

## CHAPTER V

### CLOSURE

#### A. Conclusion

This study explores the use of women's language features by 12 selected female public figures in beauty tutorial videos from the "Beauty Secret" program on the Vogue YouTube Channel. The analysis revealed the presence of all 10 of Robin Lakoff's proposed about women language features, including lexical hedges or fillers, tag questions, rising intonation, empty adjectives, intensifiers, hypercorrect grammar, super polite forms, precise color terms, avoidance of strong swear words, and emphatic stress. The most dominant feature identified was lexical hedges or fillers, which suggests that the women public feagures often display uncertainty or hesitation in their speech, implying a lack of confidence or doubt in their statements.

Furthermore, the study examined the functions of women language features proposed by Pearson and found five main purposes behind their use. These functions include expressing uncertainty, getting responses, soften utterances, starting discussions, and expressing feelings or opinions. Of these functions, expressing feelings or opinions was the most prevalent, indicating that the female public figures in these beauty tutorials content often used language to communicate personal emotions or viewpoints.

## **B. Suggestions**

Based on the findings of this study, several suggestions can be made for further researcher, particularly for students of sociolinguistics or English education department. First, future studies could explore the use of women's language features in other contexts, such as social media platforms, advertisements, etc to determine if these patterns hold across various types of media. Comparing the language features used by male and female public figures in similar settings could also provide a deeper understanding of gendered language differences then, the researcher suggests examining the development of women's language features using relevant contemporary theories. This approach could provide new insights into how women's language is evolving in today's society, particularly with the influence of modern communication platforms and shifting cultural norms. The researcher hopes that these insights can further contribute to a deeper understanding of the relationship between language, gender, and society.