



## **Language Features of Men and Women in Tekotok Animated Videos**

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### **Abstract**

The purpose of this research was to describe the language features of men and women in the animated video in the Tekotok Youtube Channel. In addition, to describe how the videos describe men and women. The research method used was qualitative research. The data source used in this study was speech from the figures in several animated videos from Youtube Channel Tekotok taken randomly. The results showed that based on the language features raised by the Lakoff, the majority was not in accordance with the speech mentioned by woman character where there were no Color Words, Empty Adjectives, Hedge, Intensifiers, Question Tags, and Emphatic Stress. Even some of the language features are contrary to what was delivered by Lakoff's theory. For example, the Hypercorrect Grammar feature in this context is Indonesian not found. Likewise with the Super Polite Form, for example, there are several swear words of feed delivered by the woman character.

**Keywords:** language features, linguistics, representation, animated video

### **Introduction**

Studies on gender issues are indeed endless and are increasingly interesting to discuss until now. If we look at the relationship between the language or speech used by the characters in a video with the phenomenon of gender stereotypes, then this study is included in the realm of sociolinguistics. In simple terms, socio-linguistics can be defined as the study of the relationship between language and society. Janet Holmes in her book mentions ".....they are interested in explaining why we speak differently in different social contexts, and they are concerned with identifying the social functions of language and the way it is used to convey social meaning" (Holmes, 1995).

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The identification of the existence of differences between man and woman speech has existed for a long time, even before scientific research on it. Evidence of this phenomenon can be seen from the findings of proverbs from several countries, for example the proverb from the Jewish mentioned that woman are nine times more talkative than men, China, Three women together make a theatrical performance, and Russia, The tongue is bubbling, but the head knows nothing about it. (Sunderland, 2006)

Lakoff is a linguist who focuses on researching the relationship between language and gender. In his book entitled *Language and Woman's Place* (1975), he mentions that the man and woman groups have different linguistic characteristics, where the same thing was stated by several other experts, such as Holmes (1995), Labov (1972), Wolfram and Fasold (1974), Trudgill (1983), and Cameron and Coates (1988). (Chambers, 2001).

Tekotok is a YouTube channel that displays short videos with the concept of humor where the content contains a lot of criticism of social, economic, political conditions, and so on. In the video there are quite a number of characters in the videos shown, both male and female. Tekotok is an animation created by Beto and Bilal, which was made in early December 2020. Tekotok has a short storyline but is in accordance with everyday life, also contains knowledge, satire, comparisons and light jokes, criticism, public unrest, to the personal feelings of the animator. The video presents a unique message and criticizes the government.

## **Methodology**

The type of research conducted is qualitative research. The source of the data used in this study was the speech of the characters in several animated videos from the Tekotok YouTube Channel which were taken randomly. The steps carried out in this study include 1) downloading several videos on the Tekotok YouTube Channel, 2) watching each video, 3) transcribing the existing videos, 4) classifying male and female speeches in a table. different, 5) observing the linguistic features of each utterance, 6) analyzing the data that has been collected, 6) drawing conclusions.

In 1922, through his writings entitled *Language; its nature, development and origin*, Jespersen stated that women tend to have little vocabulary, use certain adjectives and adverbs with high frequency, use complex sentences in low frequency, and often stop in the middle of sentences because they are speaking. something without thinking first. (Jespersen, 1992)

In 1975 a linguist named Robin Lakoff was interested in seeing the side of language use. In his writings, he describes his opinion which states that there are several linguistic

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characteristics of a woman. In a book entitled *Language and Woman's Place*, Lakoff (1975) mentions that there are several linguistic characteristics used by women, namely color words, empty adjectives, question intonation/intonational pattern, hedge, intensifier, hypercorrect grammar, super polite form, tag question, avoidance of strong swear words, and empathic stress. (Lakoff, 1975).

