

## CHAPTER IV

### FINDINGS AND DISCUSSION

#### A. Findings

This chapter presented and discussed the data findings that the researcher answered from two main points of research questions as following.

##### 1. **Women's Language Features in Beauty Tutorials on Vogue YouTube Channel**

The data for this research were taken from the utterances of female public figures in Vogue's "Beauty Secrets" program that representing diverse professions such as singers, models, actresses, athletes, and songwriters. The analysis of transcripts from 12 videos revealed the presence of all 10 women's language features from Lakoff's theory. The total result showed lexical hedges or fillers appeared most frequently (534), followed by intensifiers (211), empty adjectives (35), precise color terms (32), hypercorrect grammar (32) emphatic stress (10), superpolite form (8), tag questions (4), avoidance of strong swear words (3), and rising intonation (2). These findings are summarized in the table below. The total result of the analysis could be summed up in the following table.

**Tabel 4 1** *Total Amount of Women Language Features in Videos*

No	Videos	Total Amount of Women Language Features									
		LH	TQ	RI	EA	CT	IN	HG	SF	SW	ES
1	Video 1	93	0	0	1	2	34	1	0	1	3
2	Video 2	24	1	0	1	0	19	1	1	0	0
3	Video 3	64	0	0	1	2	21	7	0	0	0
4	Video 4	20	0	0	0	2	9	0	2	0	0
5	Video 5	25	0	0	1	2	9	2	1	0	0
6	Video 6	25	0	0	1	0	7	2	0	0	0
7	Video 7	43	0	0	6	2	26	6	1	1	0
8	Video 8	67	0	0	9	4	16	3	0	0	3
9	Video 9	71	0	0	4	10	18	2	1	0	1
10	Video 10	30	3	2	1	4	18	4	1	0	0
11	Video 11	44	0	0	6	0	6	4	1	1	2
12	Video 12	28	0	0	4	4	28	0	0	0	1
<b>Total amount</b>		<b>534</b>	<b>4</b>	<b>2</b>	<b>35</b>	<b>32</b>	<b>211</b>	<b>32</b>	<b>8</b>	<b>3</b>	<b>10</b>

**a. Lexical Hedges or Fillers (LH)**

According to Lakoff (2004) women often use lexical hedges to avoid appearing too forceful or straightforward. Women often use hesitant expressions to show their feminine identity. These lexical hedges, like *well, I think, in my opinion, sort of, kind of, I feel, maybe, perhaps, you know*, etc serve to soften the effect of statements, adding a sense of tentativeness. For instance, when a woman is asked about her new dress by a friend, she may express doubt about its appearance and use a hedge to lessen the certainty of her opinion. They're commonly used by women to create ambiguity to their words. These

expressions are often used by women to introduce uncertainty in their conversations. Hedges can indicate both doubt and confidence about the topic being discussed, while also softening the force of what is being said. The use of hedges may give the impression that the speaker lacks confidence or doesn't fully understand what they are talking about. Meanwhile, fillers are meaningless words, such as "um," "uh," and "ah," that women frequently use in their speech. Filled pauses are brief sounds often used in spontaneous speech, with "uh" and "um" being among the most commonly used filled pauses in the English language (Laserna et al., 2014).

In this feature, the study discovered 534 data among twelfth video beauty tutorials by 12 female public figures on "Beauty Secrets" program from Vogue Youtube channel. These were 3 datum of lexical hedges or fillers that showed by the researcher, such as:

**Datum 1 (Video 4: 2.23):**

*"I feel like I look way better with thicker eyebrows"*

In datum 1, hedge "I feel" and "like" are used to support her assumption and softens the statement that she was unsure about her feelings about her appearance looks better with thick eyebrow style. It indicates that she only assumes based on her opinion and is uncertain with her utterance but she wants to strengthen her arguments at the same time.

**Datum 2 (Video 5: 1.45):**

*"You know, I love this new product that I discovered."*

In datum 2, hedge "*you know*" are used to soften the statement and make it sound more friendly and less direct. This characteristic associated with women's language as described by Robin Lakoff. Women tend to use hedges like "*you know*" to reduce assertiveness, create rapport, and invite agreement or shared understanding from the listener.

