

Distinctive Language of Gender in Food Reviewer "Duo Pengacara": A Socio-stylistic Approach

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ABSTRACT

Gender roles can influence the language style acquired by each individual. Both men and women have their language styles. The language style used by men tends to be more objective based on logic, while women use words that tend to be expressive according to their feelings. This article discusses the language style used by food review content presenters on the YouTube channel "Duo Pengacara", which aims to reveal the differences in language styles between female and male presenters. The author compares two videos containing the content of wives and husbands as object sources. This research uses a pragmatic stylistic theory approach in gender-based sociolinguistic studies to examine differences in language styles found in video interactions. The method used is descriptive qualitative by explaining each finding and then comparing the differences in language styles. The research results showed 43 types of language use styles, which were categorized based on five language styles. The findings of this research show that the language styles between women and men in the Duo Pengacara food review video object are in corresponding with previous research which assumes that women tend to involve feelings, suportif, and long winded and men are more realistic, informative and to the point in their arguments.

Keywords: Gender, Language styles, Socio-stylistics, Sociolinguistics, Youtube

INTRODUCTION

Language is a social construct that is closely related to culture (Harahap & Adeni, 2021). Language is also a means of communication for the community whose speakers are inseparable from the context and social function (Wiratno & Santosa, 2014). In addition, language is also differentiated based on variation through the social influence of the community as seen from social status as well as different cultural

backgrounds (Wati et al., 2020). Diverse cultures in determining a language cannot be separated from the group of men and women in speaking languages (Wati et al., 2020).

According to (Taufik et al., 2023) there is a very close relationship between language and gender. Gender is an interpretation of gender differences for women and men that can be seen from cultural and social aspects (Mamentu, 2022). With that, there are often expressions of questions in society about the difference in speaking styles between men and women. In other words, society focuses more on factors that can affect differences in language styles, such as social, cultural and relationship factors in society.

Gender stereotypes are beliefs in which men have certain traits and women have traits and things that must be in accordance with patriarchal culture (Putri, 2021). Women are described as always taking care of the house, playing the role of housewives, taking care of children, not working, and financially dependent on their husbands (Natha Glory, 2017). Gender stereotypes in society, women are always positioned below men, this starts from the family (Solihin et al., 2022). The impact that arises, generally, is that the treatment received by women is more detrimental than that of men (Intan, 2021)

Gender differences are related to different language styles. According to (Munawir, 2023) said that the language style in women usually uses convoluted and long language, while for men they usually use short language and are more to the point to the point to the question according to the context of the tutura. Likewise, according to (Taufik et al., 2023) that the language used by women is more standard than the language used by men. This shows as a view of the community towards the characteristics of language styles in women and men in their daily lives.

The concept of differences in gender communication styles was put forward by Holmes. According to Holmes (in Fhadillah Fitria et al., 2021) about language and gender are as follows:

1. That there are different language style patterns between men and women.
2. He argues that language styles in women tend to be related to feelings that are different from those of men.
3. Use a flexible language style for women rather than men
4. Men's language style does not emphasize solidarity as in women's language style.

Previous research on the difference in language style to gender has been widely researched, such as in a study entitled "*Gaya Penggunaan Bahasa Dalam Judul Video di Youtube: Kajian Stilistika Pragmatik*" conducted by Hemas Haryas researching about finding language styles in video titles on youtube using descriptive qualitative methods. There was also a study entitled "*Perbedaan Gaya Bahasa Demontran Laki-laki dan Perempuan dalam Aksi Protes RUU dan*

Pengesahan UU KPK" conducted by Fhadilah Fitri et al., 2021 by taking the object of the paper as the analysis data. With this study, there is a difference with this study, namely on the object analyzed and the focus of the purpose of this study is to focus on the comparison of the language style of the presenters of female and male food reviews.

