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## Sociolinguistic analysis of language and gender identity in talk shows

Ridwin Purba<sup>1\*</sup>, Endang Fatmawati<sup>2</sup>, Herman Herman<sup>3</sup>, Arif Widodo<sup>4</sup>, Faizal Risdianto<sup>5</sup>, Fatmahwati A<sup>6</sup>, Nanda Saputra<sup>7</sup>

<sup>1</sup>Universitas Simalungun, Pematang Siantar, Indonesia

<sup>2</sup>Universitas Diponegoro, Indonesia

<sup>3</sup>Universitas HKBP Nommensen Pematangsiantar, Pematang Siantar, Indonesia

<sup>4</sup>Institut Pesantren Sunan Drajat Lamongan, Indonesia

<sup>5</sup>Universitas Islam Negeri Salatiga, Indonesia

<sup>6</sup>Badan Riset dan Inovasi Nasional, Indonesia

<sup>7</sup>Sekolah Tinggi Ilmu Tarbiyah Al-Hilal Sigli, Aceh, Indonesia

\*Correspondence: [purbaridwin61@gmail.com](mailto:purbaridwin61@gmail.com)

<https://orcid.org/0000-0002-3708-221X>

#### Abstract

This study aimed to identify the kinds and purposes of women's language used by Cinta Laura in talk shows. To address the research issue, the researchers utilized a qualitative research approach and content analysis. The researchers as the human research subjects and the observation sheet were the two research tools used in this study. The researchers used Cinta Laura's talk show recording and video script, which she presented in June 2021, to conduct their study. This study's findings indicated that not all forms of women's language employed Cinta Laura. The researchers identified seven different gender-specific linguistic features. Lexical hedges account for 24.90% of these characteristics, rising intonation for 1.28, empty adjectives for 1.16, intensifier for 22.56, hypercorrect grammar for 32.29, avoidance of harsh swearing for 0.3%, and emphatic stress for 15.95%. Tag inquiry, price color word, and extreme politeness are characteristics of the language of the absent ladies. Hypercorrect grammar is the language trait most common in women. Hypercorrect grammar in this Talk Show serves to highlight the key concept or term that she wished to accentuate.

**Keywords:** Language features, language and gender, talk show, sociolinguistics



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### Public Interest Statement

The originality of this work resides in finding the beneficial of sociolinguistics's theory in investigating the women's conversation. The findings revealed seven different gender-specific linguistic features by women. These implications contribute to the academic discussion. From a theoretical perspective, this study provides and emphasizes the theory of language and gender. Eight of these characteristics, including emphatic stress, rising intonation on declaratives, empty adjectives, intensifiers, hypercorrect grammar, hyporrecct grammar, and lexical hegdes or fillers. Price color term, question tag, and superpolite are female language characteristics that are missing. In addition, the researchers discovered that women utilized more language features in informal contexts because they were more free to express themselves, whereas in formal contexts, speakers tended to avoid using weaker language to support their points. Last but not least, this research, however, revealed that women typically use hypercorrect grammar to emphasize the main idea or word that she wanted to emphasize. Additionally, she changed the intonation of a few words to convey a point that merited closer attention.

### Introduction

Language is one of the most important instruments that people use to transmit information and communicate with one another. Language is an essential tool for communication (Elizabeth, 2018). Furthermore, communication with others, culture, and societal integration are all essential to our existence. Arguably, the cultural tool that most distinguishes humans from other animals is language. It implies that people use language as their primary means of conveying their thoughts, knowledge, attitudes, and feelings to others. Humans also like passing on culture from one generation to the next (Herman et al., 2023). A subfield of linguistics called sociolinguistics studies the connection between language and society.

Sociolinguistic studies examine the connections between language and culture. People utilize languages in different ways. As a result, according to Georgieva (2014, p. 4), sociolinguistics is the study of language in relation to society. As a result, sociolinguistics also examines how people use language in everyday situations and how various sociocultural elements like culture, norms, and environment affect language usage (Nasution et al., 2023). Both society and language have an effect on one another. Language is used to facilitate communication among different social groups of people in diverse social contexts (Ngongo et. al., 2022). It is concerned with language as it is used in diverse social contexts and social groups of people to communicate.

