

CHAPTER IV

FINDINGS AND DISCUSSIONS

This chapter presents the findings and a discussion of the two issues that have been the subject of the described investigation steps. The first is to answer the kinds of language features used by males on YouTube Vlogs, and second is to answer the kinds of language features used by females on Youtube Vlog.

A. Findings

The language features that male and female on YouTube Vlogs use are analyzed in this section. The classification of the data follows Coates' (1986) theory. Certain characteristics are typically used by both male and female when speaking. These features can be separated into seven categories: taboo and swearing, directives and commands, compliment, hedge, tag question, minimal response, question. After examining the data, the researcher discovers some features made by male and female utterances on YouTube vlogs. Every feature emerges differently after counting the data. In this chapter, the results from both male's and female's YouTube vlogs are represented as follows:

1. The Types of Language Features That Male Have on Youtube Vlog.

a. Taboo and Swearing

Swearing and other taboo words are two language elements that are frequently used by people in everyday conversation. The language that uses abuse or swear words is offensive. Many research studies claim that male use more offensive language than female, (Coats, 1986). Therefore, this is proved by the following data:

Datum (1):

Title of the Vlog: Our first time in LA- Sturniolo Triplets

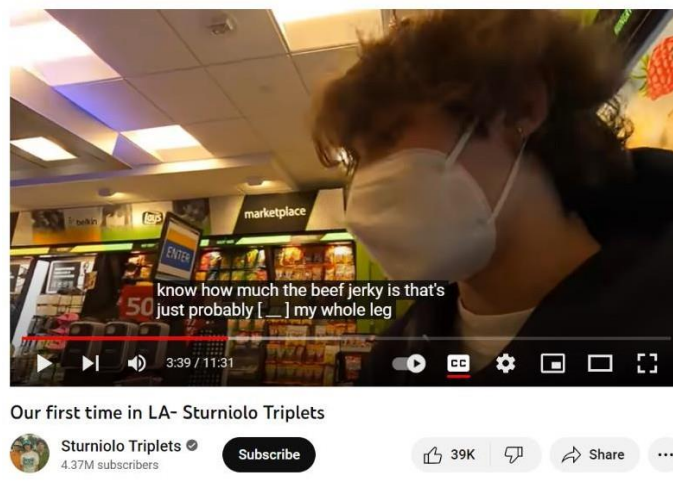


Figure 4.1: The screenshot of Sturniolo Triplets' Vlog on Youtube.

“...i don't even want to know how much the beef jerky is that's just probably ***fucking*** my whole leg.” (Sturniolo Triplets, 3:39-11:31)

Datum (1), originates from the Sturniolo Triplets' vlog. Here, the vlogger arrives at the airport and he was exploring the market when he noticed that the price of jerky meat was significantly higher inside the

airport than it is outside. Then, the vlogger expresses his anger at the airport mart's excessive charges using the strong term "*fucking*".

Datum (2):

Title of the vlog: Our first time in LA- Sturniolo Triplets



Figure 4.2: The screenshot of Sturniolo Triplets' Vlog on Youtube.

“We're supposed to be on and we're like ***holy shit*** and we have to run”.
(Sturniolo Triplets, 3:57-11:31)

Datum (2), originates from the Sturniolo Triplets' vlog. Here, the vlogger has just arrived in LA and the vlogger was telling that just before the plane was about to take off they were a little late getting on the plane and they ran so they wouldn't be late and miss the plane. Because of that, vloggers used the strong swear word "*holy shit*" to express their worries at that time because they were worried about missing the flight.

Datum (3):

Title of the vlog: We adventure catalina island vlog

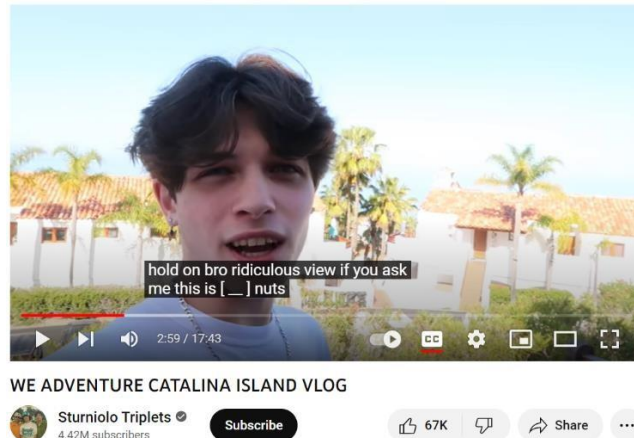


Figure 4.3: The screenshot of Sturniolo Triplets' Vlog on Youtube.

“This is *fucking* nuts, look at that”. (Sturniolo Triplets', 2:59-17:43)

Datum (3), originates from the Sturniolo Triplets' vlog. Here, the vlogger showed the beautiful scenery in the hotel where he was staying. Therefore, the vlogger was amazed by the sight, he expressed his admiration with the word "*fucking*" which is a strong swear word.

Datum (4):

Title of the vlog: Day In The Life Of A Sydney University Medical Student (Australia)



Figure 4.4: The screenshot of Sebastian Pirie's Vlog on Youtube

“Hey guys again, so it’s pretty damn late, I just got back home...”
(Sebastian Pirie, 10:59-12:46)

Datum (4), originates from Sebastian Pirie’s vlog. The vlogger had just come home late at night after taking his practical exam. And the vlogger uses the weak swear word “*damn*” to convey his emotions.

