



WOMEN'S LANGUAGE FEATURES OF A TOP WOMAN CELEBRITY

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ABSTRACT

This study aims to examine the style of language that is often used by women. This study discusses the features of women's language used by Lisa Blackpink in her interview on the Zach Sang Show YouTube channel entitled *Lisa Talks Lalisa, Money, Blackpink, & More*. Data from this study were analyzed using the women's language features theory by Lakoff (1975). The method used to analyze this research is a qualitative method with data taken from Lisa's interview with Zach Sang which has been transcribed. The results showed that Lisa used nine out of ten women's language features proposed by Lakoff with a total of 167 data with the following details: 120 lexical hedges/fillers, 20 intensifiers, 5 rising intonations, 5 empty adjectives, 5 hypercorrect grammars, 4 emphatic stress, 4 avoidance of strong swear words, 3 super polite forms, and 1 question tag. Meanwhile, women's language feature that are not spoken by Lisa in her interview was precise color terms.

INTRODUCTION

Language speakers come from all social groups with no exception, though there are some significant differences between the groups in social life, such as gender differences. According to Coates (2013), the term 'gender' is different from the term 'sex'. Sex is what is usually classified as female or male, meanwhile, gender refers to behaviors, physical appearance, and acts. This means that the gender category is simply binary opposition.

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Further, Meyerhoff (2018) stated that the distinction between sex and gender is typically based on the idea that sex is a biological category whereas gender is a social and cultural term. In other words, sex is something you have and can be described using scientific standards, while gender is a social construct that people develop through their interactions with others. Gender in society is generally classified as masculine or feminine. A person's masculinity or femininity can be determined by their style, gestures, and even the way they speak. When communicating, masculine (male) and feminine (female) use language differently. The study of language and gender is discussed in a branch of linguistic studies known as sociolinguistics.

Sociolinguistics is a branch of linguistics that studies the relationship between language and the community of speakers, as well as the diversity of languages that results from speaker diversity. Sociolinguistic studies examine the language variations that occur in society, for example, the differences in the language used by different genders. Further, Wardhaugh & Fuller (2015) suggests that "a major topic in sociolinguistics is the relationship, if any, between linguistic aspects, such as the structures, vocabularies, and usage patterns of specific languages, and the positions in social, and identities of the men and women who speak such language."

Gender differences in society are very influential in several aspects such as economic, social, and also the language used. In society, there is a stereotype that women talk more and have more vocabulary than men. Coates (2013) stated, "We are all taught that women gossip more than men, that women talk more than men, that women are more polite, that men swear more than women, and so on." Women are more polite than men because they want to maintain their femininity and grace because they will be mocked if they act like men – swearing and so on. In public, women are expected to follow the rules more than men. According to those statements, men and women use different types of language terms. In conducting this research, the researcher uses a theory in sociolinguistic studies that discusses the language features that are frequently used by women, namely women's language features by Lakoff (1975). The researcher brought up this topic because the issue of language and gender difference is interesting to analyze, where in English linguistics, the language used by men and women are different and there are several terms that women tend to use more often than males do.

In this research, the researcher uses a member of a popular Korean girl group as the object of this research, namely Blackpink's Lisa. Blackpink's Lisa (Lalisa Manoban) is a

member of the girl group Blackpink produced by YG Entertainment which made its debut in 2016 and all of the members of Blackpink are fluent in speaking English. The researcher chose Blackpink's Lisa as the object of research because Lisa is a member of a Korean girl group who is fluent in English and the researcher found that Lisa has a feminine style of speaking. Due to her feminine speaking style and her status as a public figure, which requires her to talk politely at all times, Lisa tends to employ women's language elements frequently. The purpose of this research is to examine the women's language features used by Blackpink's Lisa in the interview entitled *Lisa Talks Lalisa, Money, BLACKPINK & More* on the Zach Sang Show YouTube Channel.

METHOD

The researcher employs a qualitative research method in this research. The qualitative research method is used in this study because the data are collected from the utterances of Lalisa Manoban in her interview with Zach Sang that contain women's language features, which take the form of words rather than numbers. The researcher will examine the utterances spoken by the object of research and describe them in the form of sentences that form paragraphs. This qualitative research focuses on interpretive phenomena in their natural settings, to make sense of or interpret phenomena in terms of the meanings that people assign to them (Denzin & Lincoln, 1994). Meanwhile, Creswell (1994) claimed that qualitative research is a method of inquiry that examines a social or human problem and is based on diverse methodological traditions.