Purba et al. (2023) defined that communication is the way that people used to understand each other. The sender, encoding the message, transmitting the message, receiving the message, decoding the message, and feedback are all components of the communication process. Nevertheless, merely possessing all of these elements is insufficient. In order to properly face the receiver and convey the sender's message, Khan and Khan (2017) claim that communication is a dynamic process that requires the utilization of one's thoughts and bravery (Niswa et al., 2023). The sender and recipient should work together and understand each other.

Conversation is an activity in which two or more individuals engage interactively using language forms and nonverbal cues. In daily converastion, both men and women are observed to utilize unique and diverse languages. There is a choice of using formal or casual languages. Observations, both casual and serious, have revealed that communication between the sexes is frequently perplexing. Reik (1954) as cited in Ningsih (2018, p. 19) stated that one of the reasons for this ambiguity is that men and women may use different language in their conversations. In terms of subject, form, substance, and usage, either

men or women generate sex-related utterances. Despite the fact that certain research on the distinctions between men and women's language reveal that they do not always coincide, they both contribute to gender communication and sex roles.

Studies on gender issues are endless and increasingly interesting to study discussed so far. If we look at the relationship between the language or speech used, by a character in talk show with the phenomenon of gender stereotyping. Gender is one of the main determinants of language variation. Cameron (2005) as cited in Murti (2018, p. 2) defined that common people continue to believe that a study on language and gender is an effort to identify the distinctions between men and women's linguistic traits. There are only two categories of people in society: men and women. Men and women differ not only in looks but also in their occupations and linguistic preferences. Hamidah (2016, p. 9) argued that women are more considerate in their language usage than males because they are more approachable and care more about other people, yet women are viewed as less successful language users than men.

The language used by women reveals the traits of their behavior. Women should have specific speech characteristics to demonstrate their place in society since one's language reveals their status in the community. According to Sunderland (2006), general language discriminates against women in both the way they are treated and the way they are trained to use language. Both of these have to do with the purpose or place of women in their respective societies. Women must therefore pick their strongest language while speaking with others. Four factors led to women using more standard form: appeals to socioeconomic class and its related status; references to women's roles in society; references to women's status as a subordinate group; and references to the masculinity-expressing function of speech.

In otherside, the topic of conversation of women and men are also quite different. women tend to talk about preferring to talk about his life with his family, food and gossip. Topics that discussed can be an interesting topic to share, for example women enjoy talk about make-up, cosmetics, traveling, cooking, or even shopping. Men tend to talk about sports, politics, and technology. Men talk very eloquently on competitive topics such as sports and politics. Meanwhile, the women who are more cooperatives prefer to discuss topics around family life that are often done. This shows women are more open to their feelings prefer topics that cover their feelings. Women are consequently more linguistically courteous than men. Aini (2016, p. 1) asserts that women are renowned for their gentleness. They also communicate with people in a more respectful manner (Holmes, 2013, p. 301). It seems sense that a woman would prefer to be praised or valued more for beautiful things as women are typically more sensitive than men. Holmes (2013, p. 169) asserts that women lack confidence when interacting, particularly in public. As a result, many males still believed that women were inferior. Therefore, when dealing in society, women tend to be more cautious and retain their opinions.

It is possible to distinguish slightly between men's and women's speech. Men never communicate in vernacular, whereas women speak with more grace. Women employ more standard speech forms than men, according to Holmes (2013, p. 166), because they are more aware of their social status. Women typically talk at a level one up on the politeness scale and pronounce words with prestige. Women typically display their social standing through their speech, according to Aini (2016, p. 1). Additionally, because standard language mirrors feminist language, women choose to speak it over vernacular language. Additionally, it explains why men are less linguistically courteous than women.

Women typically display their social standing through their speech, according to Aini (2016, p. 1). Women with greater education typically have more courteous attitudes, especially when it comes to language use when communicating. Women also like social interaction. According to Pebrianti (2013, p. 110), they also frequently talk about TV shows, rumors, fashion, and food. According to Murti (2018, p. 13), women frequently experience anxiety when speaking in front of an audience because of

bias and misconceptions about their speech and writing patterns. However, while speaking to someone of the same sex or in public, ladies like to express their passion by using formal language and praises to strengthen their bonds with other people. Women are perceived as being sensitive and insecure, according to many researchers. Holmes & Meyerhoff (2003) in Murti (2018, p. 13), women have a lower social status than men. They are perceived as being more emotional, less aggressive, and physically weaker. As a result, the researchers are interested in leveraging women's linguistic characteristics to do study on this topic, particularly in the context of how they communicate in public settings.

