



**ANALYZING WOMEN'S LANGUAGE FEATURES IN
ONLINE DISCUSSIONS ON *FEMALEDAILY.COM***

THESIS

By:

Corenia Sagista

20210600018

English Studies

Faculty of Social Sciences and Humanities

UNIVERSITAS BUDDHI DHARMA

TANGERANG

2025



**ANALYZING WOMEN'S LANGUAGE FEATURES IN ONLINE
DISCUSSIONS ON *FEMALEDAILY.COM***

THESIS

**Submitted as one of the requirements to obtain the Bachelor Degree in the
English Studies Program Faculty of Social Sciences and Humanities
Buddhi Dharma University**

By :

Corenia Sagista

20210600018

Faculty of Social Sciences and Humanities

BUDDHI DHARMA UNIVERSITY

TANGERANG

2025



FINAL PROJECT APPROVAL

Name : Corenia Sagista
Student Number : 20210600018
Faculty : Faculty of Social Sciences and Humanities
Study Program : English Studies
Final Project Title : Analyzing Women's Language Features in Online Discussions on FemaleDaily.com

The Final Project Proposal has been approved to examined as a partial fulfillment of the requirement for the Bachelor Degree.

Tangerang, July 17th 2025

Approved by,
Supervisor

Acknowledged by,
Head of Department

Hot Saut Halomoan, S.Pd., M.Hum.

Riris Mutiara Paulina S., S.Pd., M.Hum

NIDN : 0320046101

NIDN : 0427068703



RECOMMENDATION FOR ELIGIBILITY

The Undersigned :

Name : Hot Saut Halomoan, S.Pd., M.Hum
Position : Supervisor
Certify
Nama : Corenia Sagista
Student Number : 20210600018
Faculty : Faculty of Social Sciences and Humanities
Study Program : English Studies
Title of Final Project : Analyzing Women's Language Features in Online Discussions on FemaleDaily.com

It has been eligible to take the final project examination.

Tangerang, July 17th 2025

Approved by,

Acknowledged by,

Supervisor

Head of Department

Hot Saut Halomoan, S.Pd., M.Hum.

Riris Mutiara Paulina S., S.Pd., M.Hum.

NIDN: 0320046101

NIDN: 0427068703



THE BOARD OF EXAMINERS

Name : Corenia Sagista
Student Number : 20210600018
Faculty : Faculty of Social Sciences and Humanities
Study Program : English Studies
Title of Final Project : Analyzing Women's Language Features in Online Discussions on FemaleDaily.com

This thesis has been examined by the board of examiners on August 05th, 2025.

Name of Examiners

1. Chair : Dr. Irpan Ali Rahman, S.S., M.Pd
NIDN: 0405027807
2. Examiner I : Riris Mutiara Paulina Simamora, S.Pd, M.Hum
NIDN: 0427068703
3. Examiner II : Dr. FX. Rahyono, S.S, M.Hum
NIDN: 818350022

Acknowledged by,



Dr. Sonya Ayu Kumala, M. Hum.

NIDN: 0418128601

STATEMENT OF AUTHENTICITY

I honestly declare this final project is my own writing. This is true and correct that I do not take any scholar ideas or work from other dishonestly. All the cited works are quote in accordance with ethical code academic writing.

Tangerang, July 17th, 2025



Corenia Sagista

20210600018

ACKNOWLEDGEMENTS

In the name of Jesus Christ, I would like to express my sincere gratitude for His blessings and guidance throughout the process of writing this final project entitled Analyzing Women's Linguistic Features in Online Discussions on Female Daily.com, as one of the requirements for obtaining a Bachelor's Degree in English Studies at Buddhi Dharma University.

The writer would also express the deepest gratitude to family, lecturers and friends who directly or indirectly gives support to the entire process of writing this thesis. My deepest gratitude for:

1. Rector Dr Limanjati, S.E., M.M., B.K.P
2. Dr. Sonya Ayu Kumala, S.Hum., M.Hum as the Dean of Faculty of Social and Humanities of Buddhi Dharma University.
3. Riris Mutiara Paulina Simamora, S.Pd., M.Hum as the Head of English Department of Buddhi Dharma University.
4. Hot Saut Halomoan, S.Pd., M.Hum the writer's Thesis Advisor. Grateful for his guidance, knowledge, time and patience during the thesis writing.
5. All my family members, who have supported and motivated me during challenging times.
6. My Friends Cindy, Cecilia, Imanina, Hani and Wida, who have accompanied me throughout this academic journey. Thank you for the meaningful conversations, shared struggles, and encouragement that have made this experience more memorable.
7. All my colleagues at Hartadinata Abadi TP Bintaro for their understanding and support while i balanced both professional responsibilities and academic commitments.

Finally, I would like to express my heartfelt thanks to everyone whose support I cannot mention one by one, but whose presence and encouragement have meant a lot during this journey.