Qualitative approaches are frequently used to record people's thoughts, feelings, or interpretations of meaning and process as well as to examine the new phenomenon. According to Given (2008), the purpose of qualitative research is to investigate the various aspects of a given topic. In this study, the researcher employs the qualitative data analysis method. The subject of the study is a linguistic object in the form of an utterance in an interview, so qualitative research is required. The referred problem does not require any experimentation and is determined solely by the utterance. Sugiyono (2013) stated that qualitative research is a research method based on the philosophy of positivism, used to examine natural object conditions.

Furthermore, the researcher will thoroughly analyze the utterance in the research object using women's language features theory so that the results obtained are understandable. The qualitative method is used in this paper to analyze the women's

language features used by Blackpink's Lisa using a sociolinguistics approach. The data for this study was derived from utterances spoken by Blackpink's Lisa in an interview on the Zach Sang Show YouTube Channel.

FINDINGS AND DISCUSSION

Findings

Based on the observation, the researcher found that Lisa uses nine of ten women's language features including lexical hedges or fillers, intensifiers, question tags, rising intonation, empty adjectives, avoidance of strong swear words, hypercorrect grammar, super polite form, and emphatic stress. To make it clear, the total amount and total percentage can be seen in the table below.

Women's Language Features	Total Amount	Total Percentage
Lexical Hedges/Fillers	120	71.86%
Intensifiers	20	11.98%
Rising Intonations	5	2.99%
Empty Adjectives	5	2.99%
Hypercorrect Grammar	5	2.99%
Emphatic Stress	4	2.39%
Avoidance of Strong Swear Words	4	2.39%
Superpolite Form	3	1.81%
Question Tag	1	0.6%
Precise Color Terms	0	0%
Total Features	167	100.00%

Table 1. The calculation of women's language features used by Lisa

Based on the results of the study, the features most frequently used by Lisa in her interviews were lexical hedges or fillers and the feature that did not appear in Lisa's utterance was precise color terms. In her interview, Lisa used a lot of lexical hedges and fillers because she needed a pause or more time to think about the answers to the interviewer's questions. This feature also appeared because Lisa was in an unscripted interview, so Lisa had to answer all the questions spontaneously. Meanwhile, Lisa did not use precise color terms in the video interview because the interviewer did not ask color-related questions, so there were no conditions that required Lisa to mention terms related

to color.

Discussion

Based on the data findings, there are 8 out of 10 women's language features used by Lisa in the video. They are lexical hedges or fillers, intensifiers, question tags, rising intonation, empty adjectives, hypercorrect grammar, super polite form, and emphatic stress. The feature that did not appear in the data is the precise color term. Below are the features found in Lisa's utterances;

Lexical Hedges or Filler

Lexical hedges and fillers are the features that are often used by women to express uncertainty and to give pause so the speaker can think about what will they say next. Lexical hedges are the words such as kind of, sort of, like, you know, and the like. Meanwhile, fillers are meaningless utterances such as umm, uh, and so on. Below are some examples of lexical hedges and fillers found in Lisa's utterances.

Data 1

"It's kinda weird that because last time I'm here with them, with the girls." (02:16)

Based on the data, it can be seen that Lisa uses various forms of lexical hedges such as kinda, you know, like, and the like. In addition, the results of the study show that the lexical hedge that Lisa utters the most is "like". Lexical hedges are commonly used to express the speaker's uncertainty about the statement being made. In the preceding example in data 1, Lisa uses the word "kinda" to express uncertainty when talking about her feelings because of having an interview with Zach Sang without the other Blackpink members. Lisa said 'kinda weird' to emphasize that the situation she is currently facing is not completely weird, so she added a lexical hedge in the word "kinda" to emphasize her uncertainty about her statement.

Data 2

"Umm, I was like kinda nervous at first..." (07:06)

The filler appeared in data 2 when Lisa responded to an interviewer's question about what it was like to do a solo project and record songs without the other members of Blackpink. Lisa was silent for a while before responding, and even in her response, she inserted "umm" as a filler that functions as a pause to think about and prepare for the next sentence. Lisa uses fillers in her interview to indicate a pause before answering. The use of

these fillers suggests that Lisa needs some time to think before answering the interviewer's questions.

