

WOMEN'S LANGUAGE IN KIM KARDASHIAN'S INTERVIEW WITH VOGUE

Oktaviari Widiastuti*, Ruminda, Hasbi Assiddiqi

UIN Sunan Gunung Djati, Bandung, Indonesia

oktaviariw@gmail.com

Abstract

As a subordinate group in society, women should speak and behave politely. This situation makes women have their characteristics when they speak. Kim Kardashian is a celebrity who has influenced many people through her fashion sense and career advancement as a celebrity and businesswoman. This research aims to examine the women's language characteristics that occurred in Kim Kardashian's utterances in her interview with *Vogue*. The instrument of this research is a document. First, the data were collected from Kim Kardashian's interview with *Vogue*. The data were selected and identified the women's language characteristics that appeared in Kim Kardashian's utterances. Then the research showed the research findings by presenting the data and analysis. There are 360 data classified as women's language characteristics; which consist of 106 intensifiers, 84 hedges, 71 rising intonation, 34 emphatic stress, 31 hypercorrect grammar, 20 empty adjectives, five tag questions, 4 super polite forms, 3 specific colors, and 2 avoidances of swear words. An intensifier is a characteristic that Kim Kardashian frequently uses because she wants to express her certainty about her utterances and make them firmer, so the addressee will take her statements seriously and get the point of her statement.

Keywords: Sociolinguistic; women's language; Kim Kardashian; gender

INTRODUCTION

Society differentiates humans based on gender, and there are two genders: women and men. Gender is different from sex. Sex is something that we are born with, something that differentiates men from women. Meanwhile, gender is something that we do, and society gives to us (Eckert & McConnell-Ginet, 2013). Since gender is a social construct, it refers to the role, norms, and expectations of men and women. It affected human life in every aspect, including how both genders used language as a communication tool.

The correlation between language and gender is studied in sociolinguistics. Chomsky stated, "sociolinguistic focus on differences in the use of language in society so that an object can be the object language learning another language" (Sumarsih et al., 2014). One of the studies in sociolinguistics is women's language. Women's language is a language

that women use to communicate with others. This women's language arose due to women's social status as a subordinate group and powerless in society. As a vulnerable group, women are expected to speak like a lady and avoid strong expressions of feeling (Lakoff, 1973). Therefore, women have more rules than men when they speak. They should be cautious with their words, speak politely, and avoid offending others. For illustration, it is normal for men to swear, and society can accept it since they are men. Nonetheless, when women use swear words in their speech, society assumes they are uneducated and do not represent women.

Women's language can be found in Kim Kardashian's interview with Vogue. As a well-known woman, she used women's language in her speeches, including when she conducted interviews with Vogue. In this interview, she talked about her life and her decision to end her family's 14-year-long reality show. The researcher picked Kim Kardashian's interview with Vogue as the object of the research because Kim Kardashian expressed her feeling and opinion clearly through her answer in that interview. She always shows her excitement by raising her intonation and lowering it if she is uncertain or feeling terrible about something that happened. She also makes some pauses whenever she feels uncertain about her answers. Kim Kardashian always shows it clear about her most accurate feelings through her utterances. All of her utterances in the interview were used as a research data source and then identified and analyzed based on Lakoff's theory about women's language characteristics and Holmes's theory about functions of women's language.

Even though a lot of research analyzes women's language out there and has similarities with this research, the researcher still chooses this topic because even though women and men were at the same level in this era, women still applied these characteristics in their utterances. Society still gave them pressure women should speak in a standard form or speak like a lady. They are supposed to speak this way, not that way, not like how men speak. Additionally, this language phenomenon is related to society, so it is interesting since the language in society is constantly changing, but it still differentiates how women and men use language. This research aimed to discover the characteristics and the function of women's language in Kim Kardashian's utterances in her interview titled "At Home with Kim Kardashian – The End of An Era" with Vogue. The research questions are: 1) what characteristics of women's languages are found in Kim Kardashian's interview with Vogue? 2) what are the functions of women's language used in Kim Kardashian's interview with Vogue?