a. Color words

Women are considered to have a more detailed and thorough nature than men. This can be seen from the large number of vocabularies that women have in terms of their interests, for example in the realm of color. When referring to the color of an object, women do not only mention colors that are generally used, for example red, purple, blue, and so on, but they divide these colors into smaller groups, for example beige (a pale creamy brown color), aquamarine (greenish-blue colour), lavender (pale purple colour), and others. These types of color vocabulary are rarely or never used by men

b. Empty adjectives

Lakoff mentions that there are adjectives that tend to be used more by women, which are called empty adjectives. Empty adjective is an adjective used by women to express an acceptance and admiration for something, for example gorgeous, fabulous, lovely, charming, divine, adorable, and others.

c. Question intonation/intonational pattern

The intonation pattern of sentences (in English) used by women in answering a question with a statement using a high intonation pattern such as the yes-no question pattern. The reason women use statements like this is because they don't believe in their own statements.

d. Hedge

Some experts refer to the term hedge with several terms, such as stance marker (Atkinson, 1999), downtoner (Quirk, et al., 1985), downgrader (House and Kasper, 1981), mitigation (Labov and Fanshel, 1977), indirectness (Tannen, 1982), vagueness (Chanel, 1994), and so on. (Vartalla, 2001). Lakoff (1975) states that women often use expressions that indicate that they are not sure what is being said, these expressions are called hedges.

There are several words that can be grouped into hedges, for example, well, you know, kinda, sort of, like, I guess, I think, seems like, kind of and others. When someone uses a hedge, the speaker actually avoids himself from stating something with certainty and leaves the options open. If it is associated with politeness, then these words are used to fence off so that an utterance does not seem direct. Hedge is also one of 10 kinds of negative politeness strategy.

e. Intensifier

Intensifiers are words, especially adverbs used to emphasize adjectives, verbs, or other adverbs (Cambridge Advanced Learner's Dictionary). An example is the sentence an extremely large man. The word extremely is an intensifier. In addition, the words so, very, totally are also examples of intensifiers. This type of word is considered a characteristic of women's language because this word contains an emotional side that is closely related to a woman's speech.

f. Hypercorrect grammar

Hypercorrect grammar can refer to the use of English according to standard rules. In several studies that have been carried out by several experts, it is stated that women are more likely to use standard forms of language than men. for example, Holmes (1995) states that the linguistic forms used by women and men differ to different degrees in all speech environments. He added that there is an assumption that women have more polite speech than men.

g. Super polite form

The use of a very polite form of speech (super polite form) is considered as something that should be done by women. Women should also frequently use expressions, such as please and thank you, to maintain social convention.

h. Tag questions

Cambridge Advanced Learner's Dictionary states that the question tag is an expression at the end of a sentence to give emphasis, usually this is used to get approval or to confirm information. The question tag is also used when a speaker says something, but he feels less confident about what he is saying. In addition, the question tag is one of the methods

used by someone as a tool for politeness. Then, he also provides details on the function of the question tag, namely expressing uncertainty 'showing disbelief', positive politeness device "a tool of positive politeness", softening a directive/a criticism "refining directive/criticism speech", and confrontational/coercive devices "a tool for force".

i. Avoidance of strong swear words

Swear words are words that are used to emphasize what you want to convey and are a way to insult something or someone. Speech (a) is considered as speech that is used more by women, while (b) is considered more often used by men. Men and women have different forms of expression towards something, for example the expressions shit, hell, damn, bloody hell, and so on have a tendency to be used more by men, while women will use Good heavens, oh my goodness, my goodness, oh dear, my dear, and so on.

j. Emphatic stress

This feature is defined as an expression of disbelief using the speaker's own expression, although this expression can appear otherwise. What Lakoff means is that emphatic stress has a function to emphasize an utterance when the speaker is unsure of what he is saying, so that the interlocutor will feel confident in what he is conveying. For example, it was a brilliant performance. The word brilliant is an emphatic stress used to emphasize the word performance.