Question Tag

According to Pebrianti (2013), women used question tags to emphasize what the speakers are talking about; to make the readers believe in what the speaker said. In addition, question tags are often used to emphasize a point or check for agreement, or to ask for confirmation from the other person. Below is the question tag used by Lisa in the interview.

Data 3

*"I get to choose my clothes like, what I want to wear too, for my umm, music video, **right?**" (05:35)*

In the data above, Lisa used the informal question "right?" to make sure and wants to seek confirmation or agreement about the statement she said before the question tag. By using a question tag, she shows her politeness as a woman and she wants some response from the hearer. A question tag is a common feature of women's language because it softens the speaker's words and is frequently used to avoid conflict or confrontation. Lisa implicitly invites her interlocutors to respond or affirm her opinion by adding a question tag to her statement. Furthermore, question tags can help to foster a sense of solidarity by allowing the speaker to demonstrate that they are open to discussion and collaboration. As a result, Lisa's use of question tags in her utterance effectively communicates her opinion while also inviting her interlocutors to join the conversation.

Rising Intonation

Lakoff (1975) stated that women tend to use some rising intonations because they are less sure about themselves and their opinions. The purpose of rising intonation on declarative was to seek confirmation from the hearer (Priska et al., 2020). This feature is commonly used by women in which the pitch of the voice rises at the end of an utterance. In her interview, Lisa several times used rising intonation in her utterances when asked by the interviewer. The usage of rising intonation by Lisa can be seen in the data below.

Data 4

*"**My solo song?** Like, what do you mean?" (03:43).*

Data 5

*"My solo song? Like, **what do you mean?**" (03:43)*

Data 4 and 5 are spoken at one time, but Lisa utters two rising intonations in a row. In data 4, Lisa used the rising intonation in "My solo song?" to seek confirmation about the question from the interviewer. This answer comes when the interviewer asks Lisa how she describes her solo song. Lisa used the rising intonation in this sentence because she is unsure about the question that the interviewer had given. It also can be seen from the sentence that comes after it. From that sentence, we know that Lisa does not understand the question given and she wants to seek an agreement or confirmation from the person who gave her the question.

Furthermore, in data 5, Lisa rises her intonation in "What do you mean?" at the end of her answer. The rising intonation in this sentence continues the previous rising intonation in the sentence "My solo song?". Lisa employs rising intonation twice in this sentence to emphasize that she does not fully understand the question and seeks confirmation from the questioner concerning the question's intent. The interviewer then explained the purpose of the question once more as a form of confirmation to Lisa about the intent of the question. In addition to the examples above, Lisa also uses rising intonation in the sentences below.

Empty Adjective

Lakoff (1975) suggests that, unlike men, women have the option of using neutral or women's words. The purpose of using empty adjectives in women's language is to show that women are feminine so that they have some vocabularies that are often used by women only. The adjectives that are categorized as empty adjectives are some feminine adjectives such as *cute, lovely, divine, sweet, and so on*. In her interview, Lisa uses some empty adjectives such as *sweet, cute, and lovely*. Below are examples of Lisa's utterances that contain empty adjectives.

Data 6

*"... it such a nice dinner, **lovely** one." (32:44)*

Lisa uttered the above statement when she mentioned that she met DJ Snake two days ago and that they had dinner. In the video, Lisa says "I have dinner with him, it's such a nice dinner, a lovely one." The word "lovely" is often used to express admiration for something or someone. The use of "lovely" in the preceding example is a way to emphasize the positive aspect of a situation. Lisa uses the word lovely in that sentence to emphasize her

emotions at the time. By using the word lovely, it can be assumed that Lisa admires DJ Snake and has quite a strong bond with him and she enjoyed the time she spent with DJ Snake at the dinner.

Data 7

*"... and my members, they're like, **super**, like, supportive..." (26:56)*

In the data above, it can be seen that Lisa utters the word "super" which can be categorized as an intensifier. The sentence above was said by Lisa when the interviewer asked about what part of going on the solo project had been the most challenging but the most fulfilling. Afterward, Lisa stated that doing a solo project was not easy because she had to sing and dance alone, but Lisa also stated that the other Blackpink members were very supportive, always supporting her when she was doing her solo projects. In the data above, Lisa added the intensifier "super" before she mentioned the word "supportive". The use of "super" can serve to strengthen an utterance and add emphasis to an emotion or point of view. Lisa used the intensifier "super" in her sentence to emphasize how supportive the other members of Blackpink are. She would like to emphasize that the other members are enthusiastic about the project she is working on.