**Datum 3 (Video 11: 7.49):**

*"Uh, thank you so much for watching. Um, and check out Queen Charlotte, The Brigerton story"*

The sentence was referred to as fillers in the statement above because she used "*uh*" and "*um*" to fill the gap on what she was going to say next. "*Uh*" and "*um*" are fillers which are used to give the speaker a moment to think or to soften the delivery of the statement. These fillers did not add meaning but help to maintain the flow of speech.

**b. Tag Questions**

Tag questions serve various functions in communication. Tag questions are short questions added to the end of a sentence to ask for confirmation. Lakoff notes that tag questions are often employed to convey unsureness, to emphasize a point or check for agreement, or to

ask for confirmation from the other person. For instance, a woman may seek validation of her statement by using a tag question, such as “*she’s very pretty, isn’t she?*”. Additionally, tag questions can function as declarative statements when the speaker already expect the response from the listener.

In this feature, the study discovered only 4 datum among twelfth video beauty tutorials by 12 female public figures on “Beauty Secrets” program from Vogue Youtube channel. These were example from 3 datum of tag questions:

**Datum 4 (Video 2: 6.41):**

*" What resonates with me most?" [laughs] Winning, right? "*

In data above, even though this is not part of a direct dialogue, the speaker uses "*right?*" to simulate interaction and create a sense of connection with her viewers. This aligns with women's language features as described by Robin Lakoff, where tag questions are used to soften statements and reduce assertiveness, even in monologues. By using "*right?*", she demonstrates politeness, encourages imagined agreement, and makes her statement feel more engaging and relatable to her audience.

**Datum 5 (Video 10: 0.22):**

*"You gotta see this, huh? I have not had a pimple in a year and a half since using this."*

In the data above, the use of "huh?" serves to check for agreement or ask for confirmation from the audience. It shows a slight uncertainty and helps to emphasize the point that the speaker hasn't had a pimple in a year and a half since using the product. So, "huh?" functions to ensure that the audience is paying attention or agreeing with what was just said.

**Datum 6 (Video 10: 1.45):**

*"But it's Vogue, and when Vogue calls, you pick up, right?"*

In the datum 6 above, the speaker uses the tag "right?" to seek confirmation and encourage agreement from the audience. By saying "when Vogue calls, you pick up, right?", she invites the audience to agree with her point about the prestige and importance of Vogue. This use of "right?" softens the statement and making it less direct, which is a characteristic of women's language that aiming to build a more interactive atmosphere, even in a monologue. It reflects the speaker's desire to engage with the audience and make them feel included in her perspective.

**c. Rising Intonation on Declaratives**

Women typically utilize ascending intonation on declarative statements to verify the correctness of information. Rising intonation on declaratives occurs in declarative sentences but turns into a question due to the rising pitch at the end.

*Speaker A: "I think the meeting is scheduled for tomorrow?"*

*Speaker B: "Oh, around ten in the morning?"*

Based on the brief conversation provided, it can be inferred that the woman or speaker B is seeking confirmation from speaker A, even though the response is presented as declarative statements. It's noticeable that speaker A's response becomes a question when delivered with rising intonation.

In this feature, the study discovered only 2 datum among twelfth video beauty tutorials by 12 female public figures on "Beauty Secrets" program from Vogue Youtube channel. These were 2 datum of rising intonation on declaratives:

**Datum 7 (Video 10: 6.44):**

*"Insecure" it's really just a, it was a playground? "*

The rising intonation here is used to convey uncertainty or to seek clarification. According to Lakoff's theory, rising intonation on declaratives is often used by women to soften the statement and make it sound less authoritative. In this case, the speaker is likely unsure

about their statement and uses rising intonation to signal this uncertainty.

