# CHAPTER I
## INTRODUCTION

This chapter includes the descriptions of the research background, statement of problems, research objective, research significance, definition of key terms, previous research, and conceptual framework.

## 1.1 Research Background

Language is a tool for humans to survive through interaction with others. The existence of language is a primary need of every individual human being. It is not only as communication tool but also about stereotypes, social status, gender, etc. Language has a connection element of human life. The implication of language usage is not only as a necessity of communication but more. The function of language is not only to make human interaction easier, express ideas or feelings but also to identify someone's gender in society.

Gender itself is not only about the sex difference between male and female biologically. Gender has more complex definition. Gender is how someone is identified by the way they speak, behave, dress and it is not limited to notions of biological sex only. It is the result of socialization and culture in the society (Judith Butler, 1990). Thus, gender is related to one's social status and stigma in society.

Language and gender have a connection in society. Gender, based on sex categories is culturally constructed, what is considered to be masculine or feminine differs from one society to another (Wardhaugh & Fuller, 2015). Language takes an important role in social communication between men and women. In society, language use is often associated with someone's gender. There are some differences in the use of language for men and women that occur in social life. One of the functions of language is as an identity as the differences between men and women make different language features also in the use of both. The difference in

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language use between men and women is interesting to know more about what language features are used by women in communication, especially when responding to men.

Women's language is a language used by women daily in society. Women's language is a term which refers to the communication patterns and speaking styles often associated with women. This concept illustrates the differences in language use between men and women. This work focused on how women's language revealed their place in society – a place that was generally seen as inferior to that occupied by men (Wardhaugh & Fuller, 2015). The language differences that occur between men and women are considered to be striking. The different roles between men and women also affect the way they communicate and use language. Where the discovery of women's language was insightful by Robin Lakoff in 1975.

In social life, there are certain features that exist in the language used by women that are minimal or used in men. According to (Lakoff, 1975), women have more language features than those used by men. Women tend to have a different way of communicating with men. Verbal communication by women are more likely numerous and complicated than by men. Such as the difference in goals where men tend to focus on the goal and convey something straightforwardly while women do not. Women instead focus on how to maintain a balanced communication relationship by involving emotions to avoid conflict and minimize irritation. This can then be explained through the linguistic features that women have along with their functions and reasons.

There are different perceptions of the concepts of women's language and men's language often create problems in communication. Women are considered to have language structures that tend to be more complicated and convoluted. On the other hand in contrast, men are considered to be unfeeling because they tend to use language that is more straightforward than women. This is often the case and leads to double standards for women. In society, women's language concepts are often underestimated and considered no higher than men. Women are minimized in

taking on roles. Meanwhile, men are considered to have better language concepts. This difference in language use often leads to misinterpretation and the message fails to be delivered. when this happens the concept of language is seen as wrong, and there are parties who blame each other. Therefore, it is necessary to know to be able to understand the differences between how women and men communicate in order to create a conducive and harmonious situation.

In this study, the researcher focuses on finding out features of women's language by Ariana Grande as a female interviewee and their genderlect to men with Zach Sang as an interviewer. The researcher uses Ariana Grande's interview as an object to know the implementation of women's language theory by Lakoff and the application of Tannen's theory about genderlect style. Based on this explanation, the researcher chose the title of this research *Cross-Gender Communication in Zach Sang Show: The Interview With Ariana Grande.*

Zach Sang Show is a YouTube Channel guided by Zach Sang as its host. The channel originated in the United States and has been on YouTube since Aug. 25, 2012. Watched more than 192 million times with 806 thousand subscribers makes Zach Sang Show a show that is watched and favored by viewers from various countries. Zach Sang Show channel airs a new video every day on weekdays. The Zach Sang Show channel presents video interviews with actors, singers, and a number of world-renowned public figures. Some of the names that made Zach Sang Show include Ariana Grande, Agnez Mo, Billie Eilish, Demi Lovanto, Justin Bieber and many others.