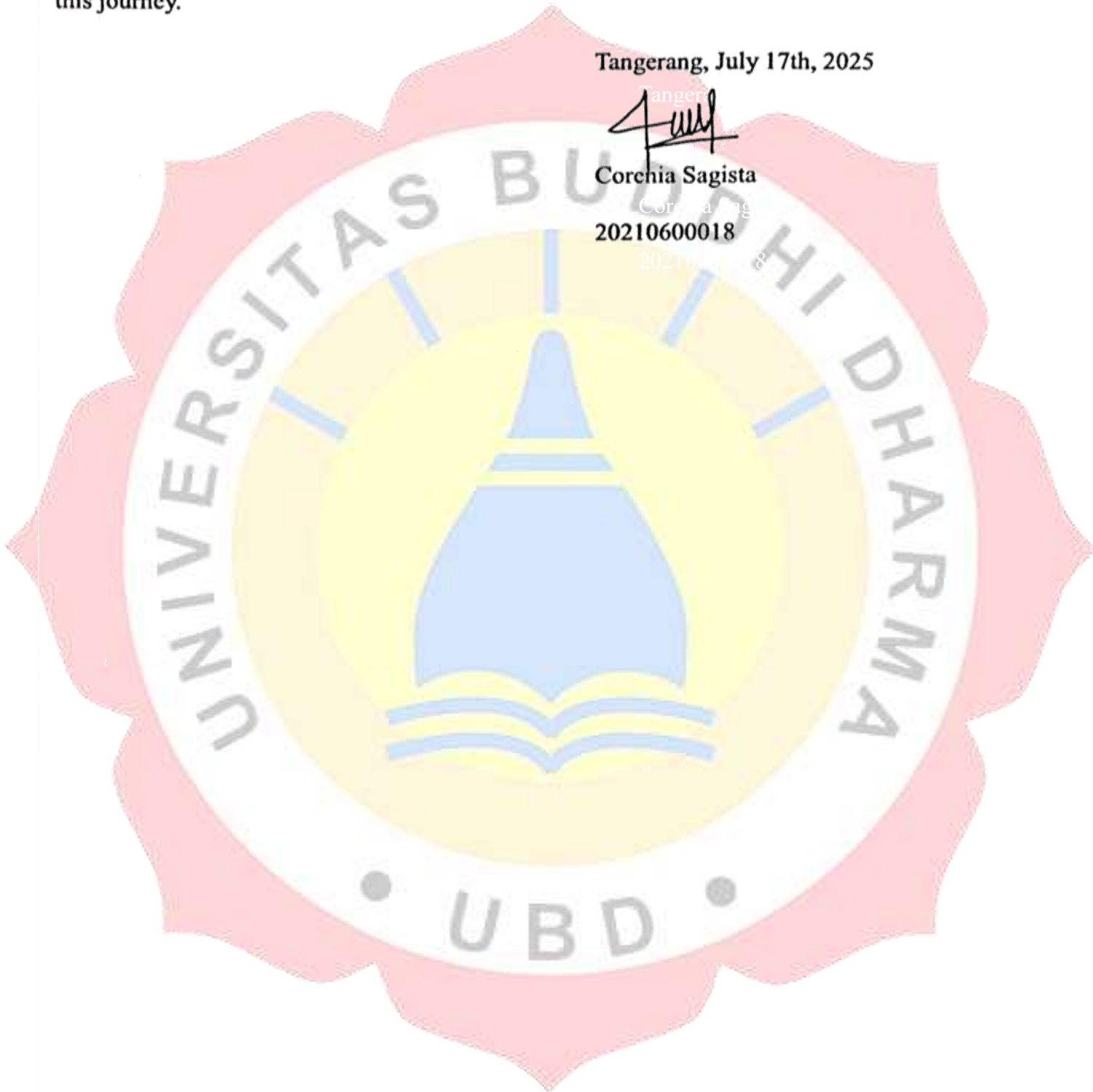
Tangerang, July 17th, 2025



Corehia Sagista

20210600018

20210600018



ABSTRACT

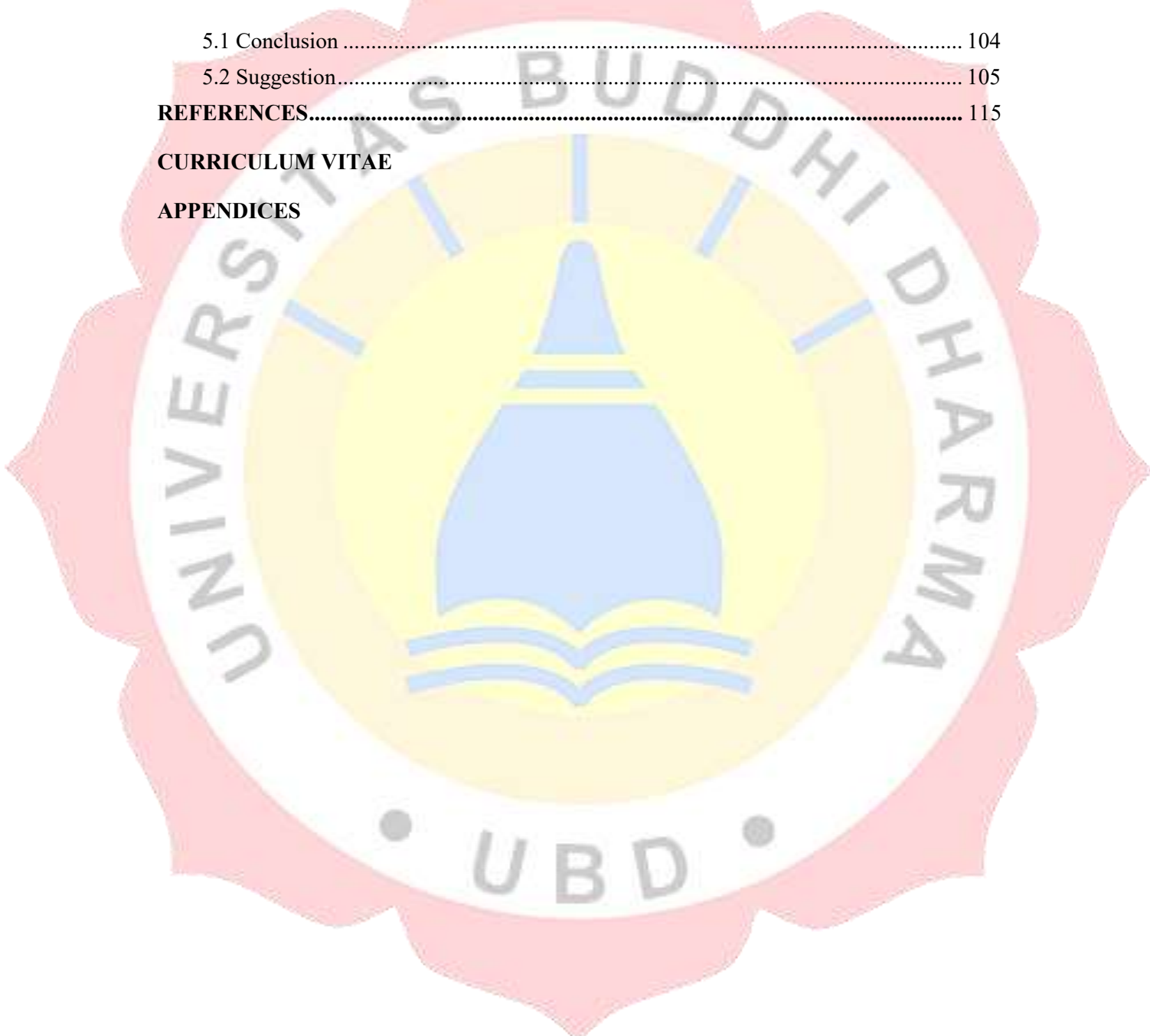
This study explores how women use language when writing product reviews on the Female Daily website. It uses Lakoff (1975) theory, which identifies ten features commonly found in women's speech, such as intensifiers, emphatic expressions, and polite language. The data were taken from comments posted between April and June 2025. The findings show that the most frequently used features were intensifiers, lexical hedges, emphatic stress, and empty adjectives. Meanwhile, features like hypercorrect grammar, super polite forms, and precise color terms appeared less often, and some features were not found at all. These results suggest that women tend to use expressive, emotional, and persuasive language when communicating online, especially in a supportive community setting like Female Daily.