**Datum 8 (Video 10: 1.09):**

*"Y'all see my robe? Barbie was a wiggy ass set. "*

In the data above, Issa Rae uses rising intonation on the declarative sentence "*Y'all see my robe?*" to turn it into a question. While saying this, she shows her pink Barbie robe, which reflects her experience as an actress portraying President Barbie in the Barbie movie. This is a feature of women's language, where rising intonation softens statements and invites engagement from the audience. This usage is in line with Lakoff's explanation that rising intonation on declaratives is often used to express uncertainty or to soften the impact of a statement. In this case, the speaker expects the listener to acknowledge or engage with the statement.

**d. 'Empty' Adjectives**

According to Lakoff, many words carry affective meanings related to expressing feelings rather than referring to specific objects or situations. Adjectives like *divine*, *adorable*, and *charming* are notably associated with femininity. Let's compare the expressions:

*"The sunset was divine."*

*"The sunset was quite beautiful."*



In these examples, the first expression emphasizes the emotional impact of the sunset using a word "divine" typically associated with femininity, while the second expression provides a more neutral description "beautiful".

In this feature, the study discovered 35 data among twelfth video beauty tutorials by 12 female public figures on "Beauty Secrets" program from Vogue Youtube channel. These were 3 datum of empty adjectives as examples:

**Datum 9 (Video 1: 6.00):**

*" Oh, isn't this so cute? This has my name on it. It says Yun-jin. "*

The utterance in the data above shows the use of the empty adjective "cute" The word "cute" refers to something that is attractive in a delicate or endearing way. In this context, Yun-jin uses "cute" to express admiration for an item that has her name on it. As an empty adjective, it reflects Yun-jin's emotional reaction for showing approval and affection for the item. According to Robin Lakoff's theory of women's language features, empty adjectives like "cute" are used to reflect a speaker's feelings rather than giving descriptive information, it emphasized emotional engagement over objective characteristics.

**Datum 10 (Video 2: 1.34):**

*" Pregnancy is a beautiful thing."*

From datum 10, the sentence "*Pregnancy is a beautiful thing.*" reflects the use of an empty adjective "*beautiful*," which refers to something that is pleasing to the senses or emotionally attractive. In this case, the word "*beautiful*" conveys a positive emotional response, emphasizing the speaker's admiration for pregnancy as a meaningful or admirable experience.

**Datum 11 (Video 8: 6.47):**

*"I actually don't have really lovely long lashes like my husband."*

In data above, Alia Bhatt uses the empty adjective "*lovely*" to express admiration and a positive emotional reaction. The word "*lovely*" refers to something that is charming or delightful. In this case, she uses it to convey a sense of admiration for long lashes, contrasting her own with her husband's. According to Robin Lakoff's theory of women's language features, the use of "*lovely*" as an empty adjective emphasizes the speaker's emotional reaction rather than providing specific information about the lashes. It is highlighting the speaker's feelings of appreciation for something aesthetically pleasing.

**e. Precise Colour Terms**

Lakoff suggested that women possess a broader vocabulary compared to men, particularly when it comes to color terms. Women often use specific color descriptors that men may not consider as significant or real. This difference in lexical usage reflects a social

disparity between genders. Examples of precise color terms include mauve, teal, and coral.

In this feature, the study discovered 32 data among twelfth video beauty tutorials by 12 female public figures on “Beauty Secrets” program from Vogue Youtube channel. These were 3 datum of precise color terms:

**Datum 12 (Video 1: 5.15):**

*"It's like a pinkish nude."*

"Pinkish nude" is a more specific description of a color than a general term like "pink" or "nude" on their own. "*Pinkish nude*" refers to a color that blends pink and nude tones, creating a soft, subtle shade that is slightly tinted with pink. It reflects a more detailed description, which is characteristic of how women often describe colors, as noted in Lakoff's theory. The speaker's choice of a precise color term shows a personal and vivid image rather than just a general description.

**Datum 13 (Video 3: 4.40):**

*"A cute bronzy brown eye."*

"Bronzy brown" is a combination of two specific colors, providing a more detailed description than simply saying "*brown*". "*Bronzy brown*" refers to a warm, metallic brown color with hints of gold or copper, resembling the color of bronze. This description highlights a nuanced tone that blends the richness of brown with the

shimmer of bronze. According to Lakoff's theory, the use of precise color terms like this reflects a woman's tendency to attention to detail.