## Results and Discussion

### Video 1

#### *First Day at Work*

Cashier		<i>Ini aja mas?</i>
		Is that all, Sir?
Buyer		<i>(Mengangguk)</i>
		<i>(Nod)</i>

Cashier	<p>Baik, snack ini bikin nagih, bikin nyandu mas bakal makan mulu, gak mo berenti bikin mas gak mo makan nasi dan makanan sehat lainnya sehingga mas cepet cepat atau lambat akan obesitas. Di dalam sini juga full micin ya jadi cepat atau lambat mas akan bego. Jika suda bego berarti akan bertambah bego. Jadi ini 75% isinya angin ya mas. Dari 1 kecil kentang bisa bikin 10 ginian. Jadi mohon maaf dengan sangat amat mohon maafnya mas lagi nyumbang duit yang banyak buat produsen ini. Dan karena sudah terlalu obes dan bego, mas akan mati.</p> <p>(Ok, this snack makes you addicted, you will not eat rice and other healthy foods, so that sooner or later you will become obese. It's also full of food flavoring here, so sooner or later you'll be stupid. If you become stupid, then later on you will become more stupid. So this contains 75% of the water. From 1 small potato, you can make 10 things. So I'm very sorry, you are still donating a lot of money for this food producer, and because you are too obese and stupid, you will die.)</p>
Buyer	<p>Mbak gue spicless mbak. Gak perlu ngomong gitu kali.</p> <p>(I'm speechless. You don't need to say it that way)</p>
Cashier	<p>Mas sangat salah ya untuk membeli soda ini karena dia gak ngilangin rasa aus sama sekali.</p> <p>(You made mistake by buying this soda since it won't erase your thirst)</p>
Buyer	<p>Emang gua gak ngilangin aus mbak. Gue cuman lagi....</p> <p>(I don't intend to erase my thirs. I just.....)</p>
Cashier	<p>Soda ini merusak ginjal ya mas. Perlahan lahan tapi pasti mas akan kesulitan pipis. Udah bukan air pipis lagi tapi bisa darah, jeroan dan sisa sisa umur mas. Ditambah lagi kadar gula yang 80% jauh lebih banyak dibanding kadar air dan botolnya sendiri. Jadi mas akan mati</p> <p>(This soda can damage your kidneys, bro. Slowly but surely you will have difficulty in peeing. It's not pee anymore, but blood, offal and the rest of your life. Plus, the sugar content is 80% much more than the water content and the bottle itself. So, you will die)</p>
Buyer	<p>ya udah ya udah gua gak jadi beli makanan minuman dah. Ini ngisi token listrik. Bisa mba?</p> <p>(Fine, I don't buy that snack and drinks. Can I fill in the electricity token?)</p>
Cashier	<p>Baik, mas mau ngisi token listrik ngabisin batu bara bumi ya mas dimana batu bara tidak</p> <p>(Fine. You know, filling in the electricity token will decrease the earth coal)</p>
Buyer	<p>Iya iya gua tau</p> <p>(I know... I know...)</p>

Cashier	<p><i>tidak bisa produksi dalam waktu singkat jadi bumi semakin miskin semakin sulit listrik mas kebingungan sendiri gak ada listrik dan mas akan mati.</i></p> <p><i>(can't produce in a short time so the earth is getting poorer the more difficult it is for electricity, you're confused yourself, there's no electricity and you'll die.)</i></p>
Buyer	<p><i>Lu seneng gue mati ya?</i></p> <p><i>(Do you like it if I'm dying?)</i></p>
Cashier	<p><i>Mas membeli satu bungkus rokok ya? Rokok dapat menyebabkan kanker serangan jantung impotensi</i></p> <p><i>(Do you want to buy cigarette? You know, cigarette can cause cancer, heart attack, impotence)</i></p>
Buyer	<p><i>Iya iya gua tau anjir. Itu kan ada tulisannya disitu.</i></p> <p><i>I know it. It's written there.</i></p>
Cashier	<p><i>Oowwhh mas bisa baca ya? Kondom ya mas? Karena mas belum menikah berarti mas sedang ingin berzina berakibat mas akan kena penyakit kelamin yang kronis kegrebek bikin malu orang tua kerekam jadi viral dan mas akan mati.</i></p> <p><i>Oowwhh you can read it, right? It's condom right? Because you are not married, it means that you want to commit adultery, which will result in you getting a chronic venereal disease.</i></p>
Buyer	<p><i>Udah? Selesai ya?</i></p> <p><i>Finished? Have you finished?</i></p>
Cashier	<p><i>dan mas akan disiksa setelah mati.</i></p> <p><i>And you will be tortured after death.</i></p>
Buyer	<p><i>Hei cewek, tau pentungan kepala gak? Buruan gua tu ada urusan ini.</i></p> <p><i>Hey girl, do you know the head club? Hurry, I have business.</i></p>