Keywords: *women's language style, Female Daily, gender linguistics, online communication*

TABLE OF CONTENT

FINAL PROJECT APPROVAL	i
RECOMMENDATION FOR ELIGIBILITY	ii
THE BOARD OF EXAMINERS	iii
STATEMENT OF AUTHENTICITY	iv
ACKNOWLEDGEMENT	v
ABSTRACT	vii
TABLE OF CONTENT	viii
CHAPTER I INTRODUCTION	1
1.1 Background of Study	1
1.2 Statement of the problem	5
1.3 Research Question	5
1.4 Goal and Function.....	5
1.4.1 Goal.....	5
1.4.2 Function	5
1.5 Scope and Limitation	6
1.6 Conceptual Framework.....	7
CHAPTER II THEORETICAL FRAMEWORK	8
2.1 Previous Studies.....	8
2.2 Theoretical Framework.....	11
2.2.1 Sociolinguistics and Gender.....	11
2.2.2 Women’s Language Features.....	12
2.2.3 Language Functions	16
CHAPTER III RESEARCH METHODOLOGY	19
3.1 Research Approach	19
3.1 Data Types	20
3.2 Data Source	20
3.3 Techniques of Data Collection Methods.....	21
3.4 Techniques of Data Analysis	22
CHAPTER IV RESULT AND DISCUSSION	25

4.1 Results.....	25
4.2 Discussion.....	25
4.2.1 Women's Language Features and functions.....	25
4.2.2 Language Functions.....	103
CHAPTER V CONCLUSION AND SUGGESTION.....	104
5.1 Conclusion.....	104
5.2 Suggestion.....	105
REFERENCES.....	115
CURRICULUM VITAE	
APPENDICES	



CHAPTER I

INTRODUCTION

1.1 Background of Study

In the age of technology, social media platforms have become major components in communication and the exchange of information. One such platform is Female Daily, a women-only community that offers a space for discussions ranging from beauty and health to social awareness. It enables women to share experiences, seek support, and articulate their personal views within a supportive environment. According to Lakoff (1975), the framing of language shapes our understanding and interactions within a community. Female Daily exemplifies this idea by fostering a digital space where women express their thoughts, preferences, and emotions particularly in discussions related to beauty and self-care. The language used in these conversations is often nuanced and emotionally expressive, reflecting broader patterns of what Lakoff identified as women's language features. This research is inspired by the linguistic richness found in these online interactions. By analyzing women's language features in the comments on Female Daily, the study aims to explore how language not only communicates information, but also constructs identity, solidarity, and empowerment among women. In this context, examining the linguistic choices made by Female Daily users offers valuable insights into how language reflects gendered communication styles and supports community building in digital spaces. Therefore, platforms like Female Daily are not merely forums for exchanging information; they serve as transformative linguistic landscapes where women's voices are both heard and shaped making them ideal for a linguistic analysis grounded in Lakoff framework.

Holmes (1991) emphasizes the significance of language and communication in shaping social identities, particularly in women's discourse. This perspective aligns seamlessly with the role of Female Daily, a prominent online platform in Indonesia that serves as a vibrant hub for discussions among women. The platform not only facilitates conversations about beauty and fashion but also addresses personal experiences and social issues, echoing Holmes' assertion that language influences community building and identity formation. Female Daily has

evolved into a comprehensive resource, offering tips on fashion, health, and careers, alongside detailed reviews of beauty products. Its user-friendly interface and engaging social media presence foster community interactions, which are crucial for empowering women and enhancing their knowledge, an aspect highlighted by Holmes as vital for social engagement. Furthermore, the platform's initiatives such as workshops, events, and collaborations with brands exemplify its commitment to creating a supportive environment for women, reinforcing the idea that language and communication are pivotal in establishing meaningful connections within communities.

The exploration of language within the Female Daily platform aligns closely with the insights presented by Lakoff (1975) on gender and language. Lakoff argues that language is not just a vehicle by which we convey information to others but the medium through which we build and shape gendered identities and social roles. One of the most notable aspects of *treadors.com* is that it is an all-female platform, and as such is able to provide a fascinating lens through which we can study the ways in which language is deployed as both a tool and a mirror to represent the experiences, perspectives, and identities of its female contributors. By analyzing the language features employed on Female Daily, this study aims to shed light on the ways in which women communicate and construct meaning within this online community.

In Downes (1986), language and gender show that men and women used to use language differently due to the norms of society. He argues that these differences stem from not just biological differences but from cultural context, resulting in differences in communication styles, vocabulary, and conversational flow. For instance, men may adopt more assertive and competitive speech patterns, while women might favor collaborative and nurturing dialogues. This framework is crucial for understanding the title of this research, as it highlights how gendered language use shapes interpersonal interactions and social identities, ultimately influencing both individual relationships and broader societal structures. These differences can arise in a variety of contexts, including in everyday conversations

between women. This perspective is particularly important to *Female Daily*, which looks at the unique ways women communicate in conversation. By studying these language patterns, we can observe that women often use language features that highlight empathy and emotional expression. This helps to build connections and strengthen community bonds. The research indicates that a deep understanding of women's language is imperative for recognizing their social realities and understanding how they navigate their daily lives within a gendered context. Sociolinguistics examines how language varies and changes in a social context, and of the social functions of language, that is, one of a complex set of relations between language, identity, and power is sociology as well as language, sociology with a language component. Lakoff (1975) argued in her seminal work that language reflected and reinforced social inequalities, particularly in relation to gender. She pointed out particular linguistic features. Hedges, for example, tag questions, politeness strategies that women tend to use more, and argued that these linguistic choices are not simply a matter of personal choice but are the results of societal expectations and norms surrounding femininity. By analyzing how language usage varies across genders, Lakoff work exemplifies why sociolinguistic implications are hard to work through: Lakoff' analysis of how men and women interact with language do men and women speak different languages highlights how language actually works, is emerging, and is shaping the larger contours of society. This journal details how non-creatively linguistic choices, like hedges and politeness strategies, are often present in women's day-to-day dialogue patterns. It also emphasizes that such features are more than just a personal taste; they are informed by societal norms and expectations when it comes to gender. By exploring these patterns, the passage illustrates how women's language practices serve as a reflection of the broader social context, revealing how language can both shape and be shaped by culture.

One of the most evident methods through which gender may be exemplified in language is via the employment of gender-specific vocabulary. This comprises terms that refer exclusively to women, men, or both, in addition to terms that inherently carry gender connotations. In the study of linguistics, research on

language and gender has been significantly influenced by the work of Lakoff (1975) and Holmes (2001). Lakoff identified linguistic features commonly found in women's speech that reflect their often subordinate social status. These features include the use of hedges, tag questions, and more general politeness strategies in women's language. On the other hand, Holmes emphasizes that language use is contextual, allowing women to adapt their linguistic features based on the situation and audience. She also points out that women often employ a cooperative conversational style, fostering interaction and sharing feelings, which can sometimes be perceived as less authoritative. Overall, both scholars illustrate that language reflects social structures and power dynamics, helping us understand the broader implications of gender in communication.

