

ABSTRACT

Apridaningrum, Maria Catharina Gustia. 2018. *Women's Language Features Used by Sarah Sechan in Her Talk Show*. Yogyakarta: English Language Education Study Program, Faculty of Teachers Training and Education Sanata Dharma University.

Language is a communication tool which is used by human being. Every human being needs to communicate to each other. Men and women are different in terms of using a language or languages in their daily conversation.

Women's language proved that women tend to use language differently than men, it is shown in features they use. Sarah Sechan is one of well-known, multitalented, communicative, and creative presenters in Indonesia. It is proved by the words choices in her speech. So, the researcher chose her to be one of the instruments in gathering the data. Therefore, the researcher build a research question as follows : What are the women's language features used by Sarah Sechan?

The researcher used qualitative data methods by employing content analysis to answer the research question. There were 2 research instruments used in this research. They were the researcher as the human research and observation sheet. The researcher conducted the research by using the video script of Sarah Sechan on Net TV. To analyze the utterances in order to find out the women's language features used by Sarah Sechan, the researcher used Lakoff's theory of women's language.

In this research, the researcher found that 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 question (8.780%), 16 hyper-correct grammar (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%). The researcher did not find praise color terms because it is not related with theme in Sarah Sechan Talk show. The most used women's language feature by Sarah Sechan was empty adjectives.

Keywords: *Sarah Sechan, women's language features, talk show*

ABSTRAK

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Bahasa adalah alat komunikasi yang digunakan oleh umat manusia. Setiap manusia harus berkomunikasi dengan satu sama lain. Pria dan wanita menggunakan Bahasa secara berbeda dalam percakapan sehari-hari.

Bahasa Wanita membuktikan bahwa wanita cenderung menggunakan Bahasa secara berbeda dari pria, terlihat dari fitur-fitur yang mereka gunakan. Sarah Sechan adalah salah presenter terkenal, multitalenta, komunikatif dan kreatif di Indonesia. Hal ini terbukti dari pilihan kata yang terdapat dalam cara berbicaranya. Maka dari itu, peneliti membuat rumusan masalah sebagai berikut: Apa saja fitur bahasa wanita yang digunakan oleh Sarah Sechan?

Penelitian ini menggunakan metode data Qualitative dengan menerapkan analisis isi untuk menjawab rumusan masalah. Terdapat dua instrumen penelitian yang digunakan. Diantaranya adalah peneliti sebagai instrumen manusia dan lembar observasi. Peneliti melaksanakan penelitian dengan menggunakan skrip video Sarah Sechan di Net TV. Dalam menganalisis ucapan-ucapan untuk menemukan fitur bahasa wanita yang digunakan Sarah Sechan, peneliti menggunakan teori Lakoff tentang Bahasa wanita.

Dalam penelitian ini, peneliti menemukan sembilan fitur yang digunakan, diantaranya: 48 *empty adjectives* (23.415 %), 44 *intensifiers* (21.463 %), 35 fitur *lexical hedges* (17.073 %). 18 fitur *tag question* (8.780%), 16 *hyper-correct grammar* (7.804 %), 15 fitur *rising intonation* (7.317%), 11 *super-polite* (5.366%), 9 *avoidance of strong swear words* (4.390%), dan 9 fitur *emphatic stress* (4.390%). Peneliti tidak menemukan istilah *parise color* karena hal tersebut tidak terkait dengan tema di acara Talk Show Sarah Sechan. Fitur bahasa wanita yang paling digunakan oleh Sarah Sechan adalah *empty adjectives*.

Kata kunci: *Sarah Sechan, women's language features, talk show*