

ABSTRACT

Daniswari, Brigita Linda. (2018). *The Analysis of Women's Language Features Used by Kendall Jenner in Keeping Up with the Kardashians and Gender Stereotypes*. Yogyakarta: English Language Education Study Program, Faculty of Teachers Training and Education, Sanata Dharma University.

Women's language is identical with the role of women in the society. Gender stereotypes are the society beliefs about the behavior, speech, and traits which are appropriate as a boy or as a girl. Public figures influence the society lifestyle because people have tendency to imitate their models. Thus, this research was conducted to analyze the women's language which was mostly used by the famous public figure named Kendall Jenner in the American show, *Keeping Up with the Kardashians*. Moreover, this research analyzed the gender stereotypes were found in a popular American show namely *Keeping Up with the Kardashians*. There were two formulated questions in this research. They were: (1) Which women's language features are mostly used by Kendall Jenner in *Keeping Up with the Kardashians*? and (2) What are gender stereotypes found in selected episodes of *Keeping Up with the Kardashians*?

This research used qualitative research specifically content or document analysis in order to answer the research questions. The observation checklist table was used to analyze women's language features. The utterances in *Keeping Up with the Kardashians* were analyzed to answer the research questions. This research used reliable books, journals, websites, and articles in order to answer the research questions.

Based on the findings, it was found that seven of ten women's language features were used by Kendall Jenner in *Keeping Up with the Kardashians*. They were 42 lexical hedges/ fillers (25.77%), 87 intensifiers (53.37%), 19 emphatic stresses (11.66%), 4 features of avoidance strong swear words (2.45%), 1 hypercorrect grammar (0.61%), 6 rising intonations (3.68%), and 4 features of empty adjective (2.45%). Moreover, the researcher found gender stereotypes in the selected episodes of *Keeping Up with the Kardashians*, such as first, girls tend to change mind easily. Second, girls tend to be more emotional. Third, girls tend to care others. Fourth, girls usually spend a lot of activities with their girlfriends. Fifth, girls tend to follow trends.

In conclusion, seven of ten women's language features were used by Kendall Jenner's in *Keeping Up with the Kardashians*. In addition, gender stereotypes were found in selected episodes of *Keeping Up with the Kardashians*.

Keywords: gender stereotypes, *Keeping Up with the Kardashians*, women's language features

ABSTRAK

Daniswari, Brigita Linda. (2018). *The Analysis of Women's Language Features Used by Kendall Jenner in Keeping Up with the Kardashians and Gender Stereotypes*. Yogyakarta: Program Studi Pendidikan Bahasa Inggris, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Sanata Dharma.

Bahasa perempuan identik dengan peran perempuan di masyarakat. Stereotip gender adalah kepercayaan masyarakat tentang perilaku, ucapan dan sifat yang sesuai sebagai seorang laki-laki atau seorang perempuan. Tokoh publik mempengaruhi gaya hidup masyarakat karena orang-orang memiliki kecenderungan untuk meniru model mereka. Oleh karena itu, penelitian ini dilakukan untuk menganalisis bahasa perempuan yang sering digunakan seorang tokoh publik terkenal bernama Kendall Jenner di sebuah pertunjukan Amerika, *Keeping Up with the Kardashians*. Terdapat dua rumusan masalah di dalam penelitian ini. Rumusan masalah tersebut adalah (1) Apakah bahasa perempuan yang sering digunakan oleh Kendall Jenner di *Keeping Up with the Kardashians*? dan (2) Apakah stereotip gender yang ditemukan di episode-episode pilihan di *Keeping Up with the Kardashians*?

Penelitian ini menggunakan penelitian qualitatitif lebih spesifik dengan konten atau dokumen analisis untuk menjawab rumusan masalah. *Observation checklist table* digunakan untuk menganalisis fitur bahasa perempuan. Kalimat-kalimat dalam *Keeping Up with the Kardashians* dianalisis untuk menjawab rumusan masalah. Penelitian ini menggunakan buku-buku, jurnal, website dan artikel yang terpercaya untuk menjawab pertanyaan dalam penelitian ini.

Berdasarkan penemuan, ditemukan tujuh dari sepuluh fitur bahasa perempuan yang digunakan Kendall Jenner dalam *Keeping Up with the Kardashians*, yaitu 42 *lexical hedges/ fillers* (25,77%), 87 *intensifiers* (53,37%), 19 *emphatic stresses* (11,66%), 4 *avoidance strong swear words* fitur (2,45%), 1 *hypercorrect grammar* (0,61%), 6 *rising intonations* (3,68%), dan 4 *empty adjective* fitur (2,45%). Peneliti menemukan stereotip gender dalam episode-episode pilihan di *Keeping Up with the Kardashians*. Stereotip gender yang ditemukan yaitu pertama, perempuan cenderung mudah mengubah pikiran. Kedua, perempuan cenderung lebih emosional. Ketiga, perempuan cenderung lebih peduli kepada orang lain. Keempat, perempuan biasanya menghabiskan waktu bersama teman-teman perempuannya.. Kelima, perempuan cenderung mengikuti tren.

Kesimpulan, tujuh dari sepuluh fitur bahasa perempuan digunakan Kendall Jenner di *Keeping Up with the Kardashians*. Lebih jauh lagi, stereotip gender ditemukan di episode-episode pilihan di *Keeping Up with the Kardashians*.

Kata kunci: *gender stereotypes, Keeping Up with the Kardashians, women's language features*