**Datum 14 (Video 3: 7.17):**

*"Poppier bruisey pink."*

In datum 14, the words "*poppier bruisey pink*" uses the precise color term to describe a specific shade of pink. "*Poppier bruisey pink*" refers to vibrant pink color with hints of purple or deep red, resembling the color of a bruise but with a brighter and more intense tone. The term "*poppier*" adds a sense of liveliness or brightness to the color. This type of detailed color description reflects Lakoff's theory, where women are often inclined to provide more nuanced and specific descriptions of colors.

**f. Intensifiers**

Intensifiers such as "so," "really," and "very" serve as amplifiers to bolster the intended meaning of a statement (Holmes, 2013). According to Lakoff, women often use intensifiers more frequently than men due to a fear of being overlooked or disregarded.

The study discovered 211 data of intensifierS among twelfth video beauty tutorials by 12 female public figures on "Beauty Secrets" program from Vogue Youtube channel. These were 3 datum of intensifiers:

**Datum 15 (Video 9: 1.16):**

*" I think it is really important for cell regeneration,"*

The use of "really" here serves as an intensifier to emphasize the importance of cell regeneration. According to Lakoff's theory, women often use intensifiers like "really," "very," and "so" to make their statements stronger and to express their feelings more strongly.

**Datum 16 (Video 8: 9.25):**

*" You tend to think about the Met Gala a lot, like what's gonna happen inside. And right from the red carpet, although I got a lot of instructions from paparazzi at the red carpet, what to do and what not to do. So I really stood by that"*

In this example, "really" acts as an intensifier. It emphasized how strongly they stood by their position. It is used to strengthen the speaker's commitment to the idea or decision she is expressing. In this context, Alia Bhatt emphasized how strongly she adhered to the instructions given at the Met Gala, conveying a sense of seriousness and determination. Lakoff suggests that women use intensifiers like "really" to add emphasis and convey their emotions or convictions more powerfully.

**Datum 17 (Video 7: 1.14):**

*" Next, I'm going to use R.E.M. Beauty Undereye Cooling Balm. This is one of my favorite products we have. This has like my favorite texture in the world. It's super cool "*

In datum 17, when Ariana Grande says "*It's super cool*" while talking about the Undereye Cooling Balm, she uses "*super*" as an intensifier to emphasize how impressive or refreshing she finds the product. This strengthens her positive reaction to the balm and highlighting her enthusiasm which aligns with Lakoff's theory of women's language.

**g. 'Hypercorrect' Grammar**

According to Lakoff, women in Middle America are often regarded as the custodians of literacy and culture, especially in environments where these qualities are somewhat disregarded by men. As a result, women are expected to adhere to 'hypercorrect' grammar which entails using standard English forms. Lakoff defines 'hypercorrect' grammar as the grammatical usage prescribed by standard English as delineated in grammar books. Hypercorrect grammar includes the use of proper pronunciation, such as sounding the last 'g' in words like '*going*' instead of the more casual '*goin*' and the avoidance of vulgar or of course terminology, such as *ain't*. Holmes (2013) suggests that one reason women employing more standard English forms compared to men stems from their desire for validation. As women are frequently viewed as subordinate, it is contended that they are expected to communicate with care and politeness.

In this feature, the study discovered 32 data among twelfth video beauty tutorials by 12 female public figures on “Beauty Secrets” program from Vogue Youtube channel. These were 3 datum hypercorrect grammar:

**Datum 18 (Video 7: 4.38):**

*"I'm going to use this contour."*

The use of "going to" instead of "gonna" reflects a tendency to adhere to standard grammar rules, which can be a way for the speaker to maintain politeness.

**Datum 19 (Video 7: 5.10):**

*"I'm going to highlight using our R.E.M. Beauty Miss Mercury Highlight"*

This use of "going to" instead of "gonna" fits with Lakoff's idea of hypercorrect grammar, where women tend to follow standard grammatical forms even in casual speech.