Datum (5):

Title of the vlog: **realistic** STUDY VLOG nursing midterms, test anxiety, distractions (nyc).



Figure 4.5: The screenshots of Hwaniiee's vlog on Youtube.

“So when i realized i didn't do a whole section for this i was like ***fuck***, um but i got most of it done.” (Hwaniiee, 10:01-20:00)

Datum (5), originates from Hwaniiee's vlog. Here, the vlogger shared that he had a nursing midterm exam and he just studied a little each day to understand the concepts more easily and then when it was time to take the exam he would be able to answer the exam more easily, and apparently he realized that during the exam he didn't did the entire section for the test, and he uttered a strongswear word "*i was like fuck*" to express his annoyance with himself at the time.

Datum (6):

The title of the vlog: my 5am *productive* NYC college morning routine, nursing school *work*



Figure 4.6: The screenshots of Hwaniiee's vlog on Youtube.

“My house was all the way at the bottom of Manhattan which is really annoying because my train sometimes gets on delays and then i'm just *fuck*”. (Hwaniiee, 4:11-11:03)

Datum (5), originates from Hwaniiee's vlog. Here, The vlogger talks about his frustration that his house is far bottom of Manhattan and the train is sometimes delayed and he expresses his frustration by using a strong swear word "*im just fuck*".

b. Directive and Command

When people interact, they usually strive to persuade someone to do something. It can be defined as directive and command.

Datum (7):

Title of the vlog: Our first time in LA-Sturniolo Triplets-

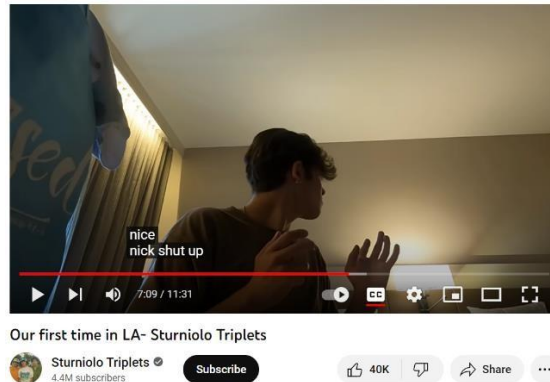


Figure 4.7: The screenshot of Sturniolo Triplets' vlog on Youtube.

“Nick, *shut up!*”. (Sturniolo Triplets, 7:09-11:31)

Datum (5), originates from Sturniolo Triplets' vlog on Youtube. Here, the vlogger was describing a cake he was eating, but his brother was talking loudly behind him. Then he use a command word “*shut up!*” to order his brother to stop talking.

Datum (8):

Title of the vlog: We adventure catalina island vlog

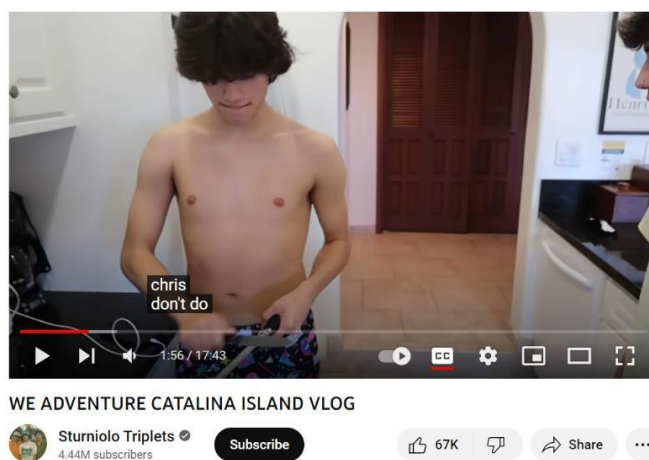


Figure 4.8: The screenshot of Sturniolo Triplets' vlog on Youtube.

“Chris, *don't do that*” (Sturniolo Triplets, 1:56-17:43)

Datum (8), originates from Sturniolo Triplets' vlog on Youtube. Here, the vlogger was in the kitchen with his brother, and he saw his brother playing with knives, the vlogger immediately said using the command word "*don't do that*" to order him not to play with knives.

Datum (9):

Title of the vlog: first day of school GRWM + vlog *sophomore year*



Figure 4.9: The screenshot of Gavin Holcombe's vlog on Youtube.

“I will see you all in the next video, *go comment down below* if you enjoyed”. (Gavin Holcombe, 6:03-6:33)

Datum (9), originates from Gavin Holcombe's vlog on Youtube. Here, the vlogger said "*go comment down below*", this statement indicates that the vlogger was using directives, which means he wants the viewers to provide comments or feedback on his video.

Datum (10):

Title of the vlog: A full day of eating- My daily diet



Figure 4.10: The screenshot of Moritz Hau's vlog on Youtube

“Then i'll see you guys in my next video, *stay tuned!*”. (Moritz Hau, 18:03-18:17)

Datum (10), originates from Moritz Hau's vlog on Youtube. Here, the vlogger asked the viewer to keep watching his vlog regularly. Derived from the phrase "*stay tuned!*" The vlogger wanted the viewers to stay and watch his vlog, so he used an command word.