Thus, research between language and gender in society is included in sociolinguistic research. Sociolinguistics is the study of language in society by identifying the factors that affect a language. This research can be seen through many objects that support data for sociolinguistic research. One of them in this research is by using a video object from the Youtube channel "*Duo Pengacara*". Duo Lawyer is one of the content creators who raises content to review food interspersed with topics of discussion that were viral at that time. That the data of this study uses a comparison between two videos from the Duo Pengacara's youtube entitled "*Trio Bapacks! Makan ditentuin istri kita! Disusruh makan warteg karena akhir*" by comparing the video "*Makan ditentuin suami-suami kita!! Begini jadinya kalo suami perhatian!*". The first video is noisy about husbands who will review food at the warteg and the second video contains wives who review food selected from their husbands. The two videos are very suitable as the object and evidence of this study with the aim of finding out the differences in language styles used in women and men in the context of food review presenters.

With a gender-based Stylistic Approach as a tool in analyzing the object of this research. The study of stylistics is a theory used to examine language style. According to (Rohman, 2018) stylistics can be defined as a science that studies the characteristics of a language that expresses feelings or thoughts in writing or orally. Similarly, according to Fathullah ahmad Sulaiman in (Rohman, 2018) that stylistics is a way of analyzing how the writer views in writing a text by analyzing the aesthetics and characteristics of his writing. Usually this stylistic study is used to analyze literary works, but there are also many researchers who analyze outside of literature whose words are spoken or only in the form of text.

The analysis of research using conversation transcripts as the source of the object uses gender-based pragmatic stylistic studies that propose studies of differences in gender communication styles in spoken language. Pragmatics is part of linguistic studies that study the relationship between the meaning of speech and speakers based on the content (Yule, 1996). In pragmatics, speech involves the speakers and listeners. Therefore, it can be concluded that pragmatic studies are a branch of linguistics that studies the speech of a language seen from the context (Saifudin, 2019).

Stylistics is a branch of linguistics that studies the science of a language style (Asy & John, 2012). Substantially, stylistics is not a single discipline but a science discipline used by other disciplines to obtain a finding in a particular discipline (Lamusu, 2010). Stylistics is a study that examines a language style in a certain context and then explains its function

and effectiveness as a means of communication (Burhan Nurgiyantoro, 2014: 398).

This study uses previous research with the title *Style of Language Use in Video Titles on YouTube Pragmatic Stylistics Study* as the basis of the research theory model. It is stated that there are five aspects of stylistic form in the use of language in speech (Susetya, 2020). Here are the aspects:

- a. Assessment disclosure: the use of language that contains the meaning of the assessment.
- b. Assessment by exclamation: The use of exclamation marks as a form of assessment.
- c. Assessment of expression: The style of use of language with meaning contained in a sense.
- d. Direct imperative: Ruled by the speaker who is intended to object to command or regulate means that the subject being ruled immediately performs.
- e. Indirect imperative: In contrast to a direct imperative, the indirect imperative is a command sentence intended by the speaker by a declaratively ruled listener.

Based on the explanation and understanding of the theory above, the researcher will use the model of using the language style above to analyze the findings.

METHOD

This research is descriptive qualitative research. Qualitative research aims to get an in-depth picture of someone's views in their research. To make it clearer, the following definition is explained according to experts. According to Sugiyono (2016:9), the qualitative descriptive method is a research method based on postpositivism philosophy.

According to Bogdan and Taylor in Moleong (2010:04) qualitative research is "a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior. Qualitative data is a type of data collected that is more inclined towards words or images than numbers. Through this method the author tries to find differences between men and women in communicating, this is based on beliefs about differences in language styles between men and women, while the analysis will be described through transcripts. The data source used by researchers in this research uses observation techniques by watching videos from YouTube, where researchers will transcribe and observe what the subject says in the YouTube channel video "Duo Pengacara" entitled " *Trio Bapacks! Makan ditentuin istri kita! Disusruh makan warteg karena akhir*" and the video " *Makan ditentuin suami-suami kita!! Begini jadinya kalo suami perhatian!*" using qualitative descriptive methods and sociolinguistic theory with a gender-based stylistic approach. The steps of this method are analyzing expressions of judgment,

expressions of exclamation, expressions of feeling, direct and indirect imperatives.