**Datum 20 (Video 8: 1.28):**

*"After my moisturizer, I will go in with sunscreen"*

Lakoff's theory posits that women often use more formal constructions, such as "I will" as a way of ensuring their speech sounds clear, direct, and socially acceptable. Using "I will" instead of more informal alternatives like "I'll" or dropping the auxiliary verb altogether reflects a preference for correctness and precision in language.

## h. 'Superpolite' Forms

Lakoff suggests that women are often considered adept at using euphemisms and choosing their words carefully when communicating with others. This idea emphasizes the importance of framing requests in a polite and neutral manner. Lakoff further explains that the addition of particles within a sentence strengthens the impression of a request rather than a command results in a more polite outcome. For instance, women may opt to use phrases like "*passed away*" rather than "*died*" or "*put down*" rather than "*killed*" to soften the impact of their words.

In this feature, the study discovered 8 data among twelfth video beauty tutorials by 12 female public figures on "Beauty Secrets" program from Vogue Youtube channel. These were 3 datum of precise color terms:

### **Datum 21 (Video 11: 7.49):**

*"Thank you so much for watching,"*

The use of "*thank you so much*" is an example of a superpolite form because it emphasizes gratitude in a very polite and generous manner. According to Lakoff, superpolite forms are often used by women to show deference, politeness, and to soften the impact of their speech.

### **Datum 22 (Video 4: 8.10):**

*"Thank you so much to Vogue. "*



It follows the same reasoning as in datum 21, where the speaker uses an overly polite expression to demonstrate appreciation. This aligns with Lakoff's idea that women often use such forms to display respect and politeness.

**Datum 23 (Video 4: 1.55):**

*"Please do not try this at home"*

The use of "*please*" in this sentence is a clear example of a superpolite form. Lakoff suggests that women often use "*please*" as a way to soften commands or requests, making them sound less authoritative.

**i. Avoidance of Strong Swear Words**

Women commonly avoid using harsh swear words as a strategy to uphold politeness. Lakoff highlights that in Middle America, while the majority may tolerate the use of strong language by men, it is deemed inappropriate for women. This expectation stems from societal norms that encourage women to uphold a refined demeanor from a young age. While women are permitted to express frustration or annoyance, they are not expected to use coarse language or raise their voices in the manner that men do when upset. For instance: (a) "*Shit, I spilled coffee on my shirt!*" (b) "*Oh my goodness, I spilled coffee on my shirt!*"

In these examples, (a) uses a harsh swear word, typically associated with male speech, while (b) employs a milder expression commonly associated with female speech. However, contemporary trends show an increase in women using strong swear words, while men generally do not adopt traditionally feminine swear words, maintaining their masculine image.

In this feature, the study discovered 3 data among twelfth video beauty tutorials by 12 female public figures on “Beauty Secrets” program from Vogue Youtube channel. These were 3 datum of precise color terms:

**Datum 24 (Video 7: 7.10):**

*"Oh, my God! I'm allowed to use this. "*

According to Lakoff, women tend to avoid using strong swear words in favor of softer, more socially acceptable expressions. In this case, "Oh, my God" is a milder exclamation that doesn't include vulgar language.

**Datum 25 (Video 11: 4.31):**

*" So I was like, oh my goodness."*

By using "goodness" instead of "God," the speaker is consciously softening the intensity of the expression, reflecting the tendency of women to avoid strong swear words in favor of gentler alternatives.

**Datum 26 (Video 1: 7.51):**

*"Oh my God, I remember before going to Korea..."*

"*Oh my God*" is used here, which is a softer expression compared to more explicit swear words. This usage avoids stronger or more inappropriate swear words while still expressing emotion.

**j. Emphatic Stress**

Women utilize emphatic stress as a means of conveying uncertainty or adding emphasis to their self-expression. This feature involves placing additional stress on certain words to strengthen their impact. For example, the word "brilliant" may be pronounced with heightened emphasis.

In this feature, the study discovered 10 data among twelfth video beauty tutorials by 12 female public figures on "Beauty Secrets" program from Vogue Youtube channel. These were 3 datum of precise color terms:

**Datum 27 (Video 11: 7.23):**

*"I think vanilla is one of my favorite scents,"*

According to Lakoff, women often use emphatic stress to express their feelings more strongly and make certain parts of their speech stand out. By stressing "favorite," the speaker, Arsema Thomas emphasizes just how much she love vanilla scent, so she made the statement more personal and sincere.