Ariana Grande-Butera is an influential public figure from America. She is a popular singer, songwriter, and actress. Ariana Grande was born on June 26, 1993 in Boca Raton, Florida, United States. Ariana is known for her elegant and iconic style at every opportunity and has hundreds of millions of followers. Ariana was chosen as the instrument in getting data for this research because she is considered to have presented a complete female side. In terms of social and cultural construction, Ariana fulfills the criteria that show the female side, especially in

terms of the language used. In addition, Ariana is a public figure who is a role model for many women. Ariana is an international public figure who represents enough a woman in general. How Ariana Grande is in public image in terms of communicating, dressing, and behaving is considered to have met the criteria as a subject to be researched according to the research topic. Ariana Grande is able to become a figure of how women are portrayed in social construction in society. Born as a real woman, Ariana has the features of women's language as described by Lakoff in Women's Language Theory.

Meanwhile, Zach is a public figure who has great influence in digital media. As a young man active in the media industry, Zach Sang can be considered a representation of male masculinity in modern media. The study of his language and communication style can help in understanding the construction of male gender identity in the context of today's popular culture. In addition, Zach Sang often interviews celebrities and famous personalities on his radio show and podcast. An analysis of the interactions and communication styles between Zach Sang and his guests can provide insights into how gender affects conversational dynamics and social interactions across gender.

The researcher focuses on analyzing cross-gender communication between Ariana Grande as a female interviewee and Zach as a male interviewer by looking for women's language features used by Ariana Grande and the genderlect style used by Zach also Ariana in the interview. This study also elaborates on two theories about the existence of cross-gender in this interview reflecting Lakoff's theory of women's language features as well as Tannen's theory of the communication style differences between men's and women's language as expressed in genderlect studies.

This research aims to analyze about women's language features used by Ariana Grande and also to find genderlect style differences aspect between men and women in the application of the male interviewer, Zach and Ariana Grande as female interviewee in Zach Sang Show Interview titled *Ariana Grande 'thank u,*

*next' Interview.*

## 1.2        Statement of Problems

From the background of this research above, the researcher formulates that there are two questions that will be the main focuses on this research, as follows:

1. What feature of women's language is used by Ariana Grande?

2. What is the Genderlect style differences aspect between the male interviewer and Ariana Grande as female interviewee in Zach Sang Show Interview?

## 1.3        Research Objective

Based on the formulation of the research question above, the researcher isintended:

1.        To identify what are the features of women's language of Ariana Grande.

2.        To analyze the Genderlect style differences aspect between women and men used by Ariana as the female interviewee and the host, Zach as the male interviewer.

## 1.4        Research Significance

The researcher expects that the results of this study can be useful and bring some benefits for the use of language theoretically and practically.

1. Theoretically, this research is expected to enrich the repertoire of science and theoretical perspectives in linguistic studies, especially regarding on study of language and gender.

2. Practically, this research can be used to help readers analyze more deeply what are the features of women's language and how its relevance in social reality, especially in cross-gender communication. This study is also expected to be an

empirical source for future researchers and readers who are interested in language and gender studies to further research the relationship between women's gender and the nature of masculinity and femininity. The researcher also hopes that this research can be developed further and further by parties who are interested in linguistic studies, especially sociolinguistics.

## 1.5 Definition of Key Terms

### 1.5.1 Sociolinguistics

The term 'Sociolinguistics' itself is study about society and language. Sociolinguistics is a study of how language used and classified differently as social context. This study about the relationship between language and society where concerned with identifying the social functions of language and the ways it is used to convey social meaning by its users. (Holmes, 2013)

### 1.5.2 Language and Gender

Language and Gender is area study of Sociolinguistics. It is an interdisciplinary study that investigates the complex relationship between language and gender identity, language use in constructing gender social roles, social norms, communication differences between men and women, and the social and cultural impact of these gendered language differences (Janet Holmes and Miriam Meyerhoff, 2003). Thus, this study focuses to the relationship of language use to one's social status in society.

