

## ABSTRACT

Rimba, Gemelia Liberti. (2017). Women's Language Features Used By Indonesian Female Lifestyle Bloggers. Yogyakarta: English Language Education Study Program, Department of Language and Arts Education, Faculty of Teachers Training and Education, Sanata Dharma University.

The rapid development of internet worldwide has brought impact to the emergences of social networking sites, including web blog. Nowadays, many people share the information, news, or even lifestyle through web blog. It is become a phenomenon in the society. This research is aimed to seek the use of women's language features by three worldwide famous Indonesian female lifestyle bloggers. There is a research question which is discussed in this research: Do Indonesian female bloggers posts reflect the features of women's language?

This research was conducted in the form of qualitative research in which the content analysis was used to support the researcher in conducting the research. To gather the data, the researcher employed a checklist to analyze women's language features used by the Indonesian female bloggers namely Anaztasia Siantar from [www.brownplatform.com](http://www.brownplatform.com), Clara Devi from [www.lucedaleco.com](http://www.lucedaleco.com) and Sonia Eryka from [www.soniaeryka.com](http://www.soniaeryka.com). After that, the researcher use human instrument to gather the data and then analyzed it.

The findings showed that women's language features which used by Indonesian female lifestyle bloggers were intensifier (69.56%), followed by lexical hedges or fillers (12.23%), emphatic stresses (7.07%), empty adjectives (7.07%), precise color terms (1.91%), superpolite forms words (1.36%), hypercorrect grammar (0.53%), and question tag (0.27%). The rest of the feature which is rising intonation on declaratives could not be found because this research was conducted in written language form.

The findings showed that the three Indonesian female lifestyle bloggers have the same pattern in using women's language features. Moreover, it also showed that they were trying to boost what they said by using intensifiers as it was the most used feature in this study. The rest of the features showed their uncertainty and lack of confidence.

**Keywords:** Indonesian female bloggers, women's language

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Perkembangan internet yang sangat cepat menyebar luas dan mendunia telah membawa pengaruh terhadap kebutuhan akan media sosial, termasuk web blog. Saat ini, banyak orang yang membagikan informasi, berita, atau bahkan gaya hidup melalui web blog. Hal ini telah menjadi sebuah fenomena di tengah masyarakat. Penelitian ini bertujuan untuk mengetahui penggunaan fitur-fitur bahasa wanita oleh tiga blogger wanita Indonesia yang telah dikenal secara mendunia. Dalam penelitian ini terdapat sebuah rumusan masalah, yaitu Apakah blogger wanita Indonesia merefleksikan fitur-fitur bahasa wanita?

Penelitian ini dilakukan dalam bentuk penelitian kualitatif di mana analisis dokumen digunakan untuk mendukung peneliti dalam melakukan penelitian. Dalam mengumpulkan data yang diperlukan dalam penelitian ini, peneliti menggunakan *checklist* dalam menganalisis fitur-fitur bahasa wanita yang digunakan oleh blogger wanita Indonesia, yaitu Anaztasia Siantar dari [www.brownplatform.com](http://www.brownplatform.com), Clara Devi dari [www.lucedale.co](http://www.lucedale.co) dan Sonia Eryka dari [www.soniaeryka.com](http://www.soniaeryka.com). Setelah itu, peneliti menggunakan dirinya sendiri sebagai '*human instrument*' untuk mengambil data dan kemudian menganalisis data yang telah terkumpul.

Hasil dari penelitian ini menunjukkan bahwa fitur-fitur bahasa wanita yang digunakan oleh blogger wanita Indonesia adalah *intensifier* (69,56%), *lexical hedges or fillers* (12,23%), *emphatic stresses* (7,07%), *empty adjectives* (7,07%), *precise color terms* (1,91%), *superpolite forms* (1,36%), *hypercorrect grammar* (0,53%), dan *question tag* (0,27%). Sisa fitur yaitu *rising intonation on declaratives* tidak dapat ditemukan karena penelitian ini dilakukan dalam bentuk bahasa tulis.

Hasil dari penelitian ini menunjukkan bahwa ketiga blogger wanita Indonesia tersebut memiliki pola yang sama dalam menggunakan fitur-fitur bahasa wanita. Selain itu, ketiga blogger tersebut menunjukkan bahwa mereka menggunakan *intensifier* untuk menambah atau menekankan pesan yang mereka sampaikan. Selebihnya, fitur-fitur wanita yang mereka gunakan menunjukkan tanda ketidakpastian dan kurang percaya diri.

**Kata Kunci:** *Indonesian female bloggers, women's language*