**Datum 28 (Video 11: 2.10):**

*" So remember to put on your sunscreen"*

Lakoff's theory suggests that emphatic stress is often used to highlight key actions or words, especially when a speaker, Arsema Thomas wants to make sure the audience pays attention to important instructions or advice. In this case, stressing "*remember*" and "*put*" emphasizes the importance of applying sunscreen.

**Datum 29 (Video 9: 0.40):**

*" These work, not all of them work. These work."*

Emphatic stress, especially when combined with repetition, is a common tool used by women to intensify the message. Lakoff argues that women use emphatic stress to make their points clearer. The repetition and emphasis on the phrase "*these work*" by Alycia Debnam-Carey helps underline the effectiveness of certain products, contrasting them with others that may not work as well

## **2. Functions of Women Language Features in Beauty Tutorials on Vogue YouTube Channel**

The researcher analyzed the functions of women's language features using Judy Pearson's theory. A total of 212 datum were identified for expressing feelings or opinions. The functions of softening an utterance appear in 40 datum, while starting a discussion were identified in 35 datum.

Expressions of uncertainty were found in 39 datum, and getting responses occurring in 4 datum.

**a. To Express Uncertainty**

Women often use language to indicate uncertainty, doubt, or a lack of confidence in various situations. Women often express uncertainty in their speech, especially when they doubt their abilities in certain situations. Features like lexical hedges or fillers and rising intonation are commonly used by women to signal uncertainty. Here are a couple of examples.

**Datum 30 (Video 12: 1.14):**

*" it is, I don't know, it's like an intimate experience"*

In this statement, the speaker uses "like" to hedge, showing uncertainty about how to describe the experience. This indicates that she's not entirely sure or confident in her description.

**Datum 31 (Video 11: 1.55):**

*" the next thing I do is I put on a little eye patch. I usually keep them on for like maybe 10-15 minutes."*

The words "like" and "maybe" reflect the speaker's uncertainty about the exact duration. These fillers suggest a lack of confidence in the precise details, which is often seen in women's speech when they're not entirely sure about something.

### b. To Get a Response

Women often make indirect requests for others to complete tasks, aiming for comprehension and acknowledgment. They frequently use tag questions to prompt a response from the listener (Murthi, 2018). Women typically seek to be understood by the listener, which is why they tend to use such expressions to elicit feedback. Sometimes, their message is communicated subtly. The language features associated with this function in women's speech include tag questions and rising intonation. The explanation of the data is provided below.

**Datum 32 (Video 10: 0.22):**

*" You gotta see this, huh? I have not had a pimple in a year and a half since using this"*

The speaker ends with the tag question "huh?" to invite a response, signaling that she wants the listener's acknowledgment or validation about her statement.

**Datum 33 (Video 10: 1.45):**

*" When Vogue calls, you pick up, right?"*

By using "right?" at the end, the speaker is inviting agreement or confirmation from the audience. This is another example of how women use tag questions to ensure the listener's engagement.

**c. To Soften an Utterance**

Social expectations often influence women to speak more politely, and they often soften their language to avoid sounding too assertive. Features like hypercorrect grammar and very polite expressions help achieve this (Murti, 2018). The explanation of the data is provided below.

**Datum 34 (Video 9: 0.08):**

*"I'm going to be walking you through my very extensive skincare routine."*

The phrase "going to" softens the tone of the statement, making it sound less direct and more approachable. This is an example of how women's speech is influenced by societal norms that encourage politeness.

**Datum 35 (Video 4: 1.55):**

*"Please do not try this at home."*

The use of "please" softens the directive, ensuring it comes across as respectful rather than forceful. It reflects how women's speech tends to adhere to politeness expectations to maintain a courteous tone.

**d. To Start a Discussion**

Women often express their ideas with enthusiasm and commonly use lexical hedges or filler words to start conversations.