The first video entitled *The First Day at Work*. The video told about the woman as a cashier at a minimarket and a man who is a buyer at that place. On her first day working, the cashier found customers who bought several items, including snacks, soda, electricity tokens, cigarettes, and condoms. According to the cashier, the items purchased by the buyer are not good to buy, for example snacks and soda are foods and drinks that are not good for health. Likewise with cigarettes which can cause various diseases including cancer. In addition, the purchase of condoms is also improper for the buyer who had not got married yet in Indonesian culture. The female linguistic features used by the characters above are the

use of intensifiers and the intonation used. Then, when viewed from the comparison of the number of words spoken between male and female characters, it can be seen from the video that women are described as talkative figures.

### Video 2

#### Pawn Motorbike

Character 1	<i>Maliiiinnggg. Maliiiinnggg..</i> <i>Thief.... Thief...</i>
Character 2	<i>Napa Bang?</i> <i>What happened, bro?</i>
Character 1	<i>Eh Gobl*k. Ketemu juga ini motor gua yang hilang udah 2 bulan. Jadi elu malingnya yah</i> <i>Eh stupid. Finally I found my lost motorbike for these two months. So, you're the thief?</i>
Character 2	<i>Eh Ceb*** ini motor orang gade ke gua yak. Kagak usah ngaku2 lu</i> <i>Eh Ceb*** this is my pawn motorbike. You must not claim it.</i>
Character 1	<i>Motor gade? Mana yang punya?</i> <i>Pawn motorbike? Who's the owner?</i>
Character 2	<i>Yang punya lagi pulang kampung Bang.. Baliknya...Kapan yak?</i> <i>The owner came back to his hometown, bro... when will he come back?</i>
Character 1	<i>Ini motor gua Ceb***</i> <i>This is mine, Ceb***</i>
Character 2	<i>Mana suratnya cobak?</i> <i>Where's the certificate?</i>
Character 1	<i>Surat? Eee... Suratnyaa...Masih di lising. Kan ini nyicil gua.</i> <i>Certificate? Eee...the certificate...it's still here. I have instalment.</i>
Character 2	<i>Kin ini nyicil giwi...</i> <i>I have instalment.</i>



Character 1	<p>Seriusan ini motor gua bang. Nih bentar..Tuh lihat tuh sama kan. Ini berapa bulan yang lalu gua foto bareng ni motor.</p> <p>Seriously, this is mine. Wait. Take a look at this. Some months ago I took a picture with this motorbike.</p>
Character 2	<p>Editan</p> <p>You edited it right?</p>
Character 1	<p>Editan...Pala lu editan. Mana sempet gua ngedit anjir.</p> <p>It's not edited. I don't have time to edit it.</p>
Character 2	<p>Motor kayak ini ada banyak kali Bang. Sori gua gak gampang diboongin.</p> <p>This kind of motorbike are everywhere, bro. sorry, don't lie to me.</p>
Character 1	<p>Ini nomor platnya sama Bang***. Lihat noh K-O-T-O-K</p> <p>See, the motorbike number is the same, Bang***. Look K-O-T-O-K</p>
Character 2	<p>Oooooooooohhh iya juga sih.</p> <p>Oooooooooohhh, I see..</p>
Character 1	<p>Nah makanya sini. Motor gua kok.</p> <p>See, that's mine.</p>
Character 2	<p>Eh gak seenaknya jidat lu juga dong Jaenab. Ini motor di gade 4 juta.</p> <p>You can't do that. I have given 4 million for this motorbike.</p>
Character 1	<p>La terus?</p> <p>So?</p>
Character 2	<p>Ya dilunasih dulu lah</p> <p>You have to pay for it.</p>
Character 1	<p>Lho gak gitu dong Bang cara maennya.</p> <p>How come?</p>
Character 2	<p>Loh masak 4 juta gua melayang gitu aja?</p> <p>How could 4 million of mine vanished?</p>
Character 1	<p>Lah itu mah urusan elu sama tuh maling lah, Gob***. Balikin gak?</p> <p>That's you own business, Gob***. Give it to me</p>
Character 2	<p>Kagak kagak kagak. 4 juta dulu siniin.</p> <p>No no no, I can't. you have to pay it first.</p>