These previous studies examined gender features in language study in the movie *Kartini: Princess of Java from a sociolinguistic perspective*, Jing, Y. (2023) uses dialog from the film *Kartini: Princess of Java* directed by Hanung Bramantyo as research material. The theory of women's language characteristics proposed by Lakoff (1975) is used as a theoretical basis for analyzing language and gender characteristics, as well as factors that influence women's language characteristics. Similarly, Nuringtyas (2022) investigated the utterances of women in *Charlie's Angels*, revealing how language serves as a tool for empowerment and collaboration among female protagonists. Together, these studies highlight how language shows gender dynamics and the complexities of female identity.

This paper aims to conduct a preliminary exploration of the language features used by women on the Female Daily platform, utilizing Lakoff (1975) theoretical framework to analyze ten specific types of gendered language features. These features include hedging, tag questions, rising intonation, empathy adjective, precise color term, intensifier, hypercorrect grammar, super polite forms, avoidance of strong swear words, and emphatic stress.

Through this detailed analysis, the study will contribute to a deeper understanding of women's language use in digital spaces, highlighting how these linguistic characteristics shape their online communication. Additionally, the

findings may inform future research on gendered language and its implications for interpersonal dynamics within virtual environments.

1.2 Statement of the problem

Women's daily websites use different language styles, reflecting their experiences and identities. However, these language nuances such as the use of casual language, emotional expressions, and the ways in which communities are built often go unnoticed in research. Therefore, this study will identify the types of language features used in female daily websites. Specific linguistic features that characterize women's communication, including hedging, tag questions, rising intonation, empathy adjectives, precise color terms, intensifiers, hypercorrect grammar, super polite forms, avoidance of strong swear words, and emphatic stress.

1.3 Research Question

1. What language features are frequently used by women on Female Daily.com?
2. What are the functions of women's language used by women on Female Daily.com?

1.4 Goal and Function

The researcher has a purpose as such this study is constructed to present its specific goal and function as follows.

1.4.1 Goal

1. To find women's language features used by Female Daily.com.
2. To find the function of women's language features used by Female Daily.com.

1.4.2 Function

1. Practical

The findings of this research can be used to understand better how women communicate on digital platforms, particularly Female Daily. This knowledge can help the platform and brands to adapt content or marketing

strategies to better match women's dominant communication styles. Furthermore, readers are able to comprehend the functions of language features as reflected in women's language.

2. Theoretical

This research makes a significant contribution to the field of gender linguistics, particularly within the context of digital communication. The findings may serve to either corroborate prevailing linguistic theories concerning women's language or provide new insights. Additionally, it serves to augment our comprehension of linguistic variation within digital environments.

1.5 Scope and Limitation

The scope of this study focuses on women's linguistic features as proposed by Lakoff in the field of sociolinguistics. This research is limited to analysing the linguistic features used by women in the Female Daily online community female daily.com. Specifically, the research focuses on active female participants and examines features. The limitations come from the author's limited knowledge and time constraints in conducting this research

1.6 Conceptual Framework

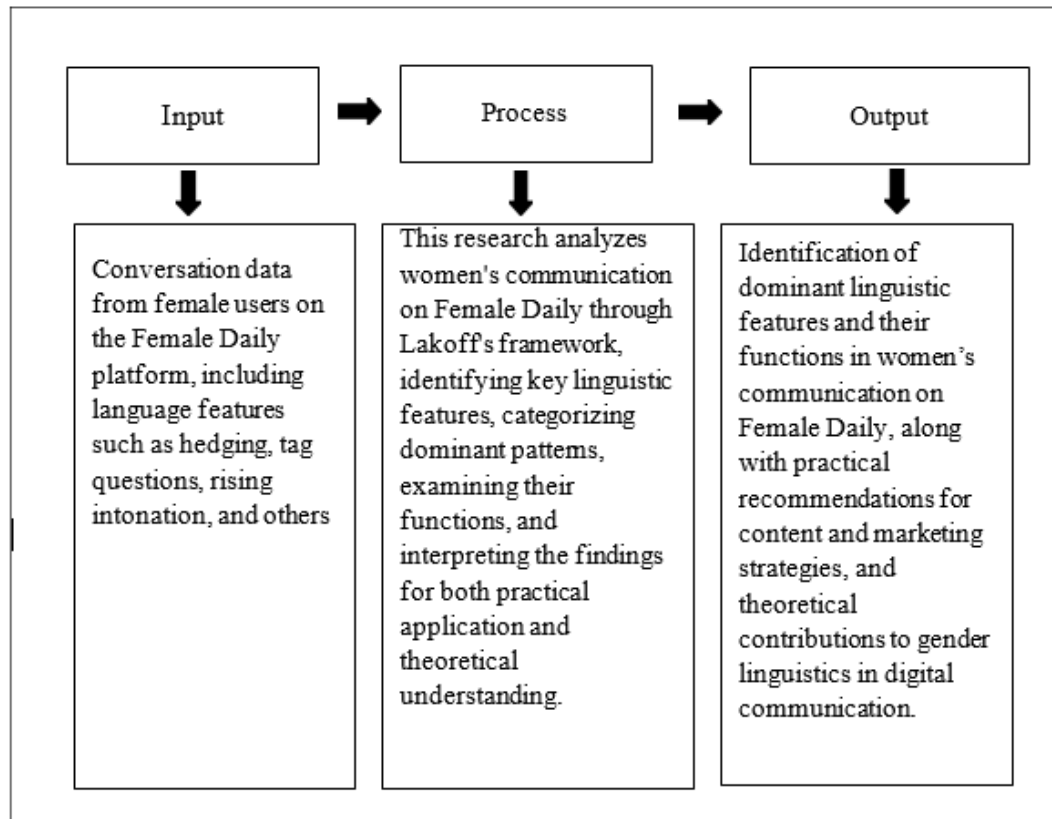


Figure 1.1 Conceptual Framework

This framework begins with collecting linguistic data from the Female Daily platform as the input. The process involves analyzing the specific language features in women's conversations. The final output is an enhanced understanding of women's communication patterns in digital media, which can be used to inform marketing strategies or content development tailored to female users' communication style.

CHAPTER II

THEORETICAL FRAMEWORK

This chapter discusses the theoretical foundation underlying this research. It includes the main theories, relevant concepts, and the framework of thought pertinent to the issues being studied.