They also rely on tag questions to initiate dialogue (Sabela, 2020). Phrases like well or I think are frequently used at the beginning of discussions to introduce topics and shift the focus of a discussion. The explanation regarding the data is given below.

**Datum 36 (Video 1: 6.00):**

*" Well, one of my recent musical collaborations was with an artist called Max."*

The use of "well" introduces the topic of a recent musical collaboration. This reflects the theory that women often use hedge words like "well" to start discussions or lead into new topics.

**Datum 37 (Video 7: 8.09):**

*" I think as I get older, I don't love that being the intention behind it anymore"*

The phrase "I think" is another lexical hedge that introduces the speaker's perspective, its signaling that the speaker is expressing her personal opinion. It invites the listener to engage with her perspective and reflect on her thoughts.

**e. To Express Feeling or Opinion**

Women frequently express their emotions in a genuine way to build and maintain relationships. Emphatic stress is often used to highlight their feelings or opinions (Murthi, 2018). Women tend to show affection and sensitive to their environment, using gentle



language to reflect their emotions. This emotional expression is a crucial part of relationship-building and often conveyed through speech. Features such as empty adjectives, intensifiers, and emphatic stress are commonly used to express this function. The explanation of the data is provided below.

**Datum 38 (Video 3: 4.54):**

*"I've always preferred a very natural look,"*

The use of "very" is used as an intensifier, stressing the speaker's strong preference for a natural look. It demonstrates how women use language to express their emotions and opinions in a clear and emphatic way.

**Datum 39 (Video 3: 6.32):**

*"I really like this Charlotte Tilbury one."*

The intensifier "really" emphasizes the speaker's strong fondness for the product, highlighting how women often use such expressions to emphasize their feelings, particularly when sharing personal preferences or emotions.

## **B. Discussion**

This part discusses the findings on the features and functions of women language features from the utterances by 12 female public figures on Beauty Secrets program on Vogue Youtube channel. The datum were analyzed based on Lakoff's theory and Pearson's theory.

### **1. Women's Language Features in Beauty Tutorials on Vogue YouTube Channel**

The first research question relates to language features used by female public figures from their utterances while they do beauty tutorials. The result showed the presence ten out of ten women language features in their utterances. The total result showed lexical hedges or fillers appeared most frequently (534), followed by intensifiers (211), empty adjectives (35), precise color terms (32), hypercorrect grammar (32) emphatic stress (10), superpolite form (8), tag questions (4), avoidance of strong swear words (3), and rising intonation (2). Lexical hedges or fillers identified as the most dominant feature. Considering the result of this study, this finding offers a unique perspective when compared to previous studies.

The study by Herman et al. (2021), which analyzed Ardern's speeches on COVID-19, found only seven features with emphatic stress being the most dominant. The emphasis on emphatic stress in Ardern's speeches aligns with the formal and urgent context of addressing a public health crisis where clarity and emphasis on critical points are paramount. Features such as tag questions, precise color terms, and avoidance of strong swear words were notably absent, reflecting the need for a direct and authoritative communication style.

In contrast, lexical hedges or fillers emerged as the most dominant feature in the current study. The amount of data found is 534 of lexical hedges or fillers feature uttered in their utterances such as “*like*”, “*I think*”, “*kinda/kind of*”, “*well*”, “*uhm*”, etc. It consistent with the findings of (Sukma & Fitrawati (2023), who identified this feature as the most frequently used in the movie *Encanto*. This feature used for soften the statements or show the uncertainty. In this study, the presence of lexical hedges and fillers allows women public figures to share personal experiences and preferences without asserting dominance or authority over the audience. It aligns with societal expectations for women to communicate in a polite and inclusive manner.

Similarly, the study by Putri et al., (2020) on the novel *Love Rosie* identified eight features of women's language, including lexical hedges, intensifiers, superpolite forms, and emphatic stress. While lexical hedges were present, their role in the narrative context of a novel differs from their use in beauty tutorials. In novels, such features contribute to character development and the portrayal of nuanced communication. In beauty content, lexical hedges allow women public figures to share personal experiences and preferences without asserting authority to foster a welcoming and relatable atmosphere for the viewers.