Character 1	<p><i>Si Bang*** ini motor Guaaa Ajiirr..</i></p> <p><i>Bang*** this is mine.</i></p>
Character 2	<p><i>Suratnya mana?</i></p> <p><i>Where's the certificate?</i></p>
Character 1	<p><i>iiiiiiyyyaaaa iiiyyyaaaa. Gua tauuuuuuuu. Lagi kagak ada di gua. Ini emang belum lunas.</i></p> <p><i>I haven't paid it all.</i></p>
Character 2	<p><i>Lha makanya 4 juta siniin.</i></p> <p><i>So, give me 4 million</i></p>
Character 1	<p><i>*Tsk* Udah sini.</i></p> <p><i>Give it to me.</i></p>
Character 2	<p><i>Sip bet daahh... Eh betewe bang mau tau gak?</i></p> <p><i>That's good. By the way, don't you want to know?</i></p>
Character 1	<p><i>Apaan?</i></p> <p><i>What?</i></p>
Character 2	<p><i>Gua malingnyaaaaa</i></p> <p><i>I'm the thief...</i></p>
Character 1	<p><i>Anjir Bang*** Jangan kabur lu. Sialan lu wooyyy...</i></p> <p><i>Bang*** don't run away wooyy....</i></p>
Character 3	<p><i>Mas mas Nah kebetulan banget nih ketemu juga dari kemarin datang ke rumah gak ada orang terus. Cicilan nunggak 2 tahun mas.</i></p> <p><i>Bro bro... finally I found you. Yesterday I came to your house, but none there. You have you pay for your instalment for two years.</i></p>
Character 1	<p><i>Adduh Pak duit saya baru kepake pak. Buat nebus ini motor</i></p> <p><i>I don't have money left. I've just paid for this motorbike.</i></p>
Character 3	<p><i>Lah nebus kemana? Lu kan nyicil sama gua?</i></p> <p><i>How could you pay it? You should pay it to me</i></p>
Character 1	<p><i>Yaaa gimana yak. Panjang sih ceritanya.</i></p> <p><i>I don't know where to start. It's long story.</i></p>

Character 3	<p><i>Udah2 pokoknya kalo gak bisa bayar ini gua Tarik.</i></p> <p><i>If you cannot pay it, I'll take this motorbike.</i></p>
Character 1	<p><i>Lah Pak.. Paaakk. Jangan Paakkk..</i></p> <p><i>Sir...Sir...Sirr.. don't do that.</i></p>

In the video above, there are 3 male characters, including the owner of a motorbike, a motorbike thief, and an officer selling motorbikes. The video above tells of a man who experienced theft of a motorbike. Then, while on the road, he met the thief because he saw from the motorbike he used which was very similar to his lost motorbike. Because the owner of the motorbike was very sure that the motorbike was his, he asked the thief to return the motorbike. However, the thief did not admit that the motorbike was stolen. He admitted that the motorbike was a pawned item that someone had pawned to him. The owner of the motorbike insisted that the thief return the motorbike, but the thief asked for 4 million in exchange for the money he spent on the motorbike as a mortgage. In the end, the thief admitted that he had stolen the motorbike. However, the owner of the motorbike could not take the 4 million that had been given because the thief had run away. Not long after that, a motorcycle sales officer appeared who collected installments for the motorcycle. Unfortunately, the owner of the motorbike had no more money to pay for it, and the motorbike was brought back by the motorbike seller. The language feature found in the video above is the swear words used by the male characters in the video above. When compared to the previous first video, there are no swear words used by female characters in the first video.

