

ABSTRACT

Jesica. (2019). *An Analysis of Women's Language Features Used by Mark in "Prego" Movie*. Yogyakarta: English Language Education Study Program, Faculty of Teachers Training and Education, Sanata Dharma University.

Men and women have differences in performing language features they use (Lakoff, 1973). The researcher wanted to analyze women's language features which are used by Mark in "Prego" movie. The researcher is also interested in finding the reasons which affect men to use women's language features.

There were two research questions in this research. They were 1) What are women's language features used by Mark in "Prego" movie? 2) What are the reasons which affect Mark to use women's language features in "Prego" movie?

This research applied content analysis to analyze the data. The main data of this research were utterances performed by Mark in "Prego" movie. In order to answer the first research question, the researcher analyzed women's language features performed by Lakoff (1973). In order to answer the second research question, the researcher tried to apply Itulua's (2013) theory which performs reasons of using women's language features. It was about the changes of masculinity concept in society and a man in his identity.

Based on the theories performed by Lakoff (1973) and Itulua (2013), the researcher discovered that in "Prego" movie, Mark used lexical hedges or fillers, rising intonations, empty adjectives, intensifiers, emphatic stresses, hypercorrect grammars and avoidance of strong swear words. The researcher also found the reasons of performing women's language features by Mark in the movie which were the changes of masculinity concept in society and a man in his identity.

In conclusion, the researcher presented two conclusions based on the findings. First, Mark performed seven types of women's language features in "Prego" movie. Second, Mark applied two main reasons of performing women's language features.

Keywords: content analysis, movie, women's language features

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Pria dan wanita memiliki perbedaan-perbedaan pada fitur bahasa yang mereka gunakan (Lakoff, 1973). Peneliti ingin menganalisis fitur bahasa wanita yang digunakan oleh Mark dalam film "Prego". Peneliti juga tertarik untuk mencari alasan atau faktor yang memengaruhi pria untuk menggunakan fitur bahasa wanita.

Terdapat dua rumusan masalah dalam penelitian ini, yaitu: 1) Apa saja fitur bahasa wanita yang digunakan oleh Mark dalam film "Prego"? 2) Apa saja alasan yang menyebabkan penggunaan fitur bahasa wanita oleh Mark dalam film "Prego"?

Penelitian ini menggunakan analisis konten untuk menganalisis data. Data utama dari penelitian ini berasal dari ungkapan yang diucapkan oleh Mark dalam film "Prego". Untuk menjawab pertanyaan penelitian pertama, peneliti menganalisis fitur bahasa wanita yang dikemukakan oleh Lakoff (1973). Untuk menjawab pertanyaan penelitian kedua, peneliti mencoba menggunakan teori Itulua (2013). Teori tersebut mengemukakan tentang perubahan konsep maskulinitas dalam masyarakat masa kini serta pria dalam identitasnya.

Berdasarkan pada teori-teori yang dikemukakan oleh Lakoff (1973) dan Itulua (2013), peneliti menemukan bahwa dalam film Prego, Mark menggunakan lexical hedges atau fillers, rising intonations, empty adjectives, intensifiers, emphatic stresses, hypercorrect grammars dan avoidance of strong swear words. Peneliti juga menemukan alasan penggunaan fitur bahasa wanita oleh Mark dalam film "Prego" yang merupakan perubahan konsep maskulinitas dalam masyarakat masa kini serta pria dalam identitasnya.

Sebagai kesimpulan, peneliti memberikan dua kesimpulan berdasarkan hasil penemuan. Pertama, Mark menggunakan tujuh tipe fitur bahasa wanita di film "Prego". Kedua, Mark menerapkan dua alasan utama dalam penggunaan fitur bahasa wanita.

Kata kunci: *content analysis, movie, women's language features*