Datum (11):

Title of the vlog: Day in the life of a sydney university medical student
(Australia)



Figure 4.11: The screenshot of Sebastian Pirie's vlog on Youtube

"Like this, subscribe and ring the bell". (Sebastian Pirie, 12:19-12:46)

Datum (11), originates from Sebastian Pirie's vlog on Youtube. Here, the vlogger asked viewers to like, subscribe and turn on the bell so they don't miss his new videos. The vlogger used commands such as *"like this, subscribe and ring the bell"*.

2. The Types of Language Features That Female Have on Youtube Vlog.

a. Compliment

Females are more likely to use compliments than males. According to a New Zealand survey, 51% of female complimented other female, but only 9% of male did the same. 16.% of compliments

were made to male recipients and 23.1% to female recipients. (Coats, 1986).

Datum (12):

Title: Realistic Spring day in my life



Figure 4.12: The screenshot of Emmaxolouise's vlog on Youtube

“It's a green bomber vintage jacket as well very poofy, it's got loads of pockets yeah and that was 10 pounds, but that's what that looks like, ***it looks really cute*** on”. (Emmaxolouise, 4:13-11:58)

Datum (12), originates from Emmaxolouise's vlog on Youtube. Here, the vlogger told that she just shopped for clothes at a charity shop, and she showed some of the clothes she bought, then she used the phrase "*it looks really cute on*" which has the meaning of compliment.

Datum (13):

Title: Realistic Spring day in my life



Figure 4.13: The screenshot of Emmaxolouise's vlog on Youtube

"I don't know why, i think it was on the wrong setting which is very annoying because *i would have been so cute*" (Emmaxolouise, 9:34-11:58)

Datum (13), originates from Emmaxolouise's vlog on Youtube. Here, the vlogger has just arrived home after a picnic with his friends and she saw at the polaroid photos they took when they had a picnic, and the vlogger felt annoyed when she saw the results of their polaroid photos that the results are not good and according to the vlogger maybe it's because the camera settings are wrong, and the vlogger said "*I would have been so cute*" which is a compliment made for herself because the vlogger feels she will look very cute in the photo, the camera settings was correct and the results was good.

Datum (14):

Title of the vlog: NYC VLOG: Snowy weekend day in the life

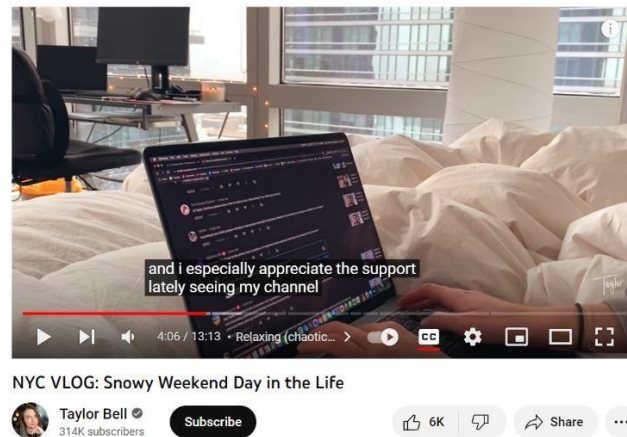


Figure 4.14: The screenshot of Taylor Bell's vlog on Youtube

"I especially appreciate the support lately seeing my channel growth in the last month has been insane and honestly a dream come true, so thank you guys for watching and commenting". (Taylor Bell, 4:06-13:13)

Datum (14), originates from Taylor Bell's vlog on Youtube. Here, the vlogger was reading comments from his subscribers via a laptop. The vlogger expressed his gratitude to his subscribers for their support by saying, "*i especially appreciate the support lately*" which was a compliment given by vloggers. The vlogger felt moved by how quickly his YouTube channel had grown over the previous month and how his dreams had come true as a result.

Datum (15):

Title of the vlog: NYC VLOG: Snowy weekend day in the life

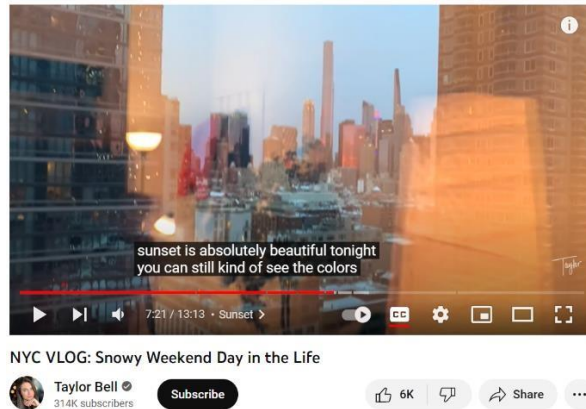


Figure 4.15: The screenshot of Taylor Bell's vlog on Youtube

"**Sunset is absolutely beautiful tonight** you can still kind of see the colors". (Taylor Bell, 7:21-13:13)

Datum (15), originates from Taylor Bell's vlog on Youtube. Here, the vlogger was looking at the view outside through his apartment window then he found a sunset that looked good, and he said "*sunset is absolutely beautiful tonight you can still kind of see the colors*", which "*sunset is absolutely beautiful*" was a compliment.

