Vogue YouTube channel were utilized to gather information about women's language. The research proceeded through several steps, including:

1. Preparing the data

The researcher prepared the data by watching beauty tutorial videos from "Beauty Secret" program on the Vogue Youtube channel. At this stage, the researcher watched while collecting videos specifically for women language features. The videos were downloaded in order to facilitate the videos for identified in the next step.

2. Gathering the data

The researcher gathered the data by downloading 12 selected videos

from the "Beauty Secrets" program on Vogue's YouTube channel.

3. Classification

The researcher organized the data by doing classification twice. Firstly, the linguistic features of women were categorized according to Lakoff's theory (2004) which encompass lexical hedges or fillers, tag questions, rising intonation on declaratives, 'empty' adjectives, precise color terms, intensifiers, 'hypercorrect' grammar, 'superpolite' forms, avoidance of strong swear words, and emphatic stress. Secondly, the language functions utilized by women in beauty tutorials were categorized based on Pearson's theory (1995) which involve expressing uncertainty, eliciting responses, softening an utterance, initiating a discussion, and expressing feelings or opinions.

E. Research Instrument

Documentation instruments are valuable tools for gathering detailed and context-rich data. This method is especially effective in qualitative research, where the objective is to achieve a profound understanding of the experiences, attitudes, or behaviors of individuals or groups. According to Prastowo (2010) a document is essentially a written or filmed recording that captures previous occurrences. In this study, researcher utilized documentation instruments to pinpoint specific linguistics features and language functions employed by women in the "Beauty Secrets" videos on Vogue's Youtube channel.

F. Data Analysis

Once the data collection was completed, the data were retrieved from the documents and analyzed by the researchers. Data analysis took the form of descriptions which is a crucial yet challenging aspect of research as it yields significant insights. The qualitative analysis employed the model proposed by Miles et al. (2013) which consists of the following steps:

1. Data condensation

Data condensation, as described by Miles et al. (2013) involves selecting, focusing, simplifying, abstracting, or transforming collected data to enhance their potency. This process sharpens, sorts, and organizes data, leading to the formulation of conclusive insights. The researcher sorted, focused, and simplified the data by selecting pertinent information, categorizing it appropriately, and discarding irrelevant data.

In this study, the researcher determined the women's linguistic features and their functions present in the source of data. To begin, the researcher applied a coding system to simplify the analysis process. Each of the ten linguistic features proposed by Lakoff was assigned an initial code: LH for lexical hedges or fillers, TQ for tag questions, RI for rising intonation, EA for empty adjectives, CT for precise color terms, IN for intensifiers, HG for hypercorrect grammar, SF for superpolite forms, SW for avoidance of strong swear words, and ES for emphatic stress.

Using these codes, the researcher analyzed the video transcriptions

by identifying occurrences of each feature in words, phrases, clauses, and sentences. The identified features were underlined in the transcriptions, and each occurrence was annotated with its corresponding code. After completing the identification process, the researcher quantified the total number of occurrences for each feature. The findings were then organized into a table to facilitate a clear summary of the data.

2. Data display

Following data condensation, the next step is data display, which involves presenting organized and condensed information to facilitate conclusion drawing and action. Data display aids in comprehending research problems and findings, highlighting areas that necessitate further analysis. In this step, the researcher organized and condensed essential data, presenting it visually or in text format based on the outcomes of data condensation.

The findings of this study are systematically presented in table form to facilitate clarity and comprehension. To provide a more in-depth understanding, the researcher further elaborated the results through detailed narrative descriptions. The analysis focused on identifying and interpreting women's language features as conceptualized by Robin Lakoff, alongside the functions of these features as delineated by Judy Pearson.

3. Drawing and verification conclusion

The final step entails drawing and verifying conclusions. In this stage, the researcher synthesized findings from data collection to analysis focusing on addressing the research questions. The conclusions of this study were derived from a thorough analysis and interpretation of the data, guided by the research objectives and theoretical framework. The researcher systematically addressed the research questions by synthesizing the findings and discussions. This process ensured that the conclusions were well-grounded and reflective of the evidence collected throughout the study.