2.1 Previous Studies

The first relevant research is entitled *Woman's Language Features In Hollywood Celebrities Utterance in The Talk Show*, written by Sabela, R. in 2020. The objective of this study is to identify and analyze the features of female language that appear in the utterances of Hollywood female celebrities when guest-starring on talk shows. A sociolinguistic analysis of the data revealed that the celebrities in question frequently employ a variety of typical female language features, including lexical hedges, tag questions, intensifiers, and super polite forms. The use of these features demonstrates how women's identity and image are shaped through language, especially in public and media contexts that often demand a polite, attractive, and sometimes diplomatic demeanor.

The second study was titled *An Analysis of Women's Language Features Used by the Three Indonesian Female Travel Bloggers*. It was written by Indanna, S. P., Arasuli, A., & Damayanti, I. in 2022. The objective of this research is to examine the types and functions of female language features employed by three Indonesian female travel bloggers in their blog posts. The analysis revealed that bloggers frequently use lexical hedges, empty adjectives, precise color terms, and emphatic stress. The use of these features is indicative of the manner in which they express themselves and build interpersonal relationships with readers. It also shows a tendency towards a more emotional, descriptive, and nuanced language style.

The third study, entitled *Women's Language Features Used by Female Characters in Moxie Movie (2021)*, was conducted by Ajeng, E. N. in 2025. The objective of this study is to identify and examine the features of female language

used by female characters in the 2021 film *Moxie*. The selection of this film was predicated on its thematic emphasis on feminism and women's empowerment, concepts that are inherently intertwined with the manner in which the characters express themselves. The results of the study indicate that female characters in the film employ a variety of linguistic features characteristic of the female voice, including tag questions, hypercorrect grammar, intensifiers, the avoidance of strong swear words, and rising intonation. These features not only demonstrate the personal characteristics of each character, but also illustrate the social dynamics they encounter, such as pressure from the surrounding environment and the need to articulate opinions in a manner that is both subtle and assertive.

The fourth relevant study is titled *Linguistic Strategies in Political Discourse: Hedges and Boosters in the 2024 US Presidential Debate*, conducted by Halomoan, H. S. in 2024. This study investigates the use of linguistic strategies specifically hedges and boosters by political candidates during the 2024 United States presidential debate. Unlike the previous studies that focused on women's language in media and online platforms, this research explores how similar linguistic features function in the context of political communication. The analysis reveals that hedges are often used to convey uncertainty or to mitigate the impact of a statement, while boosters serve to emphasize conviction and authority. Although the study is not centered on female speakers, it contributes to a broader understanding of how linguistic choices reflect speaker intentions, audience engagement, and identity construction elements that are also central to the study of women's language features.

The four previous studies all investigate language features through the lens of Lakoff theory or related linguistic frameworks, but they diverge in terms of media, participants, and sociolinguistic settings. Sabela (2020) explores the speech of Hollywood female celebrities on talk shows, identifying features such as lexical hedges, tag questions, intensifiers, and super polite forms that reflect the expected politeness and charm of public figures in entertainment settings. Similarly, Indanna, Arasuli, and Damayanti (2022) analyze the blog posts of three Indonesian female travel bloggers, revealing a preference for expressive and emotionally nuanced

features like empty adjectives, precise color terms, and emphatic stress, which help build rapport with readers. Ajeng (2025), on the other hand, focuses on female characters in the film *Moxie*, where tag questions, rising intonation, and the avoidance of strong swear words are employed as part of the characters' assertion of identity and navigation of social challenges. Adding to these perspectives, Halomoan (2024) examines the strategic use of hedges and boosters by political candidates in the 2024 US presidential debate. Although not centered on female speakers, this study underscores how linguistic features like hedging and boosting serve broader rhetorical functions, such as managing authority, mitigating risk, and persuading audiences. While all four studies identify recurring elements like intensifiers and hedges, their application differs: celebrities use them to appear relatable and composed, bloggers to engage with readers, film characters to express ideological struggles, and politicians to craft persuasive and authoritative discourse.

Finding contrast, the present study analyzes women's linguistic features in real-life, unscripted digital interactions on Female Daily, an online platform where women communicate informally and spontaneously. Building upon the ten features proposed by Lakoff (1975) including hedges, tag questions, rising intonation, empty adjectives, and super polite forms this research explores how these linguistic elements manifest within a community-based virtual environment. Unlike previous studies that focus on fictional media or content crafted for public presentation, this research offers a grounded perspective on how everyday women express opinions, seek advice, and foster solidarity in digital discourse. By examining authentic written communication in a female-only online forum, the study not only reinforces the applicability of Lakoff theory in modern contexts but also reveals how women adapt linguistic strategies to suit the collaborative and supportive nature of online interaction. Thus, while sharing a theoretical foundation with earlier works, this study makes a distinctive contribution by foregrounding organic language use in digital spaces and bridging traditional sociolinguistic insights with contemporary communication dynamics.

The previous studies demonstrate that while women's language features such as lexical hedges, intensifiers, tag questions, and super polite forms are consistently observed across various contexts, their functions and expressions differ according to the communicative medium and intent. Sabela (2020) shows how celebrities employ these features on talk shows to project a polished and relatable public image. Indanna et al. (2022) reveal how travel bloggers use emotionally expressive language to engage readers and build intimacy. Ajeng (2025) illustrates how fictional characters in film use such features to navigate identity and social pressure. Meanwhile, Halomoan (2024) shifts the focus to political discourse, showing how hedges and boosters are used strategically by presidential candidates to manage authority and persuasion. In contrast, the present research analyzes unscripted, real-life interactions among women on Female Daily.com, offering a contemporary and authentic lens on linguistic behavior. This study moves beyond performance-based or fictional representations of women's speech, emphasizing how language is naturally employed in online communities to create connection, express empathy, and maintain social cohesion an area still underrepresented in sociolinguistic scholarship.

2.2 Theoretical Framework

In this chapter, the researcher presents relevant theories related to the study. The discussion includes theoretical references on sociolinguistics, language and gender, features of women's language, and language functions.

2.2.1 Sociolinguistics and Gender

Featuring an emphasis on how social institutions, cultural norms, and personal identities affect language use, sociolinguistics investigates the complex link between language and society. According to Holmes (2013), sociolinguistics is the study of linguistic variances in various social contexts and how linguistic practices are influenced by class, race, and gender. Because societal norms regarding masculinity and femininity frequently govern how people express themselves verbally, gender in particular has a big impact on how language is used. For example, Lakoff (1975) groundbreaking study emphasizes how women's language

is frequently defined by hedging, politeness techniques, and tag inquiries, representing their inferior status in conventional social hierarchies.

The influence of gender on language comes from social roles and expectations that determine how men and women should behave. These roles create visible differences in speech, such as women's tendency to use more standardized forms of language, while men more often choose non-standard variations. According to Coates (2015), women's language choices tend to emphasize solidarity and empathy, in accordance with their role as figures who are considered more caring and nurturing. On the other hand, men tend to use assertive or competitive language to reflect their traditional role as the dominant party. This shows that the differences in communication between genders are not purely biological, but are strongly influenced by social structures and cultural norms that shape certain language patterns.