Data (16):

Title of the vlog: NYC VLOG: A few days in my life



Figure 4.16: The screenshot of Taylor Bell's vlog on Youtube

"Such beautiful designer shops". (Taylor Bell, 2:55-11:23)

The data (16), originates from Taylor Bell's vlog on Youtube. Here, the vlogger was walking out and he found some clothes in front of a shop with a nice design, and the vlogger used a compliment for the clothes shop with the sentence *"such beautiful designer shops"*.

Datum (17):

Title of the vlog: Kylie Jenner: A day in the life



Figure 4.17: The screenshot of Kylie Jenner's vlog on Youtube

“Then *i found these glasses which are pretty cute*, so that's a look at the day”. (Kylie Jenner, 3:30-19:30)

Datum (17), originates from Kylie Jenner’s vlog on Youtube. Here, the vlogger was trying on a nice outfit for her to go to her make up assistant's birthday party, and after finishing selecting clothes and stuff, she decided to wear glasses which she thought were very cute on her, and the vlogger immediately puts on her glasses and said "*then i found these glasses which are pretty cute*", and the sentence "*these glasses which are pretty cute*" are the vlogger's compliments to the glasses she found.

Datum (18):

Title of the vlog: VLOG: Taking the kylie truck to the san fernando valley rescue mission



Figure 4.18: The screenshot of Kylie Jenner’s vlog on Youtube

“Today i am going to a rescue mission and i'm gonna give out some food and some toys and *i just want you to know how blessed you are* baby, okay she'll get it one day”. (Kylie Jenner, 1:39-9:50)

Datum (18), originates from Kylie Jenner's vlog on Youtube. Here, the vlogger was in a car and wanted to go to the San Fernando Valley with her team and she also took her daughter to go on a rescue mission where they will distribute food and drink to residents there who need it. When in the car with her daughter, the vlogger said "*i just want you to know how blessed you are baby*" in which the vlogger compliments her so that her daughter knows that she is very blessed.

Datum (19):

Title of the vlog: VLOG: my 2019 christmas decorations



Figure 4.19: The screenshot of Kylie Jenner's vlog on Youtube

“When they got here they just trying to put him on these simple matte white ornaments and *i really loved how simple and pretty it looked*”. (Kylie Jenner, 1:28-8:58)

Datum (19), originates from Kylie Jenner's vlog on Youtube. Here, the vlogger was showing her subscribers that she was decorating her christmas tree and she wanted the theme of the christmas tree to be matte white and the vlogger said "*i really loved how simple and pretty it*

looked" which sentence includes the vlogger's compliment when she saw the christmas tree decorations exactly what she wanted which was simple and pretty.

Datum (20):

The title of the vlog: Spend the first ramadhan with me



Figure 4.20: The screenshot of With Love, Leena's vlog on Youtube.

“**My mom so kindly** made little mini pizzas and **they are so good** because i already had seven”. (With Love, Leena, 8:50-13:09)

Datum (20), originates from With Love, Leena's vlog on Youtube. Here, the vlogger gathered with her family after finished the Tarawih prayer, and the vlogger said "*my mom is so kindly*" which was the vlogger's compliment to her mother because it was so kind to make her a mini pizza, and the vlogger also says "*they are so good*", which sentence also includes a vlogger's form of praise for the food her mother has made.

Datum (21):

The title of the vlog: First day of *my last semester of college*!!!help me pls



Figure 4.21: The screenshot of Amber Alexander's vlog on Youtube

“TBH, *i look gorgeous today*”. (Amber Alexander, 10:39-12:37)

Datum (21), originates from Amber Alexander's vlog on Youtube. Here, the vlogger wanted to go to a restaurant after finishing her final semester exams, and she looked in the mirror through her camera and she said “*i look gorgeous today*” which was the vlogger's compliment to herself.

Datum (22):

The title of the vlog: Most productive day in my life vlog!!!
w/siblings



Figure 4.22: The screenshot of Amber Alexander's vlog on Youtube

“Hey y'all, Ashley you look very nice”. (Amber Alexander, 1:47-12:11)

Datum (22), originates from Amber Alexander's vlog on Youtube. Here, the vlogger was having breakfast with her sister and brother on the terrace of their house, and when her sister had just left, the vlogger says "ashley you look very nice" which includes the vlogger's compliment to his brother.

b. Hedges

Hedge phrases including "i think", "short of", "you know", "i'm sure", and so on, are used while speaking to female to protect them rather than to show weakness. Female speak more frequently than male when conversing with one another, and they frequently use hedges to

soften their words and show that they accomplish it in order to respect the other person's needs. (Coates, 1986).