This research can be a reference for future researchers interested in analyzing and learning women's language characteristics and functions using Lakoff's and Holmes's theories. The findings of this study also can aid in the comprehension and understanding of sociolinguistics, especially women's language. Finally, the reader can also use this research as a new insight that women and men have different ways of expressing their opinion, feeling, and ideas through language.

THEORETICAL FRAMEWORK

Women's Language Characteristics

Gumperz stated that sociolinguistics is the study of correlations between social structure and linguistic structure and observing any changes that occur (Wardhaugh, 2006). In other words, sociolinguistics focuses on the relationship between language and society and how language develops in society because language is dynamic and can be changed over time. The language users also used language differently. Through language, we can share some clues about the relationship between the speaker and the addressee, where we come from, and our social background.

In society, women and men have different responsibilities since society have different expectation for them. Gender differences in language phenomena are not new; they have a profound social basis. Gender differences have become the fundamental facts of social life, reflecting that the phenomenon of language differences based on gender has a long historical origin (Jinyu, 2014). Society expects men to be strong, resilient, independent, and have other masculine characteristics. Conversely, women are taught to be friendly, quiet, clean, and gentle, including when they speak. They must speak with grace and respect for the other person. This phenomenon demonstrates how gender differences result in different treatments.

As a linguist, Robin Lakoff noticed and studied this phenomenon. Lakoff believed that women face two types of discrimination regarding language use: how they are taught to use language and how general language use treats them (Lakoff, 1973). Lakoff discovered ten language characteristics in women's utterances that are barely not found in men's utterances; they are specific color, avoidance of swear words, empty adjectives, tag questions, rising intonation, hedge, intensifier, emphatic stress, hypercorrect grammar, and super polite form (Holmes, 2013).

Specific Color

Men's roles in society are to take care of and make decisions on only the most important issues so that things related to color are considered unimportant. According to Lakoff, women's voices are not given much attention in making important decisions, so matters regarded as less important, such as color matches, are left to women (Lakoff, 1973).

As a result of that, women have a richer vocabulary about color than men. For example, Berlin and Kay intended there are eleven colors universally used by language, which they call primary colors that consist of black, pink, purple, yellow, white, green, red, grey, orange, blue, and brown. Meanwhile, according to Steinvall, women prefer azure, maroon, crimson, lavender, magenta, fuchsia, and others (Kasmiran & Ena, 2019).

Avoidance of Swear Words

In society, women should establish their politeness and speak like ladies. Therefore, swearing should be avoided because it may irritate their feminine role. According to Jay, swearing aims to express the speaker's emotional state and convey that information to the

listener (Güvendir, 2015; Mahadiputra et al., 2018). When women want to express emotions, they avoid using swear words because the listener and society will consider it impolite behavior. Thus, instead of saying swear words like damn, shit, bastard, what the fuck, and others, they may use dear, oh my god, oh fudge, shoot, what the heck, or others.

Empty Adjectives

The empty adjective is an additional adjective that appears in the speaker's utterances. It expresses the speaker's feelings, admiration, or appreciation for something. In her study, Lakoff mentioned two types of adjectives: neutral and women-only (Lakoff, 1973). The neutral adjective is an adjective used by both men and women. Meanwhile women-only adjective is an adjective that is commonly used by women and rarely appears in men's speech.

Women tend to be more expressive, which makes women's language more mesmerizing than men's since they use more adjectives when expressing their feelings. Women are also more sensitive to their surroundings, making them more expressive when expressing their feelings verbally or using adjectives to show them (Xia, 2013).