### Video 3

#### How to Defeat Woman

Laki-laki	<p><i>Bu.... Buuu... tar dulu bu saya jatoh ini.</i></p> <p><i>Ma'am...Ma'am... I fell down.</i></p>
Perempuan	<p><i>Makanya mata tu dipake, Gob***! Bisa bawa motor ga si! Orang mau belok malah terus aja jalan kaya orang tol**. Celaka juga gara gara elu, Gob***. Terus elu berhenteein gue maksudnya apa?! Mau ganti rugi? Gue gak mesti ganti rugi, Gob***. Kaya anj***. Uдах bagus gua....</i></p> <p><i>That's why you have to use your eyes, Gob***! Can you ride a motorbike! I want to turn, but you just go straight like tol***. You fell down because of your fault. Then, why you stopped me? You need money? I don't need to give you some money, Gob***... It's good that I.....</i></p>

Laki laki	<p><i>Gimana gimana bu tadi?</i></p> <p><i>What did you say?</i></p>
Perempuan	<p><i>Ini maksudnya ap aini ngrekam ngrekam?</i></p> <p><i>Why do you make video?</i></p>
Laki laki	<p><i>Ga papa bu ga papa. Buat dokumentasi aja. Lihat nih gas. Gua kecelakaan nih. Tuh kaki gua patah usus gua keluar tuh yaa. Nah si ibu marah marah nih gas. Liat tuh.</i></p> <p><i>It's okay, Ma'am. Just for documentation. Take a look at this. I got an accident, My legs are broken, but that woman got angry. Take a look at this, guys.</i></p>
Perempuan	<p><i>Saya ga suka ya mas direkam2.</i></p> <p><i>I don't like if you record it.</i></p>
Laki laki	<p><i>Jadi gimana bu tadi kronologinya coba certain.</i></p> <p><i>So, how's the accident, can you tell about it?</i></p>
Perempuan	<p><i>Jelas2 saya lagi belok kiri kenapa anda lurus aja. Makanya hati2 kalau bawa motor.</i></p> <p><i>I clearly want to turn left, but you just go straight. You have to be careful.</i></p>
Laki laki	<p><i>Ohh gitu bu. Tadi ibu dari mana? Dari sebelah kanan mo belok ke kiri ya bu?</i></p> <p><i>Ohh I see. Where did you come from, Ma'am? You're from the right side, then you want to turn left?</i></p>
Perempuan	<p><i>Iya betul</i></p> <p><i>Yes, that's right.</i></p>
Laki laki	<p><i>Terus mo belok kiri gak ngambil sebelah kiri dulu ya bu?</i></p> <p><i>You want to turn left, but you don't take a left side, right?</i></p>
Perempuan	<p><i>Ya anda yang harusnya bisa liat dong. Makanya mata tuhh digunakan dengan baik jadi gak ada terjadi hal2 yang gak diinginkan.</i></p> <p><i>You should see it. That's why you have to use your eyes. So, this kind of accident won't happen.</i></p>
Laki laki	<p><i>Kata2 kasarnya mana bu? Tadi kayaknya banyak banget bu keluarin lagi dong.</i></p> <p><i>Where are your swear words? You used them often previously.</i></p>

Perempuan	<p><i>Maaf ya saya orang terhormat dan tolong itu matiin ya saya gak suka direkam2</i></p> <p><i>Sorry, I'm an honorable woman, turn off that recording.</i></p>
Laki laki	<p><i>Okee</i></p> <p><i>Gas tadi denger sendiri kan si ibu dari sebelah kanan tiba2 slepp langsung ke kiri. Kira2 salah ga tuh gas? Bu gak merasa bersalah sama sekali bu?</i></p> <p><i>Okay, guys.. You heard it by yourself that the woman came from the right but directly want to turn left. Is it right? Don't you feel guilty, Ma'am?</i></p>
Perempuan	<p><i>Gak ada! Anda yang salah!</i></p> <p><i>No way. You make that mistake!</i></p>
Laki laki	<p><i>Yakin bu? Ini mo saya upload loh.</i></p> <p><i>Are you sure? I'll upload this video.</i></p>
Perempuan	<p><i>Anda yang harus instrokpeksi udah ya saya buru2</i></p> <p><i>You have to see your own mistake. Sorry, I'm in hurry.</i></p>
Laki laki	<p><i>Ibu tolongin saya bu nanti ini gak jadi saya upload deh.</i></p> <p><i>Ma'am please help me, I won't upload this video</i></p>
Perempuan	<p><i>Yadwah ayo...</i></p> <p><i>Fine, let's go.</i></p>
Laki laki	<p><i>Tuh kan bener si ibu yang salah.</i></p> <p><i>See... you make a mistake.</i></p>
Perempuan	<p><i>Salah apaan?</i></p> <p><i>What mistake?</i></p>
Laki laki	<p><i>Itu ibu takut banget ini saya upload.</i></p> <p><i>Oke gua upload lu ya</i></p> <p><i>Astaga gue lupa lagi di gigit ikan hiu..</i></p> <p><i>You're afraid if I upload this.</i></p> <p><i>Fine, let me upload it.</i></p> <p><i>Oh my God, I forgot that it's eaten by shark.</i></p>