Intensifier

Intensifier is the term used to strengthen the utterance used by the speaker. Common examples of intensifiers used by women include words such as *so*, *very*, *really*, *extremely*, and *so on*. By using intensifiers, women can express their feelings and ideas more strongly and clearly and can make their points more effectively. Some of the intensifiers used by Lisa are *so*, *very*, *really*, and *super*.

Data 8

*"I'm **really** proud that I'm Thai." (04:16)*

The above sentence was said by Lisa after the interviewer asked for confirmation that Lisa is paying tribute to her hometown in her solo song entitled Lalisa. Lisa said that she wants to represent her nationality through her solo song – she wants to show the world that she is Thai and she is proud that she is Thai. Based on the data above, it can be seen that Lisa used the intensifier "really". Women often use "really" to add emphasis to their words and to make a point. It is an important part of women's language features and helps to convey their message more effectively. In her utterance, Lisa used the intensifier to

strengthen her statement that she is proud that she is Thai and she wants people to know that she is Thai, not Korean.

Hypercorrect Grammar

Hypercorrect grammar is a type of language feature used by women in an utterance that follows specific rules of grammar, often to a greater extent than is standard. Lakoff (1975) stated that women tend to use the standard form of grammar to express politeness and to avoid the usage of harsh words. The usage of hypercorrect grammar found in the object can be seen below.

Data 9

*"... because they **have been waiting** for my solo for so, so long ..."* (03:10)

Data 10

*"... so, she **has been waiting** for this for so long..."* (12:13)

In the example above, it can be seen that Lisa said two similar clauses and she said them in the right grammar. The first clause is *"they have been waiting ..."* and the second one is the sentence *"she has been waiting ..."*. The two sentences above look very similar because at that time Lisa was telling the same incident, about her debut solo song. In data 9, she was talking about Blinks (Blackpink's fans) who had been waiting for Lisa's debut song for a long time. Whereas in data 10, Lisa was talking about her mother who had been waiting for Lisa to release a solo song for a long time. In those clauses, Lisa used the present perfect continuous tense correctly, which is S + have/has + been + V-ing (the present participle). In addition, Lisa employs appropriate auxiliary verbs depending on the subject. Lisa uses the auxiliary "have" in the first clause because the subject is "they", and she uses the auxiliary "has" in the second clause because the subject is "she". Lisa used this hypercorrect grammar to show politeness and to ensure that the interlocutors understood her utterance.

Superpolite Form

Women believe that they must maintain better manners than men to avoid being labeled as bad by society. By using the super polite form, women can communicate more respectfully and be less confrontational. Lakoff (1975) claims that women tend to speak *please*, *sorry*, and *thank you* more often to show politeness. An example of a super polite form that appears in the data can be seen below.

Data 11

"Thank you" (34:25).

Data 12

"Thanks for having me today." (34:40)

The two sentences above are one sentence that is spoken simultaneously, which is "Thank you, thanks for having me today". In the dialog above, Zach Sang thanked Lisa for being on his podcast and Lisa answered it with a polite sentence "Thank you, thanks for having me today". Lisa said those words to show that she is quite polite as a guest and also as a woman. In addition, Lisa said that sentence to give a polite and friendly impression to Zach Sang who had invited her to interview for his podcast program. Lisa said the first "thank you" to answer Zach Sang's words, and then she said the second sentence to show that she is glad to be invited to that show.

Emphatic Stress

Emphatic stress is a feature used to draw attention to certain words or phrases. This is often done by increasing the volume of the word, and by adding extra syllables or pauses before or after the word. Lakoff (1975) stated that the usage of emphatic stress is to strengthen the meaning of an utterance and also to ensure that your message is received and responded to. Furthermore, women rise their pitch when they are emphasizing stress. The example of emphatic stress found in the video can be seen below.