Tag Questions

Tag questions often appear in women's speech, and it shows their uncertainty or politeness. A tag question is a middle between a direct statement and a yes/no question and indicates the speaker's eagerness for confirmation or reassurance about the proposition's validity (Holmes, 1986; Lakoff, 1973). Women think that tag questions it's more appropriate to use a tag question rather than using the 'Yes' or 'No' question. In addition, the desire for confirmation is related to the speaker's lack of confidence. Women, as a vulnerable group, are often hesitant to make statements. As a result, they quite often use tag questions to express their thoughts and emotions.

Rising Intonation

Rising intonation cannot be separated from women's utterances. When a woman answered a question, they will rise their intonation which associated with a question rather than answer it with a firm statement by falling her intonation. The effect of rising intonation in someone's utterances makes it seem that they were the ones who were seeking confirmation, even though possibly they were the ones who had the information needed (Lakoff, 1973). Furthermore, a rising question in women's utterances can function as a tool to seek confirmation from the addressee that they understood what was said (Levon, 2016).

Hedges

Women often show their uncertainty in their speech. To express that they are less confident, women frequently show it by using hedges in their speech. It means that there is a potential factor that gender may influence a speaker to use hedge (Pan & Zheng, 2017).

Lakoff defined hedge as words that indicate the speaker's uncertainty and not sure about the accuracy of their statements (Holmes, 1986). However, O'Barr and Atkins believed that hedge is not only used by women but generally used by lower-class people, including men (Pan & Zheng, 2017). So, men can use hedge in their utterances since the lower-middle-class people often show their lack of confidence and knowledge.

Intensifier

An intensifier is used to show the speaker's certainty. Quirk, Pertejo, and Martinez said that an adverb such as so and very can modify the level of the word after which it becomes stronger and firmer, so it can strengthen the speaker's position as well (Fuchs, 2014). Lakoff said that intensifiers are often found in women's utterances because they can modify the level of their utterances. Women do this because they are aware that society may not take their words seriously, so they use intensifiers to make the addressee pay attention to their utterances (Holmes, 2013).

Emphatic Stress

Emphatic stress has the function to strengthen the speaker's utterances. Mei-Rong and Hsieh found that there are differences between women and men when they express their emotions through language (Ali, 2016). Women tend to express their feelings and emotions differently than men. They often exaggerate their feeling and make them more expressive. It is proved Wardhaugh claims that women have a richer vocabulary to strengthen their statements than men (Wardhaugh, 2006).

Hypercorrect Grammar

In daily conversation women speak more in standard speech form rather than men. It is a result of gender roles and expectations given by society. Standard speech form is usually associated with a high social status person, so as a subordinate group, women used standard speech form to make them like people of high social status.

Holmes said that the reason women often used more standard speech forms than men is that they are expected to be role models for their children, so their behavior should be better than men. Women, as a subordinate group, should avoid offending men with their words or actions. In addition, slang forms are associated with masculinity and toughness, so they are avoiding it and choose to use standard speech forms whenever they speak (Holmes, 2013).

Super Polite Forms

Besides the fact that society sees women as subordinate group, they are mothers who have the responsibility to become their children's role models. So, they should behave and speak politely to avoid making people feel offended by their speech. Women frequently use words like "please" when asking someone to do something to avoid making a strong statement, and it makes their utterances more polite, whereas men do not. Lakoff stated

that "a request may be in the same sense as a polite command, in that it does not overtly require obedience, but rather suggests something be done as a favor to the speaker" (Lakoff, 1973). By using super polite forms like adding the word please when the speaker wants to request the addressee to do something, the speaker does not compel the addressee to obey the speaker's request by using super-polite forms. Eventually, the decision is in the hands of the addressee.

The Function of Women's Language

As explained previously, women and men use language differently. Women, who are more status-conscious than men and are considered as powerless in society, encounter a variety of expectations regarding how they should behave and use language. Women's language, like languages in general, serves a purpose related to the role of women in society. According to Holmes, the female language has five functions which consist of to show uncertainty, to emphasize, to get response, to express feeling, and to soften certain expression (Holmes, 1986). They are explained further below.