Both genders' language use is one of the social phenomena that is most prevalent, and each of them have unique traits. The linguistic aspects of a language can include its structures, vocabulary, and gender differences in how men and women use it. Gender identity affects how men and women speak to one another. Although men and women from a given social class are members of the same speech group, they may employ various linguistic idioms. Women are typically stereotyped as using weak language and overly polite words. Women typically have less influence than males, which makes them less confident in their ability to communicate than men.

Women need have specific speech qualities to be seen in their community. Woman's language is language that denotes the traits of women, such as avoiding direct and powerful remarks and relying on words that indicate reluctance and uncertainty. Women should therefore employ certain language to be acceptable by society. They frequently speak in a particular way to emphasize femininity over masculine. Women occasionally choose their language based on specific speech characteristics. More women than ever are entering politics, and they are becoming more influential in key decision-making processes. In addition, women use language in a unique way. Lakoff lists 10 aspects of women's language in his book "Language and Women's Place." Additionally, Lakoff analyzes the aspects of women's speech that convey doubt, lack of confidence, and excessive respect or politeness (Lakoff, 1975). These characteristics include hedges, increasing intonation, and tag questions. In addition, whether or not women were truly helpless, the "powerless speech" caused people to treat them as though they were (Rahmawati, Citraesmana, and Indrayani, 2019).

Based on intuition and observation, Lakoff finds that 10 speech elements are utilized by women more frequently than men. Ten categories of speech elements that women employ more frequently than men were identified by Lakoff (1975). Lexical hedges or fillers, tag questions, increasing declarative intonation, empty adjectives, specific color terms, intensifiers, hypercorrect grammar, super polite forms, avoiding strong swear words, emphatic stress—these are some examples.

These following example conversation between Viola and Cinta Laura during the interview.

- Viola : What actually you know what moved and you to come back to come back here ?
- Cinta Laura : Oh *I think* this is going to be a long story to tell and we'll have to **really** delve into it throughout the show but i had my first big epiphany so to speak in 2018 okay.

Cinta Laura employed some feminine language elements in that speech, including According to the dialogue above, women tend to utilize the lexical hedge "I think" when expressing their opinions in order to add weight to their arguments and make them stronger. The word "really" is an intensifier, and its use is intended to make the intended meaning stronger. It stated that women always exhibited confused, fearful, and doubtful facial expressions when speaking. The researchers used this issue as a springboard to explore if women's linguistic traits differed from men's, giving them a different social status.

The researchers seek to examine Cinta Laura's use of women's language in her talk show speeches between June and August based on the aforementioned example. This study has been done on the use of women's language features. In conducting this research, the researchers provide the previous research from a thesis that also related to this research which is written by Apridaningrum and Angelina (2018) at Sanata Dharma University Yogyakarta, entitled "Women Language Feature Used by Sarah Sechan in Her Talk Show". This research has purposes to know types women language feature in talk show. To address the research issue, the researchers used content analysis and qualitative data methodologies. In this study, there were 2 research tools used. As the human research and observation sheet, they were the researchers. The video screenplay of Sarah Sechan from Net TV was used by the researchers to carry out their study. The study made use of Lakoff's theory of female language. Nine features were employed in this study, according to the researchers, including the following: 35 lexical hedge features, 48 empty adjectives (23.415%), 44 intensifiers (21.463%), and 48 intensifiers. 18 tag question characteristics (8.780%), 16 hyper-correct grammatical characteristics (7.804%), 15 rising intonation characteristics (7.317%), 11 super-polite characteristics (5.366%), 9 avoidance of harsh swear words (4.390%), and 9 emphatic emphasis characteristics (4.390%). Because praise color phrases are unrelated to the content of Sarah Sechan's talk program, the researchers were unable to discover them. The word "empty" was utilized the most by Sarah Sechan in her usage of female language.

Additionally distinct from the other research is this one. Only type women's language features were examined in earlier research. The researchers thus chose to concentrate on talk shows rather than elucidating the purpose of women's language in general. The researchers attempted to add women's language functions to assess the utterances made by Cinta Laura in talk shows in order to close the gap left by earlier studies. This study compares the usage of language elements exclusive to women in real-world power-related scenarios. The researchers suggest conducting research on the characteristics of the women's language employed by Cinta Laura in the Talk Show in order to get a thorough understanding of women's discourse.