2.2.2 Women's Language Features

In linguistic studies, numerous linguists have examined women's language, with Lakoff (1975) being among the most influential in this field. She identified ten key features that characterize women's speech: hedging, tag questions, rising intonation, empathy adjectives, precise color terms, intensifiers, hypercorrect grammar, super polite forms, avoidance of strong swear words, and emphatic stress. Lakoff's work also explored the relationship between language and gender, particularly the differences between female and male speech patterns.

According to Lakoff, the language used by women is often characterized by traits such as super polite forms, hedging, and avoidance of strong swear words. These traits are not innate, but rather behaviors shaped by social norms. These linguistic patterns are associated with women's historically subservient responsibilities in society, where it is expected of them to communicate harmoniously, avoid confrontation, and demonstrate empathy. Each aspect is covered in length in the subsections that follow, along with examples of how pertinent they are to online forums such as Female Daily, where women actively participate in discussions on lifestyle, beauty, and personal experiences.

a. Lexical Hedges or Fillers

Lexical hedges or fillers are words or phrases such as *sort of*, *kind of*, *you know* and *I think*, which are commonly used to express uncertainty or to soften statements. According to Lakoff, women use this language trait as an approach to avoid coming across as extremely assertive or combative. For instance, users frequently use hedges when sharing opinions on discussion forums or social media, such as *I think this movie has a strong message, but maybe it's not for everyone*. This use of hedges allows speakers to sound approachable and open to feedback while fostering a sense of community where opinions and suggestions are shared in a non-judgmental manne.

b. Tag Question

Tag questions, such as *This cream works well, doesn't it?* or *You think this is okay, right?* are another characteristic of women's language identified by Lakoff. These questions serve to seek confirmation from others and maintain conversational harmony. They are frequently employed to make the conversation more inclusive and cooperative by involving the listener in the conversation and lowering the speaker's perceived power. The collaborative and supportive nature of online discussions is often reflected in the frequent use of tag questions in posts where users ask for tips or exchange ideas on cooking and recipes. For example, a user might write, *This recipe needs more garlic, doesn't it?* or *This should be okay for a dinner party, right?* inviting others to share suggestions or improvements.

c. Rising Intonation on Declaratives

Rising intonation on declaratives refers to the use of upward pitch at the end of a sentence, making statements appear question-like. This intonation can indicate uncertainty or a desire for validation. In fitness forums or online workout groups, rising intonation often appears in discussions where users share experiences or seek advice on exercise plans. This feature reflects a conversational style that emphasizes politeness and encourages others to contribute their thoughts or suggestions, creating a more inclusive environment

where participants feel comfortable sharing opinions. However, in this study, the data consisted solely of written discussion posts without audio recordings, so rising intonation could not be measured directly and was retained in the analytical framework only for theoretical completeness.

d. Empty Adjectives

Empathy Adjectives, such as lovely, gorgeous, adorable, and divine, are terms that Lakoff identified as commonly used by women to convey positive emotional responses without adding substantive meaning. These adjectives are often associated with traditionally feminine topics like beauty, fashion, and lifestyle. In lifestyle blogs or social media posts, empty adjectives are frequently used in comments or captions about outfits, home décor, or events for example, *This dress is absolutely gorgeous!* or *What a lovely setup for the baby shower!* Their usage highlights the emotional connection and enthusiasm that women often bring to discussions about aesthetics and self expression

e. Precise Color Terms

Men's language frequently fails to describe the precise and distinct color names that women employ, such as *taupe*, *fuchsia*, or *turquoise*. According to Lakoff, this linguistic trait stems from women's associations with subjects like beauty, fashion, and home décor, where such distinctions are more meaningful and valued. In culinary communities, especially those focused on baking or food styling, these precise color terms also appear frequently. For example, someone might describe a macaron as a delicate mix of *blush pink* and *coral*, or refer to a cake frosting as a rich *lavender* with a hint of *periwinkle*. Such language reflects both aesthetic sensitivity and a keen eye for detail, which resonate with audiences who appreciate visual presentation as much as taste.

f. Intensifiers

Therefore, in fact, and completely are examples of intensifiers that are used to convey strong feelings or increase the emphasis of a statement. Lakoff asserts that women are more likely than men to emphasize their thoughts or emotions by using intensifiers. In food blogs or culinary discussion groups, this feature

is often seen in posts where users share recipes or review dishes. Statements like *This pasta is absolutely delicious!* or *I really love how rich and creamy this soup turned out!* reflect the enthusiastic and expressive nature of the communication, helping to build an engaging and passionate community centered around food.

g. Hypercorrect Grammar

Hypercorrect grammar refers to the strict adherence to standard linguistic rules, even in casual conversation. Lakoff argues that women's frequent use of hypercorrect grammar reflects a societal expectation for them to appear more polite and refined. In parenting forums or recipe-sharing groups, for instance, users often write in complete sentences with proper punctuation, even when discussing simple topics like making baby food or preparing weeknight dinners. For example, instead of writing *gonna try this later, looks yummy*, a user might write *I am going to try this recipe later. It looks delicious.*

This linguistic choice helps maintain clarity and reinforces a sense of credibility and seriousness, even in informal settings.

h. Super Polite Forms

Lakoff claims that extremely polite expressions, such as softened demands and indirect requests, are frequently used in women's language. For example, instead of saying *Give me the recipe*, someone might write, *Could you please share the recipe if you don't mind?* This kind of phrasing is commonly found in cooking blogs, homemaking forums, or family-related communities, where users aim to maintain a friendly, cooperative atmosphere. The use of such forms promotes respectful dialogue and encourages helpful exchanges.

i. Avoidance of Strong Swear Words

Lakoff observed that women tend to avoid strong swear words, opting instead for milder expressions like *oh dear*, *gosh*, or *goodness*. In lifestyle discussions or parenting chats, this is especially noticeable. For example, when a parent is venting about a toddler's tantrum, they might say *Oh my goodness, today was a challenge!* rather than using harsh language. This contributes to a more

positive tone and supports a safe space where people can share without fear of judgment.

j. Emphatic Stress

Emphatic stress involves placing extra emphasis on certain words to convey strong emotions or highlight key points. For instance, *This is the BEST banana bread recipe I've ever made!* or *That was such a helpful parenting tip!* This technique is frequently used in recipe reviews, blog posts, and discussion threads to show strong feelings whether it's excitement, gratitude, or frustration and to make the message more engaging and relatable for others.

2.2.3 Language Functions

This study also draws upon Holmes's (2013) framework on language functions, which posits that language primarily serves to explain and describe effective usage in achieving desired communication goals.