Datum (23):

Title of the vlog: Life as a student at edinburgh university

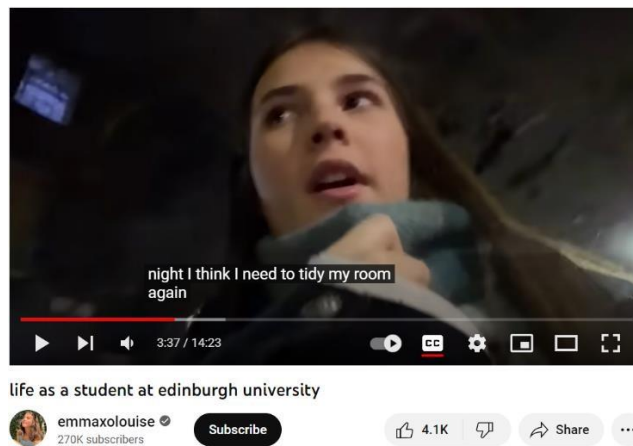


Figure 4.23: The screenshot of emmaxolouise's vlog on Youtube

“***I think*** i need to tidy my room again”. (Emmaxolouise, 3:37-14:23)

Datum (23), originates from Emmaxolouise's vlog on Youtube. Here, the vlogger was walking towards her house after her class at college, and she said that tomorrow she will have a very busy day and her room was very messy and tomorrow she won't have time to tidy up her room, then she said “*i think i need to tidy my room again*”, and the word “*i think*” which was one of the hedge words used by the vlogger to show her opinion that she needs to tidy up her room.

Datum (24):

The title of the vlog: Life as a student at edinburgh university



Figure 4.24: The screenshot of emmaxolouise’s vlog on Youtube

“I put some art pieces up on my wall because i feel *like* wasn't giving me art student vibes, so i went through this little portfolio”. (Emmaxolouise, 4:49-14:23)

Datum (24), originates from Emmaxolouise’s vlog on Youtube. Here, the vlogger is changed some of the decorations in her room, and she said she put some on her walls because the previous decorations the vlogger felt didn't give her an art student vibe, and the vlogger used the word “*like*” which is the word hedge, showing the vlogger's hesitation with the decorations her old room which she felt did not give off an art student vibe.

Datum (25):

The title of the vlog: Uni vlog, studying in café, wardrobe declutter, food shopping

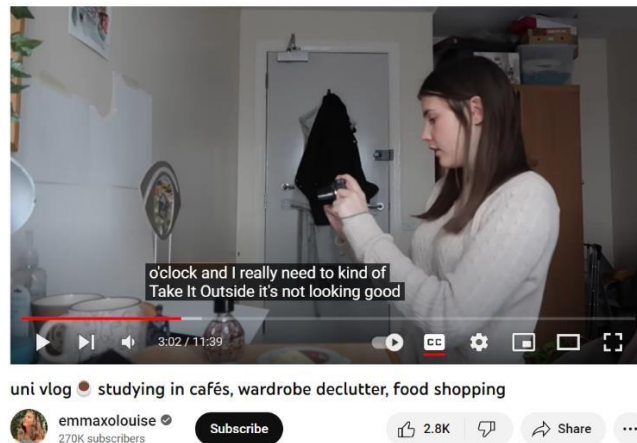


Figure 4.25: The screenshot of emmaxolouise's vlog on Youtube

“This earth is predicted to rain at three o'clock and i really need to ***kind of*** take it outside it's not looking good here”. (Emmaxolouise, 3:02-11:39)

Datum (25), originates from Emmaxolouise's vlog on Youtube. Here, the vlogger wanted to take a photo of the results of his group's project, but he said that the weather that day at three o'clock was predicted to rain, and the vlogger had to take the photo outside because the photo results would not be good if done indoors. Then the vlogger used the word "*kind of*" which is a hedge word, and that word has no function in this context, the sentence will still be fine without "*kind of*", so the vlogger can simply say "*This earth is predicted to rain at three o'clock and i really need to take it outside, it's not looking good here*".

Datum (26):

The title of the vlog: Realistic spring day in my life



Figure 4.26: The screenshot of emmaxolouise's vlog on Youtube

“***I think*** what i'm going to do now is plan out my day tomorrow and what i need to get done”. (Emmaxolouise, 9:48-11:58)

Datum (26), originates from Emmaxolouise's vlog on Youtube. Here, the vlogger said she wanted to fill her days productively, and she thought she would make plans for what to do tomorrow and what she would finish. Then the vlogger used the hedge "*i think*" which showed the vlogger's opinion that she would make plans for what to do tomorrow and what needs to be done.

Datum (27):

The title of the vlog: I left NYC for italy

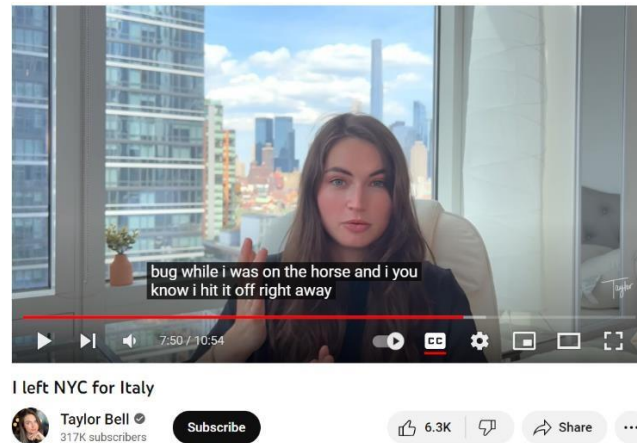


Figure 4.27: The screenshot of Taylor Bell's vlog on Youtube

“I got stung in the palm of my hand by some bug while i was on the horse and i *you know*, i hit it off right away so i didn't get a good look at it”. (Taylor Bell, 7:50-10:54)

Datum (27), originates from Taylor Bell's vlog on Youtube. Here, the vlogger told that she once rode a horse through the tuscan landscape but she was stung and she is pretty sure it was a sting and not a bite because there was a painful shiver she was feeling, and her palm was stung by some bug while she was on the horse and she know and hit it off right away so she didn't see it very well. Then the vlogger used the hedge word "*you know*" to showed confidence that the audience and subscribers understand what the vlogger was feeling at that time.