### 1.5.3 Women's Language

Women's language is a term used to describe the different linguistic features and communication styles used by women. The term women's language is also related to the characteristics of the language often used by women (Lakoff, 1975).

### 1.5.4    Genderlect

Genderlect stands for *'gender dialect'*. The term genderlect refers to the differences in communication style or language used between men and women. This concept creates at least two types of men's and women's communication styles, namely femininity and masculinity, which in the social context in society become labels of certain genders. The concept of genderlect talks about the differences in communication orientation between men and women (Tannen, 1990).

### 1.6    Previous Research

There are some previous research on woman's language. The first is a study that was made by Vany Rimbi Widyawati (2018) who is a student at Yogyakarta State University. The title of the research is *Women's Language in Black Swan Movie: A Sociolinguistics Study*. This research uses descriptive qualitative and quantitative research focusing on the main female characters' utterances.  The results of this study show that there are three findings. First, there are only seven women's language features out of total based on Lakoff's theory found in the main female characters' dialogue. It consists of lexical hedges and fillers, tag questions, rising intonation on declarative, empty adjective, intensifier, super polite form, and emphatic stress word. Meanwhile, five women's language functions found, which are used to express uncertainty, to get response, to soften utterance, to express feeling and to emphasize an utterance. Social community and social roles influence the use of women's language.

The second is research made by Ni Putu Erna Meryanti Sari Dewi, Wayan Resen, I Made Winaya (2017) who is Udayana University student from Bali. The title of the research is *The Features of Men's And Women's Language in The Movie*

*Camp Rock 2: Final Jam.* The method used by the researcher is literature study and the data was analyzed by descriptive qualitative. This research focused on Sociolinguistics studies and found the results that men tend to dominate conversations and decide things without involving a second or third party. Whereas women tend to spend their time gossiping or talking about things that lead to relationships and express their feelings more often than men.

Third, research made by Maria Catharina Gustia Apridaningrum, Patricia Angelina (2019) who is student of Sanata Dharma University from Yogyakarta. The title of the research is *Women's Language Features Used By Sarah Sechan In Her Talkshow.* The method used by the researcher is qualitative data methods by employing content analysis to answer the research question. This research focused to found women's language features used by Sarah Sechan. The results show there are nine features were used, there were: 48 empty adjectives (23.415%), 44 intensifiers (21.463%), 35 features of lexical hedges (17.073%). 18 features of tag questions (8.780%),16 hyper-correct gramma (7.804 %), 15 features of rising intonation (7.317%), 11 Super-polite (5.366%),9 avoidance of strong swear words (4.390%), and 9 features of emphatic stress (4.390%).

Fourth, the research from students of Dian Nuswantoro University was conducted by Shofia Amalia Rahma and Nina Setyaningsih (2022). The research entitled *Genderlect of Men and Women: A Study of Chuck Bass and Blair Waldorf's Conversation in Gossip Girl.* The method used the research used Adjacency Pairs (Levinson, 1983) theory to indicate the differences of men and women's language and Genderlect (Tannen, 1991) theory to find the stereotypes of men and women depicted by those characters. The method used qualitative with data were taken from 13 episodes of Gossip Girl from season 1 to 6. The results show that Chuck Bass offers and gives more question than Blair Waldorf. On the other side, Blair Waldorf requests, gives assessment, and blames more than Chuck Bass. The stereotypes of men depicted by Chuck Bass are men make offer as asymmetric communication and make more question to be informative. The stereotypes of

women depicted by Blair Waldorf are women make more request as social communication, make assessment as intimate communication, and they are cooperative.