The expressive function of language is prominent on Female Daily, evidenced by the use of empathy adjectives and emphatic stress. This highlights the importance of emotions and personal involvement in their communication, aligning with Lakoff (1975) theory

a. Expressive Function

The expressive function in language refers to the use of language to convey the speaker's feelings, emotions, attitudes, and personality. This function centres on the speaker and how they subjectively express themselves. A quick example is *I'm so happy to see you!* where the speaker directly states their excitement.

b. Directive Function

Directive function is observed when users give instructions or recommendations. For instance, comments such as *You should try this foundation; it's super long-lasting!* or *Don't forget to use sunscreen every day to reflect this function.* These directives are often super polite forms or intensifiers to ensure their suggestions are well-received by the community.

c. Referential Function

The referential function is demonstrated when women provide factual information, such as detailed product reviews or specific experiences. For example, describing a color with precise color terms like *peachy nude* or *soft lavender* conveys specificity and clarity. The use of informative language underscores the importance of reference in building credibility and trust within the community.

d. Metalinguistic function

The metalinguistic function is visible when users discuss the language itself, such as defining terms or explaining beauty-related jargon. Women on Female Daily often show awareness of the social context of certain terms, like clean beauty or vegan makeup, and how these terms reflect particular values and trends in beauty culture. For example, a user might write, *When I say 'clean beauty, I mean products that are free from parabens and sulfates, but I know some people also include cruelty-free as part of that definition.* This illustrates how participants not only use specialized terminology but also actively negotiate and clarify its meaning within the community..

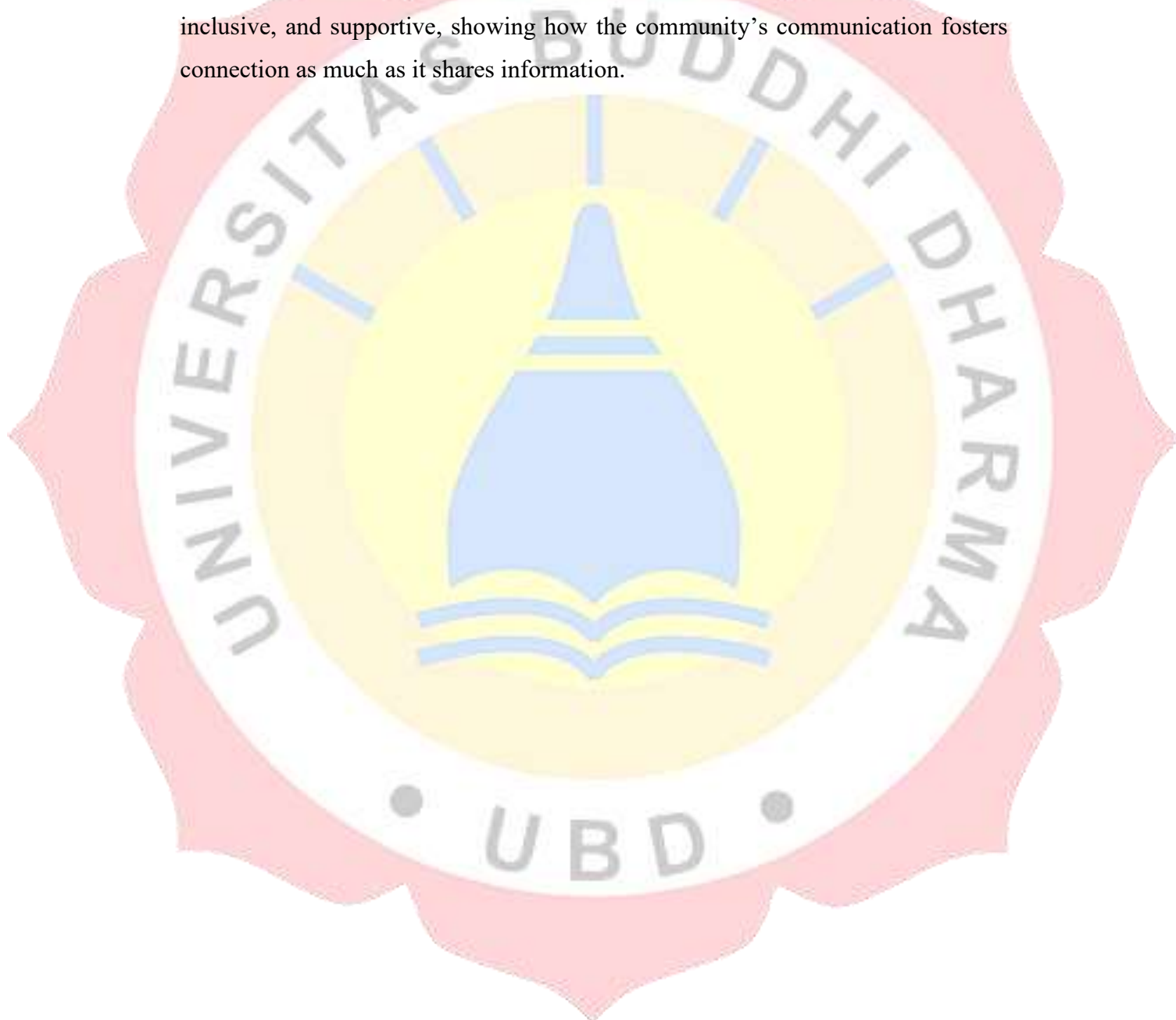
e. Poetic Function

The poetic function emerges in how women use language to create aesthetic appeal. This is often seen in creative and engaging post titles or descriptions, such as *Glowing Secrets in 5 Minutes!* or *Natural Beauty Like a Goddess.* Such language is designed to captivate the audience and enhance the message with an element of beauty.

f. Phatic Function

The phatic function of language focuses on building and maintaining social relationships. On Female Daily, this is evident in comments like *Hi, has anyone tried this product yet?* or *Totally agree with your review!* The use of tag questions and friendly tones fosters an inclusive and supportive atmosphere, aligning with Holmes' (1995) emphasis on language's role in community building.

The discussions on Female Daily reveal how Lakoff's linguistic features appear naturally in everyday online interactions whether through lexical hedges, precise color terms, intensifiers, or other subtle markers. Alongside these, the language functions identified by Holmes emerge in the way members share emotions, give polite suggestions, provide details, clarify terms, use creative expressions, and keep conversations flowing. Together, these patterns reflect a style that feels warm, inclusive, and supportive, showing how the community's communication fosters connection as much as it shares information.