Datum (28):

The title of the vlog: NYC Vlog: Snowy weekend day in the life

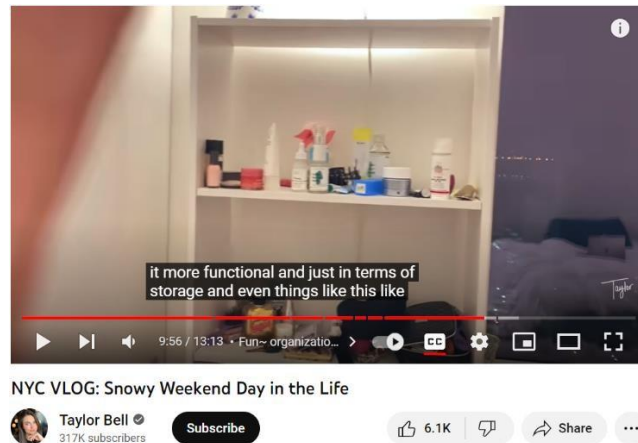


Figure 4.28: The screenshot of Taylor Bell's vlog on Youtube

“I add some things to it that make it more functional and just in terms of storage and even things like this like it just looks messy”. (Taylor Bell, 9:56-13:13)

Datum (28), originates from Taylor Bell's vlog on Youtube. Here, the vlogger tidied up her room and added some things to her room that would make it more functional and the vlogger is used a hedge “*like*” and that word has no function in this context, the sentence would still be fine without “*like*”, so the vlogger could simply said “*I add some things to it that make it more functional and just in terms of storage and even things like this it just looks messy*”.

Datum (29):

The title of the vlog: Kylie Jenner: A day in the life

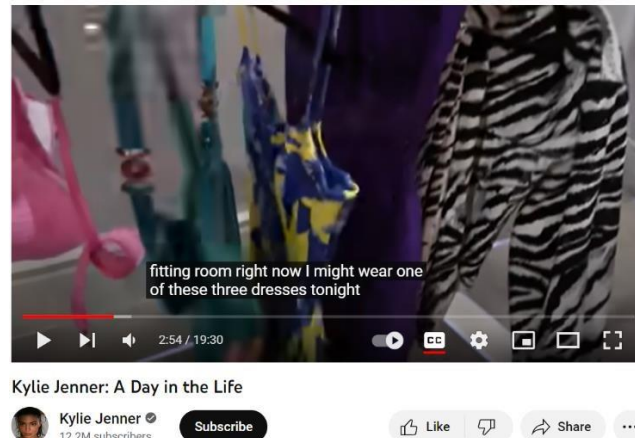


Figure 4.29: The screenshot of Kylie Jenner's vlog on Youtube

“***I might*** wear one of these three dresses tonight”. (Kylie Jenner, 2:54-19:30)

Datum (29), originates from Kylie Jenner's vlog on Youtube. Here, the vlogger just woke up from her sleep and was awakened by her daughter who couldn't stop crying, then the vlogger said that that day she had many meetings, she would have a cosmetic meeting, a skin meeting, she would meet her mother's business manager, and at night she will also be attending her make up artist's birthday. Therefore, the vlogger is prepared her outfit to attend a make-up birthday event. Then, the vlogger used the hedge word "*i might*" which shows that the vlogger was in doubt and still unsure which dress to wear for her make-up artist's birthday.

Datum (30):

The title of the vlog: Spend the first ramadhan with me



Figure 4.30: The screenshot of With Love, Leena's vlog on Youtube.

“Every ramadan i try to pick *like* one or two charities to focus on and just help raise money for them”. (With Love, Leena, 1:43-13:09)

Datum (30), originates from With Love, Leena's vlog on Youtube. Here, the vlogger said that she was very passionate every Ramadan to gave charity and help those in need, the vlogger used the hedge word "*like*", which shows that the vlogger was unsure and hesitant to choose one or two charities for her to focus on helping, and collecting money for those in need.

Datum (31):

The title of the vlog: Day in my life at home



Figure 4.31: The screenshot of Amber Alexander's vlog on Youtube

“I said my face feels weird right now cuz i was crying last night, and quarantine a little rough, we're all on the same boat right now, **you know**”. (Amber Alexander, 3:22-7:44)

Datum (31), originates from Amber Alexander's vlog on Youtube. Here, the vlogger said that she felt that her face was a bit strange because she was crying last night because of the 2021 corona quarantine which made many people suffer at the time, and she said “*you know*” to show confidence that the audience and subscribers could understand what the vlogger was feeling at that time.

c. Tag Question

Females are more likely to utilize tag questions than males, like in the sentence "he looks handsome today, doesn't he?" or "that was

incredible, wasn't it?". The usage of tag questions on a female is a tool for testing expressed opinions. (Coats, 1986).