To Show Uncertainty

Lakoff has explained that women's utterance frequently shows their lack of confidence or uncertainty about what she is saying (Lakoff, 1973). They can express their uncertainty differently, like using hedges and tag questions. For example, if a speaker says "This is our new student, Harvey. He is come from Vietnam, right?" the tag question here show that speaker is not sure with the statement, but the speaker should give a piece of information about the new student to other students.

To Emphasize

Women frequently use certain words to emphasize their statements, letting their emotions to shine through their speech. The speaker expects the addressee to understand the speaker's feelings by emphasizing a statement. This function can be noticed in some women's language characteristics such as rising intonation, emphatic stress, and intensifier. For example, if a speaker says "She is an amazing pianist," the speaker is providing information that the speaker is fascinated by the pianist skill, so the speaker emphasizes the statement by using the word amazing. People who heard the speaker's statement can know that the pianist is really have a good skill.

To Get Response

Women sometimes show their uncertainty by using tag questions, rising intonation, or intensifiers, requiring the speaker to respond to the speaker's questions. For example, if a speaker says "The city light view here is beautiful right?". The tag question here has a function to unveil the speaker's uncertainty but also requires a response from the listener whether the listener agrees or not with the speaker's statement.

To Express Feeling

Women are generally described as a paternalistic stereotype, which portrays women as warm but not competent. In contrast, men describe an envious stereotype, which values them as competent but not warm (Renner & Masch, 2019). As emotional people, women frequently show their feeling in their utterances. For example, if a speaker says "I bought an adorable puppy for my daughter." Women generally use expressions like that when they see something that catches their attention. Meanwhile, men usually say, "I bought a puppy for my daughter," because men rarely show their emotion in a sweet form like women.

To Soften Certain Expression

Because of their societal status, women tend to be polite so they should speak politely and carefully. They are preventing swear words in order not to offend anyone, so it forces women to use words that soften their utterance. For example, women will prefer to say, "Oh my god, I forgot to bring my wallet!" instead of "Shit, I forgot to bring my wallet!"

METHOD

This research used a qualitative method. According to Kalof et al, qualitative method is more focused on interpretation, personal experiences, and phenomena that emerge in society. It focuses on the underlying meanings and motivations of cultural symbols, personal experiences, and phenomena (Aspers & Corte, 2021). This methodology is suitable for examining phenomena found in someone's utterances because this method is used to collect facts in forms of phrases and can provide detailed explanations of the phenomena by describing and elaborating on data collected by the researcher. The subject of this video is obtained from videos of Kim Kardashian's interview with Vogue channel under the title "At Home with Kim Kardashian – An End of An Era." Besides, the researchers employed observation as a data collection technique.

To collect the data, the researcher took some steps. First, the researcher downloaded the videos as well as the scripts. Then, the researchers picked terms that corresponded to women's language characteristics and functions. Finally, the researcher calculated how many numbers of utterances that associated with the ideas.

After collecting study data, the researcher identified the data and examined it using Lakoff and Holmes' theories. The data was then classified by the researchers into categories that corresponded to the theories. Following identification, the researchers classify the speech utilizing Lakoff and Holmes' theories. Finally, the researchers conducted an analysis and conclusion.

FINDING AND DISCUSSION

Finding

Using Lakoff and Holmes' theories of women's language characteristics and functions, the writer found the women's language characteristics and functions in Kim

Kardashian's utterances in her interview with Vogue. All of the characteristics and functions proposed by Lakoff and Holmes appeared in Kim Kardashian's utterances.