The third video above told us about an accident experienced by the male character due to the negligence of the female character in driving on the highway. However, the woman did not feel guilty even scolded the man. Then, the man recorded the woman when she scolded him. Before being recorded the woman was angry while cursing, but when the video recording started the woman changed her language style to be more subtle. In relation to the

language features used, the female character in the video above uses several swear words. In contrast to that, the male character in the video above does not use it.

Based on the data shown above, based on the linguistic features proposed by Lakoff, the majority are not in accordance with the speech mentioned by the female character where there are no color words, empty adjectives, hedge, intensifier, tag question, and empathic stress. Even some linguistic features contradict what Lakoff said. For example, the hypercorrect grammar feature in this context is that Indonesian is not found. Likewise with the super polite form, for example, found some swear words delivered by female characters.

When it comes to the English-speaking community, experts have made several emphases, namely: (1) sociological research has shown that women are generally more aware of their position than men. This means that women realize that the better the language they use, the better their social position in society. (2) working class speech has a masculine connotation or has something to do with masculinity, which causes men to tend to prefer non-standard forms of language compared to women. (Sumarsono, 2008). There are several reasons why men and women use different forms of language, namely social status, the role of women in society, the social status of women as subordinate groups, and speech functions that show masculinity. (Holmes, 2005).

As previously mentioned, the relationship between language and gender is very close and has been shown for decades, such as through proverbs, literary works, and has been scientifically proven by several researchers, including Jespersen (1922) and Lakoff (1975). In today's era, the relationship between language and gender can be seen from the form of modern literary works, for example in the form of animated videos uploaded to the social media.

Currently, not only films are a form of mass communication which of course will bring messages to be conveyed either through speech or dialogue in it, but videos uploaded on social media, one of which is YouTube, which is a widely used medium. Language is called a representational system, because in language a person uses signs and symbols to represent concepts, ideas, and feelings to others. Representation can also be interpreted using language to express something meaningful or to represent something to be conveyed to others. (Hall, 1997).

This representation theory is related to how society stereotypes about men and women, it will be seen from the speeches of the characters in the two films that have been mentioned. Society already has stereotypes about men and women, for example men have a firm attitude, are brave, have a high position, are smart, and so on. While women are the second class

(second sex) or subordinate class, weak figures, not confident, not smart, obedient, women's success is judged by their physical appearance, and likes to gossip (Holmes, 1995).

The Cambridge Advanced Learner's Dictionary defines a stereotype as an idea or opinion about how something is formed or how someone behaves. Some experts also add that stereotypes are how someone interprets a person's behavior, a person's personality, or other things based on what is believed by society in general and it is applied to the whole group, in this case Cameron gives an example of the stereotype that black people are good at their fields. sport. Stereotype is also a labeling or marking of a group. He also added that stereotypes always lead to injustice that comes from a gender perspective. (Fakih, 1996).

However, from the video above, it can be seen that the reality in society today is that the speech used by women is almost the same as that used by men, for example in the context of the video above where women use swear words or swear words. However, there are still some linguistic features proposed by Lakoff that are still seen to be used by women. From this it can be seen that women are no longer seen as inferior individuals, but have power in social life, which is sometimes more dominating than men.

## Conclusion

From what is discussed based on the data used, it can be seen that not all linguistic features proposed by Lakoff are found in women's speech, on the contrary, there are features that are the opposite. For example, hypercorrect grammar is not found but on the contrary. Likewise with avoidance of swear words, where the data found several swear words used. So, from the speech it can be concluded that the image or representation of men and women in the video above has the same position, namely having power and dominance that is not found in male characters, but also women.

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