The researchers chose Cinta Laura because of her status and background in public. Cinta Laura is one of the most famous in Indonesia. Cinta Laura Kiehl better known as is a German actress, electropo singer and Indonesian model. Cinta is one of the ambassadors for anti-violence against children in Indonesia. Because researchers frequently watch talk shows, the aforementioned explanation is the driving force behind the writer's desire to examine the type of women's language characteristic and the purpose of women's language. Therefore, Cinta Laura was chosen by the researchers because she speaks in an authoritative manner and encourages those around her. Therefore, the researchers are interested in looking at each of their talk show speeches. This study is based on Judy Pearson's and Robin Lakoff's (1975) analyses of the linguistic characteristics and functions of women (1885). Researchers are interested in this subject because it is a recent phenomenon on the talk show in addition to the explanation.

## Research Methods

### Design of the Research

Creswell (2014, p. 4) describes qualitative research as a method for examining how human problems are described in terms of their deeper meaning. The aim of qualitative research is to depict the intricate structure of the subject under study in great detail. This study used qualitative research to explain the purpose and benefits of employing a linguistic feature exclusive to women. In conducting this study, content analysis, one sort of qualitative research, was used.

A type of data collecting technique known as content analysis makes use of "word, meaning, picture, symbol, ideas, themes, or any message that may be expressed" (Latić & Čeljo, 2018). The content



also includes analyses of written texts, including books, newspaper or magazine articles, advertisements, speeches, official documents, films or videotapes, song lyrics, photographs, clothing, and works of art. More specifically, content analysis was used in this study to define and examine the talk show’s use of women’s language. Descriptive research is focused on creating a description that is methodically and accurately based on facts regarding a particular thing. The characters’ statements in the Cinta Laura Talk show were used to gather the necessary data.

**Results and Discussion**

**Results**

The study’s findings as a result of its research. A subject that relates to this study and is addressed in this research concerns Cinta Laura’s usage of women’s language in her talk show. In addition, the researchers discovered the purpose of the women’s language characteristic that Cinta Laura employed in her talk show segment on FORGIVENESS. Lexical hedges, tag questions, rising intonation on declaratives, empty adjectives, precise color terms, intensifiers, hypercorrect grammar, super polite forms, avoiding strong swear words, and emphatic stress are among the ten habits of female language features described by Lakoff (1975) in Holmes (2013, p. 203). The researchers discovered 336 utterances in this study that have female linguistic characteristics. The researchers identified seven aspects of Cinta Laura’s language that are specific to women based on the data. These include forceful stress, rising intonation, empty adjectives, intensifiers, hypercorrect grammar, and lexical hedges or fillers.

The frequency with which Cinta Laura uses female language in her talk show. There are 10 different categories of women’s linguistic features, according to Lakoff (1975). The researchers presented the facts in this debate in the form of a table and a description. Cinta Laura’s discovery of a female linguistic device in the first and second speeches.

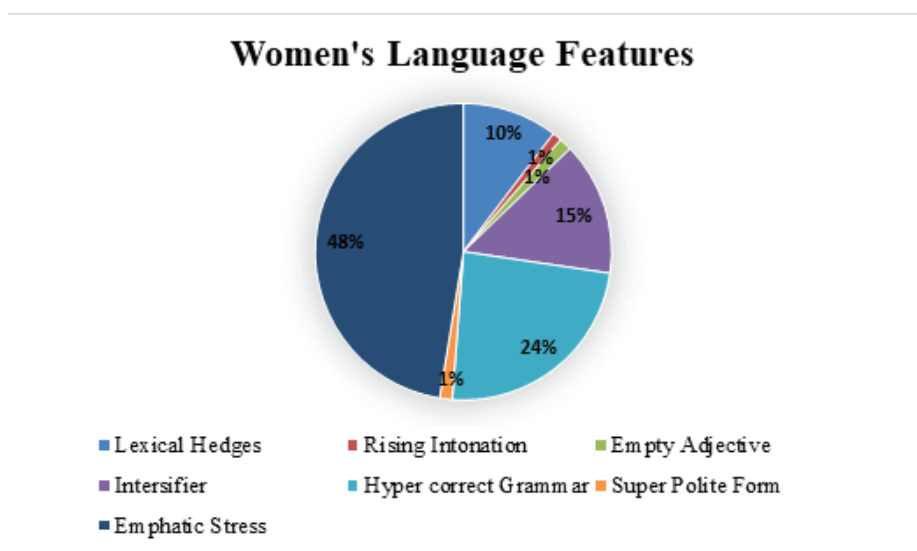
Table 1. Women’s language feature in Cinta Laura