Five research is from Novi Indah Permatasari, Umaimah Wahid, Hafied Cangara (2022) as student of Universitas Budi Luhur, Indonesia. This research uses a qualitative method with a phenomenological approach and applies interactive analysis. Raising the title *Genderlect Style dalam Komunikasi Pria dan Wanita Pada Series Layangan Putus,* this research applied Tannen's theory about genderlect. This study found that men tend to take on the role of problem solvers and dislike following up or asking more about other people's problems. While women like support and acknowledgment. Women also like it when others have the same life experiences as them because it is a reason to be able to find out more about other people's problems.

Six, Research made by Tatik Irawati (2017) who is a student of STKIP PGRI, Jombang. The title of the research is *Analysis of Genderlect Style in Pygmalion*. This research uses a qualitative method applying Tannen's theory (1990). This research focused on finding differences in communication, changes in communication and similarities in changes that underlie women and men in the language used in Pygmalion by George Bernad Shaw. This research results in the existence of genderlect style in pygmalion act 2 in the form of 'report style' and 'rapport style'. report style found is in the form of public speaking, asking questions, telling stories, listening, and conflict. As well as in the category of rapport style found is in the form of private speaking, asking questions, conflict, listening, and telling stories, while representing the British social situation in the early 20th century where at that time the style of speaking became a measure of the social value of British society found Genderlect Style changes in all characters in Pygmalion Act 2.

Seven, Research conducted by Ardia Garini and Mualimin Mualimin (2021) from Diponegoro University, Semarang. The title of the research is *Genderlect*

*Aspects in Country Songs: A Pragmatic Study*. The research method used was qualitative by applying a purposive sampling method and non-participant observation to collect data. Researchers focused on analyzing 4 main aspects including: 1) classifying the data into four orientations: female-oriented songs and male-oriented songs, 2) classifying the gender classification in each clause, 3) analyzing the type of supposition to strengthen the gender classification, and 4) indicating the gendered songs in the data. The results show the influence of genderlect in the process of someone producing lyrical language in songwriting. Genderlect affects how men or women produce language in the lyrics of the songs they create.

This research has differences from previous research. Although this research has the same topic as both previous research, the object is totally different. The object is taken by Ariana Grande's interview on Youtube channel. In addition, this study has new variables that have not been studied before. This research used video interviews of Ariana Grande with male interviewers. It was done to get more valid women's language of linguistic features used by Ariana Grande. For this reason, the article entitled *Cross-Gender Communication in Zach Sang Show: The Interview with Ariana Grande* can be studied and analyzed to find out what kind of women's language features are used. This research also analyzes communication style differences as one of the factors that influence the different ways of communication, and points of view, creating misinterpretation between men and women generally. Hopefully, this study could help readers understand the content of the text to know more about women's language and the way men's and women's communication styles.

## 1.7    Conceptual Framework

In this section, the researcher presents a theory elaborated to the research. The researcher describes how steps to complete the research using theory were chosen.

These theories function as a framework of analysis to answer the question problem of this research. The theory used in the research involved the explanation of the research analysis deeply. The researcher uses theory about women's language from Lakoff's 1975 and genderlect style by Deborah Tannen's 1990. Both are uncovering differences in language used by men and women through its features and aspects. This research aims to analyze about women's language features happened in Ariana Grande on Ariana Grande 'Thank u, next' Interview in Zach Sang Show YouTube channel. Researchers also analyzed aspects of genderlect style between Zach as male interviewer and Ariana Grande as the female interviewee to find differences in communication styles between men and women.

The research employs a sociolinguistics approach. There are some utterances in the conversation in the interview of Ariana Grande which shows the use of 6 women's language which is in accordance with the theory. It was found a clear difference between men and women. There are women's language features used by Ariana Grande as explained in theory, especially when she communicates with a men interlocutor. To answer the first question, the researcher employs Lakoff's theory of women's language features to find out the types of features used by Ariana Grande in her interview. While to answer the second question, the researcher elaborates Deborah Tannen's theory of Genderlect style to find out the aspect causes language differences between women and men used by Zach as the male interviewer and Ariana as the female interviewee.

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