FINDINGS AND DISCUSSION

This research applies descriptive qualitative using sociolinguistic theory and a stylistic approach. The purpose of this research is to find five aspects of language style in a comparison of two videos from the Duo Pengacara YouTube channel. The data object taken is in the form of Indonesian speech language which the transcript will be translated into English. The research founded total from 43 consisting of 16 women and 27 of men types of language use styles, which were categorized based on five language styles.

Table of Result

<i>No</i>	<i>Categorized</i>	<i>Women</i>	<i>Men</i>
1.	Assesment Disclosure	5	8
2.	Assesment of Exclamation	2	4
3.	Assesment of Expression	4	5
4.	Direct Imperative	3	5
5.	Indirect Imperative	2	5
	Total	16	27

Here are the example of data following and analysis of the findings in this research:

1. Assesment Disclosure

Table 1
Data of Assesment Disclosure

Women	Men
Marza: "I used to have a friend in college. Someday I went to her boarding house and there she had a cat. That's why her boarding house looks so messy and the cat that means is her boyfriend." (Marza: "gue kan punya temen sahabat waktu kuliah, suatu hari gue mainlah ke kost nya, dia tu punya kucing di rumah, sampe kost an nya, kost an nya berantakan banget dan maksudnya kucingnya itu pacarnya dia.")	Bima: "How is't Gung after being a father?" Agung: " It feels like there is more responsibility and we become the third priority" (Bima: "Gimana gung setelah menjadi kehidupan sebagai seorang ayah?" Agung: "rasanya lebih banyak tanggung jawab dan diri kita tuh jadi prioritas ketiga")

In assesment discloure by using language that expresses subjective sentences or the speaker's views in assessing an object. The dialog are

forms of words that express judgment which are used by the two objects in the videos of wives and husbands.

Marza: "I used to have a friend in college. Someday I went to her boarding house and there she had a cat. That's why her boarding house looks so messy...."

" And the cat that means is her boyfriend."

Here the wives are enjoying the food they have ordered, while they are enjoying the food, one of the wives named Mirza tells that she used to have friends from college. When Mirza went to her friend's boarding house, she saw that her friend's room was very dirty and messy. Her friend said that the person who was dirtying the place was her cat. Her friend also said that apart from dirtying the place, the cat also often caused scratches on her hands. However, it turns out that the context referred to by the cat above turns out to be her boyfriend who committed violent and toxic acts.

The data above shows that women tell more things that are related to their feelings. Women usually express their feelings with other friends as a means to vent all their burdens. Apart from that, women also use it as a form of empathy towards others.

Bima: "How is it Gung after being a father?"

Agung: " It feels like there is more responsibility and we become the third priority"

In this section, the husbands initially tell each other about their respective household needs and finances. As men, they talk a lot about family financial matters, apart from discussing their respective hobbies. After that, they began to talk about the problems they faced when they became heads of the family.

The data above shows that when men want to express something related to their feelings, they make more small talk before directly stating their intentions and objectives. However, when they understand each other, they have a high level of solidarity towards each other. Provide solutions and advice when other friends need it.

2. Assessment by Exclamation

Table 2
Data of Assessment by Exclamation

Women	Men
Vivi: "Well, who knows first, I've been thinking for a long time, I'm going to get a ticket, hurry upppp!!"	Arvel: It's free, as long as it's cheap, saving!"
(Vivi: "yaudah yang tau dulu deh, lama nih pake mikir, keburu gue ditilang, buruannnn!!")	(Arvel : Bebas ya, Pokoknya yang murah ya, Hemat!")

When expressing an assessment using language that expresses an exclamation or invitation to something. These dialog are a form of assessment with exclamations contained in the speech of the object found.