No.	Woman language feature	Part (1)	Part (2)	Total	Percentage
1.	Emphatic Stress	25	16	41	15,95%
2.	Hyper-correct Grammar	25	58	83	32,29%
3.	Intensifier	31	27	58	22,56%
4.	Lexical Hedges	39	25	64	24,90%
5.	Empty Adjective	2	1	3	1,16%
6.	Avoidance strong swear		1	1	0,3%
7.	Rising intonation	5	-	5	1,28%
8.	Tag Question				0,3%
9.	Avoidance Strong Swear Word	1		1	0,0%
10.	Precise Color Term		-	-	
Total				257	100%

Table 1 displays the outcomes of the Cinta Laura Talk Show’s women’s language feature. There were 257 features of women’s language elements in Cinta Laura in Talk Show. In the talk show, Cinta Laura used nine out of 10 feminine linguistic features. Intensifier (22,56%), empty adjective (1,16%), rising intonation on declarative (1.28%), lexical hegdes or filler (24,90%), hypercorrect grammar

(32,89%), avoidance of loud swearing (0.3%), and emphatic stress (15,95%) were among them. The other characteristic like super Cinta Laura lacked polite and clear color terminology. According to the explanation in table Cinta Laura, the researchers discovered that hypercorrect grammar was the most prevalent element of women’s language in talk shows. Researchers discovered Cinta Laura employs the most and the most hypercorrect grammar based on statistics. The researchers used the graphic below to provide further detail about their findings:

Figure 1. Percentage of women’s language features in a talk show



Hypercorrect Grammar is the type of female language characteristic that Cinta Laura used most frequently. Out of 257 features, 83 features—or 32,44%—were discovered by the researchers. The Talk Show’s Cinta Laura lists the most common words used by women that are close to the standard form of English. The situation in which Cinta Laura wanted people to concentrate on a sentence that was crucial to understanding forgiveness is related to the usage of hypercorrect grammar. so that others listening or watching can clearly understand the facts she was trying to convey. Additionally, she changed the intonation of a few words to convey a point that merited closer attention. Cinta Laura’s speech featured a rising intonation of 5 or 1,03%. Before making her next comment, Cinta Laura turns her previous statement into a question. Additionally, she employed this technique to draw the listener’s attention and get them to pay attention to what she had to say next. Cinta Laura also utilized this rising intonation to stress certain points in her speech.

### Discussion

The researchers attempted to explain the findings in this section. According to Lakoff’s theory, ten characteristics of women’s language are described, but the researchers found that Cinta Laura only used eight of these characteristics, including emphatic stress, rising intonation on declaratives, empty adjectives, intensifiers, hypercorrect grammar, hyporrecct grammar, and lexical hegdes or fillers. Price color term, question tag, and superpolite are female language characteristics that are missing. The topic discussion and the speaker’s confidence had an impact. The utilization of these features primarily demonstrated Cinta Laura’s assured spoken delivery. Although some aspects of women’s language, according to Holmes (1986), may indicate ambiguity. Jacinda made use of a feature to demonstrate her confidence in her remarks. Additionally, the researchers discovered that Cinta Laura used three features that are indicative of speech that is weak, including lexical hedges, empty adjectives, and rising

intonation. However, in this particular instance, Cinta Laura did not intend to use these features; they were merely filler for her Talk Show. In addition, Cinta Laura made use of four feminine language features, including lexical intensifiers, emphatic stress, hypercorrect grammar, and lexical emphasis.