CHAPTER III

RESEARCH METHODOLOGY

The researcher's goal in this chapter is to provide an explanation of the methods used in this investigation. The research design, research methodology, data sources, data gathering strategies, and data analysis methodologies are all covered. These components, which are based on sociolinguistic theory and guided by Lakoff (1975) framework, are intended to examine the linguistic qualities that women utilize on the Female Daily platform. The actions done to guarantee the reliability and validity of the results are also highlighted in this chapter.

3.1 Research Approach

This method, which stresses a thorough and contextually rich understanding of linguistic patterns, is especially well-suited for investigating the complex ways that women communicate in digital settings. Under the direction of Lakoff (1975) framework on women's language, the study aims to pinpoint particular linguistic elements that are common in talks among Female Daily users, such as intensifiers, tag inquiries, and hedging. Because it offers a thorough lens through which to analyze the relationship between language and social identity, the qualitative-descriptive approach was selected. This approach enables insights into how women use language to express themselves, interact with others, and negotiate the dynamics of online interaction in a community that is primarily focused on women.

This research is organized as a textual analysis of posts and comments from the Female Daily platform, aiming to systematically examine the linguistic features used in discussions. Data collection was conducted using purposive sampling, where specific categories or topics, such as beauty, lifestyle, and social issues, were selected to represent the diverse themes and contexts of conversations. These samples were analyzed to identify linguistic features that characterize women's language, as described by Lakoff (1975) theory. Features such as hedges, tag question, intensifiers and other markers were carefully examined to understand their frequency, function and role in conversation. By focusing on these elements, this research not only highlights linguistic trends in digital spaces, but also provides

a deeper understanding of how language reflects women's social dynamics, cultural values, and communicative practices in online communities.

3.1 Data Types

There are two main categories of data used in this study: primary and secondary. The term "primary data" describes information that the researcher has directly obtained through direct observation, conversation, or involvement in certain activities associated with the study setting. Contrarily, secondary data comprises previously published material that has already been documented and is usable, such as internet platforms or library archives. In contrast to primary data, which necessitates direct interaction with the research subject, secondary data is based on pre-existing resources that can be examined without active data gathering Hox & Boeije (2005).

In this research, the primary data consist of posts and comments from the Female Daily platform, where women actively engage in discussions about beauty, lifestyle, and personal experiences. These posts and comments reflect authentic and unscripted interactions, making them ideal for analyzing women's language features as outlined in Lakoff (1975) framework. The researcher's use of primary data ensures a direct and in-depth examination of how linguistic features are employed in real-life digital communication. By focusing on primary data, this study captures the dynamic nature of women's online conversations, offering insights that are both current and contextually relevant.

3.2 Data Source

The researcher collects data from the Female Daily online platform, a prominent community hub for women to discuss various topics, including beauty, fashion, and lifestyle. The complete dataset consists of 91 product review comments posted by female users between April and June 2025. These reviews represent the entire population of data collected for this research, ensuring that all available material within the selected time frame is included in the analysis.

The primary data specifically focuses on written interactions that exhibit

linguistic features as outlined by Lakoff (1975). This data is gathered through detailed observation of forum discussions and categorized into recurring language patterns such as hedging, tag questions, intensifiers, and precise color terms. The goal is to analyze how these linguistic features reflect the unique ways women communicate within digital spaces.

The data collection process focuses on active participants in the platform, particularly those who engage frequently in product reviews and beauty-related discussions. The researcher carefully selects interactions that highlight collaborative and supportive communication, ensuring relevance to the research objectives.

In addition, a qualitative approach is applied in analyzing the data, focusing on how users express themselves through language. Data from all 91 comments serves as both the full dataset and the sample, providing comprehensive coverage for the analysis. This scope allows the study to capture authentic communication patterns that reflect women's language use in online communities. The chosen platform offers spaces for collaboration and solidarity, providing insights into how women's language develops in a digital context, particularly in building relationships and strengthening social identity. By analyzing these elements, the study aims to uncover the broader implications of women's language features in fostering community, sharing knowledge, and maintaining connections in virtual environments.

3.3 Techniques of Data Collection Methods

In The data in this study consists of written discussion posts collected from Female Daily.com. These posts were user-generated and publicly accessible. The data was obtained by taking screenshots of selected reviews posted on the platform during April–June 2025. Each screenshot was then transcribed into a text document to facilitate analysis. The selection was conducted randomly to ensure that the sample represented a variety of users and writing styles.

After transcription, each text was examined for the presence of linguistic features based on Lakoff's (1975) framework. Words, phrases, clauses, and sentences containing these features were highlighted and labeled accordingly. The

data was then classified into the relevant categories of linguistic features for further analysis.

1. Collecting data by screenshotting several reviews on Female Daily.com.
2. Identifying the data by feature was labeled in parentheses each word, phrase, clause, and sentence in each randomly selected post.
3. Analyzing the features of the data in more depth.

3.4 Techniques of Data Analysis

This Study employs a qualitative approach to analyze women's language features used in communication on the Female Daily platform. The data analysis process involves the following steps:

To collect the data in this study, the researcher followed several steps:

1. First, the researcher selected and downloaded review comments from the Female Daily platform, focusing on beauty product reviews written by women.
2. Then, the researcher read and examined each review carefully, paying close attention to phrases and words that showed characteristics of women's language as proposed by Lakoff (1975).
3. The next step was identifying and underlining expressions in the comments that matched one or more of Lakoff ten women's language features.
4. Finally, the researcher categorized the findings into a table based on the type of language feature and how often each feature appeared.

1. Identifying Women's Language Features.

The researcher identifies ten women's language features based on Lakoff (1975) theory, such as:

- a. Hedging (e.g., I think),
- b. Tag questions (e.g., isn't it?),
- c. Rising intonation in declarative sentences,

- d. Empty adjectives (e.g., lovely, adorable),
- e. Precise color terms (e.g., turquoise, fuchsia),
- f. Intensifiers (e.g., so, very, absolutely),
- g. Hypercorrect grammar,
- h. Super polite forms,
- i. Avoidance of strong swear words, and
- j. Emphatic stress (special emphasis on certain words).

2. Categorizing the Data

The collected data was categorized based on the occurrence of these features. Categorize Analyzing the Context of Usage.

- a. Understand the usage patterns of each feature,
- b. Observe the distribution of language features on specific pages (Review).
- c. Relate the features to the context of communication.

3. Analyzing the Context of Usage

The use of women's language features by Indonesian females has several reasons, such as expressing uncertainty, filling conversational gaps, starting a conversation, emphasizing statements, conveying emotional reactions, demonstrating a richer vocabulary, attracting the audience's attention, and maintaining politeness. These reasons are influenced by the female bloggers themselves and their social status.

4. Interpreting the Findings

The findings will be compared with Lakoff's theory and previous studies to assess whether women's language use on Female Daily aligns with the theory or shows notable variations, and to examine how the digital environment shapes gendered communication.