Data 13

*"... many people are telling me that money is fire, it's like, it's doing so **well**..." (13:43)*

Lisa said the sentence above when the interviewer asked if she was satisfied with her solo song entitled Money. After that, Lisa expressed her dissatisfaction with her solo song, but Lisa added, "... many people are telling me that money is fire, it's like, it's doing so well...". Lisa added stress to the word "so well" when saying the utterance. Stressing a word can be used to emphasize a point, add emphasis to an opinion, or add urgency or importance to an idea. In that sentence, Lisa emphasizes the stress of the word "so well" to emphasize her statement about the opinions of people who believe that Lisa's solo song entitled Money was done very well.

Data 14

*"... so, Money and Lalisa just hit me so **hard**." (25:53)*

In data 14 above, Lisa emphatically stresses the word "so hard". The sentence above

was said by Lisa when the interviewer asked "What were you listening to when you played your song? What were you trying to attach?" Then Lisa responded that while listening to the song, she imagined herself performing on the song and if she thought the song suits her, then it would be Lisa's song. Afterward, Lisa said "... so, Money and Lalisa just hit me so hard" to show that her solo song, Money and Lalisa, had affected her emotionally and she felt that those two songs suited her. When she said those words, Lisa added stress to the word "so hard". Emphatic stress can be used to emphasize a speaker's feelings, allowing the speaker to express their emotions more clearly. Furthermore, emphatic stress can be used to create a range of effects and add emphasis to an utterance. By using emphatic stress, Lisa emphasizes and makes it clear that she has strong emotions or feelings for her solo songs.

Avoidance of Strong Swear Words

The avoidance of strong swear words in an utterance is a language feature that is commonly used by women. This language feature is largely used as a way to maintain politeness and civility during a conversation. According to Lakoff (1975), women frequently use phrases like *oh dear*, *goodness*, or *oh fudge* than strong swear words such as *damn* and *shit* which are frequently used by men. In her interview, Lisa mostly uses the word *oh my God* to soften her utterance. The avoidance of strong swear words that were spoken by Lisa can be seen in the examples below.

Data 15

"Oh my God it's so much work." (14:03)

Data 16

"... oh my God, the 'sexy girl' part is like stuck in my head..." (32:17)

The examples above demonstrate Lisa's use of the phrase "Oh my God" during her interview. The phrase "Oh my God" can be categorized as an interjection that can be used to express joy, surprise, disappointment, and other emotions depending on the context and circumstances when the word is spoken. In data 15, Lisa responded to the interviewer's question about how it feels to be a pet owner. When answering, Lisa said "Oh my God" at the beginning of the sentence to express her tired feelings as a pet owner because after she said "Oh my God", she continued with "It's so much work". In her dialogue with interlocutors, Lisa softens her utterance and expresses her feelings without being sarcastic or making the other person feel uncomfortable by using "oh my God" interjections instead

of strong swear words.

On the other hand, the use of the interjection "oh my God" in data 16 can be interpreted as a form of expressing admiration or pleasure. Lisa said the sentence in data 16 when the interviewer asked about her collaboration with DJ Snake and Meghan Stallion. Lisa then stated that she was thrilled when she was asked to collaborate with DJ Snake and Meghan Stallion, and that when she listened to the song, she liked it and there was a part that stuck in her head, which is the 'sexy girl' part. Lisa added the interjection "oh my God" to express her admiration for the collaboration song and Lisa used "oh my God" instead of the strong swear words to show a positive impression in her emotions towards the song and the collaboration. Furthermore, Lisa avoids using strong swear words because she is a public figure whose behavior is observed by people all over the world, and she wants to demonstrate that she can be a good role model without spreading negative influence to others.

CONCLUSIONS AND SUGGESTIONS

According to the discussion above, it can be concluded that in her interview with Zach Sang, Lisa employs women's language features in her sentences. Based on the data found, there are 9 out of 10 women's language features used by Lisa in her utterance with 167 total data with the following details: 120 lexical hedges/fillers, 20 intensifiers, 5 rising intonations, 5 empty adjectives, 5 hypercorrect grammars, 4 emphatic stress, 4 avoidance of strong swear words, 3 superpolite forms, and 1 question tag. The feature that does not appear in Lisa's utterance is precise color terms because, in her interview, the interviewer did not ask about things that prompted Lisa to mention terms related to color. Based on the results, it can be seen that the women's language features most frequently used by Lisa are lexical hedges/fillers. Lisa uses a lot of lexical hedges and fillers because she is in an unscripted interview. Therefore, Lisa requires hedges as a form of uncertainty in her sentence, as well as fillers as a pause to help her consider the next sentence to be said.

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