Vivi: "Well, who knows first, I've been thinking for a long time, I'm going to get a ticket, hurry up!!".

Here the wives are asking about the food that their husbands have chosen for their respective wives, but the husbands are thinking too long, one of the wives named Vivi asks the husbands to immediately choose the food for their wives because they are afraid that their car will be ticketed but only one of the husbands already knows. Desti's husband, Arvel, said the food choices for his wife first while waiting for the other husbands to decide on the food for the wives.

The data above shows that women tend to use more letters, such as in the word "*hurry upppp*" which even if there is only one n still means an exclamation or invitation, however, women still like to add letters to words to express feelings of annoyance, happiness or anger, in the wife's video. expressed his annoyance because the parking position of one of his wives, named Vivi, was unsafe, while the husbands took too long to think about choosing food for their wives.

Arvel: It's free, as long as it's cheap, saving!".

Here the husbands ask their wives for food suggestions, they ask for economical food because the 21st is the husband's old age date. One of the wives named Desti suggested eating at a warteg, where the menu and drinks were free from the wives. The husbands also chose Arvel's regular warteg.

The data above shows that men tend to get to the point without adding letters to express feelings. In the video, husbands say that husbands are calling for savings because they are old, wives say that husbands will continue to smoke even though they are on old date.

3. Assessment of Expression

Table 3

Data of assessment of Expression

Women	Men
Desti : "huah" Vivi: "oh, poor of you" (Desti: "huah" Vivi: "kesian gue ngeliat Lo")	Bima: "In the past I bought motorbike rims for 7 million but I didn't tell my wife and my wife I knew and looked for how much they cost, my wife turned out to be that detailed, it's crazy" (Bima: "Dulu pernah gue beli velg motor harga 7jt tapi gue gak bilang bini gue dan bini gua tau dan nyari tau harganya berapa, bini gua ternyata sedetail itu, gilaa")

In the assessment of the expression, the use of words and language can stimulate emotions or senses of feeling. From these findings, the dialog used by the speakers in both videos, both women and men, contain expressions of feeling.

Desti : "huah"

Vivi: "oh, poor of you"

Above is a dialogue from the wives where the context of the dialogue is when Desti waits for her order to go to food but never comes, because all the food ordered by Vivi and Marza has already arrived because of that Vivi feels sorry for Desti.

The dialogue above shows the language style of women in expressing their feelings, where Vivi's response to the word "poor" contains feelings of pity that Vivi directs towards Desti. This shows the characteristics of women's language which uses personal feelings and emphasizes the feelings felt to support her friend that she also feels what she feels. This proves that it is true that the language style used by women is based on their feelings rather than based on logic.

Bima: "In the past I bought motorbike rims for 7 million but I didn't tell my wife and my wife I knew and looked for how much they cost, my wife turned out to be that detailed, it's crazy"

In the context of the conversation above, Bima told about his experience when he bought the item he wanted but he didn't give his wife permission first and he also didn't expect that his wife would know about this in detail.

The data on the sentences used by Bima shows a picture of the language style expressed by men in expressing their feelings. Where in the sentence "I once bought motorbike rims for 7 million but I didn't tell my wife" shows that he is more concerned about his ego in buying what he wants without telling or prioritizing his wife's feelings first. In the use of diction, this sentence is also said with emphasis on logic and to the point about his feelings that he is surprised by his wife who apparently knows everything in detail.

4. Direct Imperative

Table 4
Data of Direct Imperative

Women	Men
Vivi: "hahaha..I've eaten a heavy meal so please just snack, baby."	Bima: "We want to give you food recommendations."
Vivi: "hahaha..aku dah makan berat jadi tolong jangan yang berat-berat ya beybih"	(Bima: "Kita mau dong dikasih rekomendasi makanan sama kalian...")

In expressing the assessment using language that expresses imperative sentences or spoken instructions that have direct meaning. There is example of the dialog that consist of Direct Imperative.