The total result of this study showed lexical hedges or fillers appeared most frequently. It followed by intensifiers, empty adjectives, and precise color terms. These linguistic features play a role in enhancing the viewer's experience and align with Lakoff's theory of women's language features, which emphasizes expressiveness, emotional connection, and attentiveness to detail.

Intensifiers such as "*really*," "*very*," and "*super*" are commonly used in this study to emphasize feelings or opinions about beauty products and techniques and experiences by women public figures. For instance, phrases like "*I really like this Charlotte Tilbury one*" or "*Dior blush looks so cute*." convey a strong personal endorsement. The use of intensifiers helped to create enthusiasm and excitement, making the content feel more relatable and engaging for viewers. According to Lakoff (2004) intensifiers are a hallmark of women's language, reflecting their tendency to express emotions vividly and connect with their audience on a personal level.

Similarly, empty adjectives like "*lovely*," "*fabulous*," or "*cute*" are often employed in beauty discussions to describe products or results. These adjectives evoke positive emotions and create an emotional bond with the audience. For example, describing a lipstick as "*lovely*" resonates with viewers' desires for beauty and self-expression. Lakoff identified empty adjectives as a feature of women's speech that enhances its expressiveness, allowing speakers to convey enthusiasm and emotional engagement with the topic.

The use of precise color terms (e.g., "*nude*," "*olive*," "*pinkish*") is particularly significant in makeup tutorials where color plays a crucial role in product selection and application. By specifying colors, women public figures effectively communicate their choices and techniques, helping viewers visualize the results. This feature reflects women's attentiveness to nuance as noted by Lakoff and highlights the importance of visual aesthetics in beauty content. Precise color terms also distinguish beauty discussions from other genres by emphasizing the subjective and artistic nature of makeup and skincare application.

The findings of this study build upon previous research by not only identifying all ten features but also emphasizing the situational adaptability of women's linguistic choices. While emphatic stress was dominant in Herman et al. (2021) analysis due to the formal and authoritative context, lexical hedges dominated in the current study, aligning with the informal and subjective nature of beauty discussions. Intensifiers, empty adjectives, and precise color terms further underscore the expressiveness and attention to detail inherent in beauty content, differentiating it from other contexts such as political speeches or fictional narratives. By employing these features, women in beauty content create a more inclusive environment that encourages engagement and participation (Putu et al., 2024).

## **2. Functions of Women Language Features in Beauty Tutorials on Vogue YouTube Channel**

The researcher has answered the second research question about women's language function used by women public figures in Beauty Secret program on Vogue Youtube Channel. The researcher found that the characters applied all language functions according to Pearson (1995) theory. This recent study found that the most function that appears in the characters' utterances is to express feeling or opinion. Features such as empty adjectives, intensifiers, and emphatic stress are commonly used to express this function.

According to Lakoff (2004), empty adjectives are used to reflect a speaker's feelings rather than giving descriptive information, it emphasized emotional engagement over objective characteristics. Empty adjective in these videos often reflects women's emotional reaction for showing approval and affection for the beauty products. Intensifiers used to strengthen women's statements or ideas they are expressing. And last, emphatic stress used by stressing the words or repeating the words.

After analyzing women's language features used by women public figures in Beauty Secret program on Vogue Youtube channel, the researcher uncovered how these figures reflect women's communication styles in society. As public figures, these women embody femininity and serve as influential role models for viewers from around the world, inspiring their audiences not only through their beauty routines but also through their thoughtful and engaging communication.

This study highlighted how women public figures naturally integrate traits associated with women's language features as outlined in Robin Lakoff's theory. Women are often linked with modesty and femininity and this characteristic is evident in their language use. They carefully express their feelings and opinions in ways that avoid offending others while maintaining a tone of inclusivity and supportiveness.

In conclusion, this research provides a meaningful contribution to sociolinguistics by shedding light on women's language features. It broadens the scope of existing studies with fresh insights into beauty content, an area that has been seldom examined in previous research, thereby filling a notable gap in the literature. This research helps deepen understanding of the relationship between language, gender, and society, highlighting the complex connections that influence communication styles.