Datum (32):

Title of the vlog: NYC VLOG: Weekend day in the life

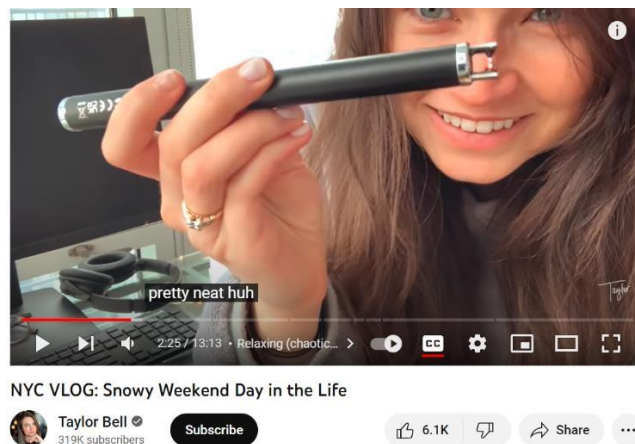


Figure 4.32: The screenshot of Taylor Bell's vlog on Youtube.

"My brother gave it to me, this is spiced apple toddy, i also got it for christmas, pretty neat, *huh?*". (Taylor Bell, 2:25-13:13)

Datum (32), originates from Taylor Bell's vlog on Youtube. Here, the vlogger told her subscriber that previously she got a spiced apple toddy as a Christmas present from her brother, then this time she got an electric lighter candle for her Christmas present, and the vlogger said "*pretty neat, huh?*", and said "*huh?*" is to show that the vlogger was sure of what she said and she asked her subscribers for validation.

d. Minimal Response

According to Coats (1986), Male and female both use minimal responses, but females tend to use "*Okay*", "*Yes*", "*Hmm*" and "*Alright*"

more frequently. In this research the use of minimal respon did not find in female’s Youtube vlog.

e. Questions

Females use questions more frequently than males do. Instead of making a statement to continue a conversation, females tend to use interrogative forms where they ask questions and the other person responds.

Datum (33):

Title of the vlog: NYC VLOG: Snowy weekend day in the life

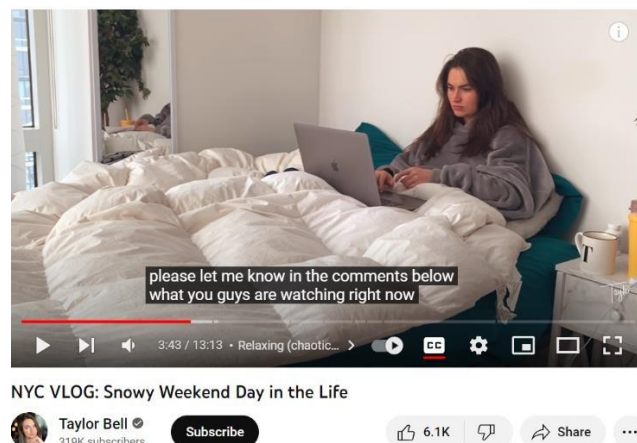


Figure 4.33: The screenshot of Taylor Bell’s vlog on Youtube.

“Please let me know in the comments below what you guys are watching right now?” (Taylor Bell,3:43-13:13)

Datum (33), originates from Taylor Bell’s vlog on Youtube. Here the vlogger said that she just finished watching the last episode of the morning show series with Jennifer Aniston Rhys Witherspoon and Steve Carell that she and her mother started watching during the

holidays, then the vlogger asked her subscribers *"what are you guys are watching right now?"* which is used by vloggers to find out and continue conversations with their subscribers through the comments section on their YouTube channel. This is a feature of the Question feature, which is typically used to carry on the conversation and seek for more information.

Datum (34):

Title of the vlog: A few days in my life

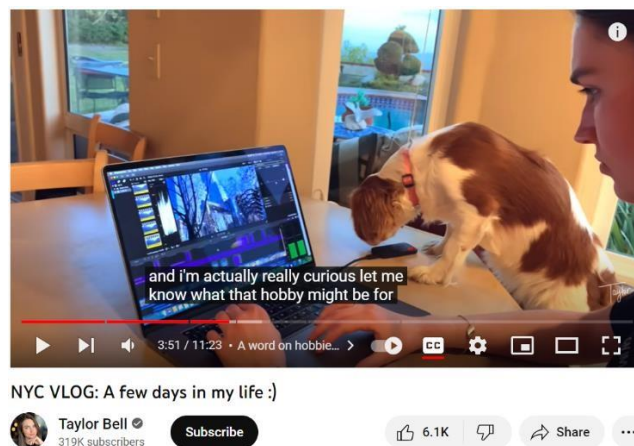


Figure 4.34: The screenshot of Taylor Bell's vlog on Youtube.

“And i'm actually really curious, **let me know what that hobby might be for you guys in the comments?** and if you don't have one at the moment **what is something that you kind of always find yourself thinking about or wanting to do on the side?**”. (Taylor Bell, 3:51-11:23)

Datum (34), originates from Taylor Bell's vlog on Youtube. Here, the vlogger said that having a YouTube channel was her side job as well as her hobby and she was very happy and enjoys doing her side

job as a YouTuber or vlogger, then the vlogger said "*what that hobby might be for you guys in the comments*" and "*what is something that you kind of always find yourself thinking about or wanting to do on the side?*" where the vlogger asked her subscribers to carry on the conversation and seek for more information.