Vivi: "hahaha..I've eaten a heavy meal so please just snack, baby."

That dialog context is the wives were calling their husbands and asking to choose food, one of the wives named Vivi asked to choose only light food because she had eaten heavily before, her husband chose pempek.

The data above shows that women use longer direct instructions and the choice of words used is much sweeter and more flexible to show affection for their husbands. Even though instructions without sweetening words have the same meaning, women still like to sweeten the imperative sentences expressed.

Bima: "We want to give you food recommendations."

Here husbands make telephone calls with their wives to ask for recommendations for economical food menus for old age. The data above shows that men use shorter direct instructions and their word choices tend to be stiff without additional sweetening words to show feelings.

5. Indirect Imperative

Tabel 5
Data of Indirect Imperative

Women	Men
Vivi: "For my husband, please don't you just grin. Take a choice for me"	Arvel: "You guys at least have one health Insurance that can guarantee when you get sick."
(Vivi: "Eh suami aku jangan nyengir-nyengir aja tolong pilihin istrinya")	Bima: "Because if you don't have insurance or BPJS and when you're sick, things will be a hassle") (Arvel: "Ya pokoknya kalian paling enggak punya salah satu jaminan kesehatan yang bisa menjamin kalian pada saat sakit." Bima: "Karna kalau gak ada asuransi atau BPJS terus pas kalian sakit bakal repot urusanya")

In an indirect imperative, these are words of guidance or a fact that are addressed as an indirect command. The findings from indirect imperatives mean orders in the form of facts or advice.

Vivi: " Eh, For my husband, please don't you just grin. Take a choice for me"

In the context of the sentence above, at the beginning of the video they were calling their husbands to choose food for their wives, but Agung, who is Vivi's husband, only responded to their conversation with a smile and didn't say anything, which made Vivi say that sentence.

The sentence above shows a picture of language style in women, seen in the addition of the word "Eh" at the front of the sentence as an addition to the sentence which actually does not have any meaning, but women often add this word to make the sentence they say explain more about their feelings and seem visible. long-winded. This proves, as in previous research, that women's language style is long-winded and not to the point like men.

Arvel: "You guys at least have one health Insurance that can guarantee when you get sick."

Bima: "Because if you don't have insurance or BPJS and when you're sick, things will be a hassle")

The context of the dialogue above is when Arvel tells about his experience when yesterday he was sick and was treated in hospital, which cost a lot of money. Therefore, the meaning of the sentence above is to suggest to the audience that it is better to have insurance so that it doesn't cost too much when you are sick.

The language style in the men's dialogue shows the use of informative sentences. Indirectly, Arvel's sentence "*Basically, you at least have to have health insurance*" which was chosen shows more of the message and information conveyed to the audience and also in the sentence that Bima uses "*when you are sick, it will be a hassle*" emphasizes the consequences that will occur if there is no health insurance. This is proven by a quote from Taneen in (Purnandina, 2022) which says about how men's use of language is more informative and emphasizes messages and information rather than conveying their feelings.

CONCLUSION

Based on the findings by researchers from watching and observing transcripts, it can be concluded of this research show that the language styles between women and men in the Duo Pengacara food review video object are in accordance with previous research which assumes that women tend to involve feelings, suportif, and long winded and men are more realistic, informative and to the point in their arguments. And In determining differences in the use of language styles based on a gender perspective, other factors such as social, background and education are required. The researchers found the above findings only based on visible objects by using transcripts to analyze conversations that fall into the group of styles of language use by Susetya. It is known from the results of systematic analysis that there are 43 data from five language styles which were found to consist of 13 styles of language use for expressing assessments. Then it was found that 6 expressed their judgment through

exclamations. 9 styles of expressing feelings, 8 styles of using direct imperative language, and 7 styles of using indirect imperative language. Apart from being based on language style and social construction, differences are also determined by the topics discussed. Women tend to discuss daily life, husbands and friends, while men discuss automotive, hobbies and finances.

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