Women Language in Indonesian Television Talk Show, Focused in Analyzing the Women Language in Indonesia on Three Television Talk Show is a prior research study regarding women's language features from Lubis and Bahri (2020). In politics, there is Mata Najwa; in social issues, Marry Riana; and in entertainment, Feni Rose Widyadhari, Rumpi. The analysis of the data by the researchers revealed nine language features, including the use of lexical hedges or fillers 39 times, tag questions 17 times, rising intonation on declarative 19 times, empty adjectives 6 times, intensifiers 26 times, hypercorrect grammar 13 times, super polite forms 3 times, avoidance of strong swear words only once, and emphatic stress 24 times, which occur in three different talk shows. Additionally, the researchers discovered that women's language tended to include lexical hedges or filler to give a sequence time to consider what they will say next on a talk show. There are some differences between the previous study's analysis of women's language features in Indonesian television talk shows and this study's analysis of Talk Show Cinta Laura. Second, based on the results of the data analysis, the previous study discovered nine features used in three out of ten talk shows, while this study discovered eight features with which the researchers did not come up with a price color term, Super Polite in Cinta Laura. Third, according to the results of the data analysis, the previous study showed that women typically used lexical hedges or fillers to give the host of a talk show time to consider what she wants to say next. This research, however, revealed that women typically use hypercorrect grammar to emphasize the main idea or word that she wanted to emphasize. Additionally, she changed the intonation of a few words to convey a point that merited closer attention. The research resembled one another. First, qualitative research is used in both designs of study. Second, the same Lakoffian theory is applied in both studies (1975). For some reason, such as the limited timing and the researcher's independent analysis of the data, the researchers determined that this research was still far from being of high quality. In addition, the researchers discovered that women utilized more language features in informal contexts because they were more free to express themselves, whereas in formal contexts, speakers tended to avoid using weaker language to support their points.

### Conclusion

The researchers came to a conclusion about the study's findings in this part. This study aims to investigate Cinta Laura's use of female language in the forgiveness talk program. Eight different types of women's language features were discovered by the researchers in Cinta Laura's delivery of her talk show from the first and second. There were 257 total female language features used in Cinta Laura's two talk shows. Lexical hedges, rising intonation, question tags, empty adjectives, intensifiers, hypercorrect grammar, super polite form, and emphatic stress were among these characteristics. Lexical hedges are the language characteristic most prevalent in women. The purpose of the lexical hedges in this Talkshow is to draw attention to the key concept or word that she wished to emphasize. Price color terms and refraining from using strong expletives are characteristics of the language used by absent women. The topic discussion and the speaker's confidence had an impact. Cinta Laura was instructed not to use specific female language features to convey hesitation or lack of confidence. Cinta Laura, in contrast, exudes confidence in herself as a result of her position and her function as a politician, both of which denote women's leadership.



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### Biographies

Ridwin Purba is an Associate Professor at Universitas Simalungun, Pematang Siantar, Indonesia. His majorities are sociolinguistics and applied linguistics.

Endang Fatmawati is a lecturer at the Information and Public Relations Study Program, Faculty of Vocational School, Universitas Diponegoro in Semarang. She is an expert in information, digital business, management, public relations, education, languages, and libraries.

Herman Herman is an Associate Professor and a lecturer at Universitas HKBP Nommensen Pematangsiantar, Pematang Siantar, Indonesia. He completed his studying from Doctoral degree from State University of Medan, Indonesia in 2020. His interest in reading and writing. His majorities are discourse analysis, multimodal discourse analysis and applied linguistics.

Arif Widodo is a lecturer at Institut Pesantren Sunan Drajat Lamongan. He completed his Ph.D. program at Omdurman Islamic University, Sudan.

Faizal Risdianto is an Assoc. Prof. at the English Education Department, Faculty of Teacher Training and Education, Universitas Islam Negeri Salatiga, Indonesia. He is pursuing a Ph.D at Universitas Negeri Surakarta, Indonesia. His research interests include Descriptive Linguistics, Literature Study, Pragmatics, and English Teaching.

Fatmahwati A. works as a researcher at the National Research and Innovation Agency (BRIN). The research carried out revolves around the realms of linguistics, literature, and oral tradition. Doctoral education is pursued at the Indonesian University of Education, Bandung.

Nanda Saputra is a lecturer in the study program Tarbiyah Teacher Education at Sekolah Tinggi Ilmu Tarbiyah Al-Hilal Sigli.

### Authorship and Level of Contribution

Conceptualization, R. P., N. S., and F. A; methodology, H. H., N. S. ; validation, A. W., and H. H.; Formal analysis, F. R. and H. H.; investigation, R. P., and N. S.; resources, R. P.; data curation, F. R.; writing (original draft preparation), R. P.; writing (review and editing), H. H.; visualization, A. W. and F. R.; supervision N. S. and H. H. All authors have read and agreed to the published version of the manuscript.

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