B. Discussions

In this section, researchers discuss the data they have collected before. Furthermore, in the discussion section, the researcher further discusses the main issues on this research topic. First, the researcher answered what types of male language features are used in the YouTube vlog. Second, the researcher answers about what types of female language features are used in YouTube vlogs, in this case the researcher needs to answer based on Coates' (1986) theory put forward by several male and female YouTube vloggers.

1. The Types of Language Features That Male Have on Youtube Vlog.

a. Taboo and Swearing

According to Coates (1986) theory swearing and other taboo words are two language elements that are frequently used by people in everyday conversation. Language that uses abuse or swear words is offensive. Many research studies claim that male use more offensive language than female, and this is relates with the findings of the researcher. In this study, it was found that many male vloggers used taboo and swearing words, as found in the Sturniolo Triplets (2:59-

17:43) vlog entitled “We adventure catalina island vlog”, when the vlogger was showing beautiful scenery in front of the audience, the vlogger says “This is *fucking* nuts, look at that”, and here the vlogger uses the taboo and swearing features to express his admiration for the scenery. Then it was also found in Hwaniiee's vlog (4:11-11:03) entitled “my 5am *productive* NYC college morning routine, nursing school + work + eating” when he was walking and he said “My house was all the way at the bottom of Manhattan which is really annoying because my train sometimes gets on delays and then i'm just *fuck*”. Here, the vlogger used taboo and swearing to express or express his frustration. In this study, male vloggers used the words taboo and swearing a lot to express their frustration with an item or a situation they don't like or to express their admiration for something.

a. Directive and Command

According to Coats (1986), Male was always straightforward in how he expressed himself. Males typically exert more dominance in conversation and other aspects of daily life. Therefore, this is relates with the findings in this study. In this study, it was found that male vloggers used a lot of directive and command features in their daily conversations, as found in Sturniolo Triplets' vlog (7:09-11:31) entitled "Our first time in LA", the vlogger said “Nick, *shut up!*”, which is one of the directive and command sentences when the vlogger orders his brother to stop talking.

2. The Types of Language Features That Female Have on Youtube Vlog.

a. Compliment

In this study, female vloggers found many features of compliment language in their daily language conversations, and this is relates with Coats' theory (2013), states a research in United States, Britain, and New Zealand suggests that female both receive and give more compliments than male, as found in this study, in Emmaxolouise's vlog (9:34-11:58) entitled "Realistic spring day in my life" when the new vlogger got home he was looking at the photos he and his friends took and according to him the results the photo is not good then he says "I don't know why, i think it was on the wrong setting which is very annoying because *i would have been so cute*", here the vlogger gives praise to herself. In this study, female vloggers use the compliment feature a lot in everyday conversations, whether it's for a person, object, place or themselves.

b. Hedges

In this study, it was found that many female vloggers used the hedges feature in their daily conversations and this is related to Coats' (2013) theory, female tend to speak in a "tentative" manner, which supports the claim that they speak with more hedges than men do. This indicates that female are more likely to use hedging words than male, such as; you know, i mean, i'm sure, kind of, and so forth. As found in

this study, in Amber Alexander's vlog (3:22-7:44) entitled "Day in my life at home" here the vlogger says "I said my face feels weird right now because i was crying last night, and quarantine a little rough, we're all on the same boat right now, *you know*" and the vlogger uses the hedges feature "you know" to show confidence that the audience and subscribers understand what the vlogger is feeling at that time.

c. Tag Question

According to Coats (1986), females are more likely to utilize tag questions than males, like in the sentence "he looks handsome today, doesn't he?" or "that was incredible, wasn't it?". The use of tag questions on a female is a tool for testing expressed opinions. In the findings of this study, only one tag question feature was found in female vloggers, namely in Talor Bell's vlog (2:25-13:13) entitled "NYC VLOG: Weekend day in the life", here the vlogger says "My brother gave it to me, this is spiced apple toddy, i also got it for christmas, pretty neat, *huh?*". The vlogger use the tag question feature "huh?" to show that the vlogger is sure of what she is saying and she asks her subscribers for validation.

d. Minimal Response

According to Coats (1986), Male and female both use minimal responses, but females tend to use "Okay", "Yes", "Hmm" and "Alright" more frequently. The minimal response is typically used to comprehend a conversation's shift in subject or the acquisition of new

information. In this study, no minimum response features were found in female vloggers and this is not related to Coats' (1986) theory because the data comes from utterances in YouTube vlogs, it may be difficult to find minimal response usage. Many vloggers talk only about themselves while discussing particular subjects like thoughts, ideas, experiences, interests, and so forth. Viewers are the recipients. As a result, discovering the limited use of answers on a YouTube vlog is quite difficult. Consequently, the vlogger was unable to respond with such a minimal respond.

e. Questions

In this study, not many feature questions were found on female vloggers, and this is related to Coats' (1986) theory, stated that females use questions more frequently than males do. Instead of making a statement to continue a conversation, female tend to use interrogative forms where they ask questions and the other person responds, as found in this study, in Taylor Bell's vlog (3:43-13:13), entitled "NYC VLOG : Snowyy weekend day in the life", here the vlogger uses the question feature by saying "Please let me know in the comments below *what you guys are watching right now?*" which is used by vloggers to find out and continue conversations with their subscribers through the comments section on their YouTube channel.