Kim Kardashian used those characteristics when she wants to express her uncertainty, strengthen her statement, and also her feeling toward something. The following data of the characteristics of women's language in Kim Kardashian's utterances in her interview with Vogue:

Table 1. Characteristics of Women's Language

No.	Characteristics	Σ
1.	Specific color term	3
2.	Avoidance of swear words	2
3.	Empty adjective	20
4.	Tag question	5
5.	Rising intonation	71
6.	Hedge	84
7.	Intensifier	106
8.	Emphatic stress	34
9.	Hypercorrect grammar	31
10	Super polite form	4
TOTAL		360

The table above presented that Kim Kardashian's utterances mostly contain intensifiers with 106 data. Followed by a hedge with 84 data, 71 occurrences of rising intonation, 34 occurrences of emphatic stress, 31 occurrences of hypercorrect grammar, 20 occurrences of empty adjectives, 5 occurrences of tag questions, 4 occurrences of super polite forms, 3 occurrences of specific color terms, and 2 occurrences of avoidance of swear words.

Specific Color Term

Datum 1

"There was probably one shade of nude or black, and maybe a darker nude if that" (10:53-11:00)

Datum 2

"And so, I would take that and put it in the sink and put coffee bags and tea bags and let it sit there and soak and died it to get it to be a darker shade of nude" (11:07-11:17)

In datum 1 and datum 2, there are appearances of the specific color term which is nude and darker nude. Kim Kardashian said that when she shares her experienced when she wants to buy shapewear. However, she can only find light color shapewear and it is not suited to her tan skin and other people with tan or dark skin. In those statements, Kim Kardashian shows the women's nature of the color name. She chooses to say nude and darker nude instead of brown which men may call brown. Nude itself is different from

brown. Nude color refers to the skin's color, which can range from medium brown to light brown.

Avoidance of Swear Words

Datum 3

"Oh my God, there's so many embarrassing things that are on Tv for the world to see."
(5:03-5:10)

In datum 3, Kim Kardashian expresses her feelings and emotions. Instead of using swear words like "damn" or "shit," she chose to say, "Oh my God." It shows that Kim Kardashian, as a woman, is aware that swearing is not polite and not the right thing to do in the interview that will be uploaded on YouTube.

Datum 4

"My God so fun" (17:39-17:40)

In datum 4 there is the appearance of "God" that has a function of expressing her feeling and gratitude for the interview process that she enjoyed so much. Kim Kardashian used "My God" to show her gratitude to the interviewer, so it is a wise decision for her to say "My God" instead of using swear words because it can make her statement not polite and contrary to the statement's purpose.

Empty Adjective

Datum 5

"I think I was also super emotional when my audio girl gave me my mic" (2:31-2:37)

Datum 5 included an empty adjective with the appearance of the adjective "super" before the word "emotional". The word "super" modifies the level of the meaning of the word "emotional" to become more assertive. The appearance of an adjective here actually is not important. However, she chose to add the word "super" to express and convince the addressee she was very emotional at that time.

Datum 6

"So that I think was the hardest part of letting go of the show, is just knowing that we won't see these people every day" (3:24-2:28)

In this datum, Kim Kardashian expresses her feeling when she decided to end her family reality show. Kim Kardashian added the word "hardest" to modify and strengthen the meaning of the word "part". The effect of the appearance of that adjective makes her statement firmer.

Tag Question

Datum 7

“We’re done and then we went back and Saturday we all called each other and was like, probably are we making the right decision? Are you sure we should do this? And we just kept on going back and forth on that” (1:11-1:21)

Kim Kardashian used a question tag to describe her family's situation to the interviewer, who was still unsure about their decision to end their reality show. Even though Kim Kardashian shows a tag question statement here, she does not have any intention to get an answer or response from the addressee. She just expressed her unsureness at that time if their decision was right or not.

Datum 8

“And if it’s not perfect, how can I try to make something that is?” (10:43-10:47)

In this datum, Kim Kardashian shows her confusion when she decided to make her shapewear brand. Kim Kardashian shows her perplexion by making a questioning statement. The appearance of the tag question here has the function of showing that Kim Kardashian is unsure and lacks confidence in the best design for her shapewear brand.

Rising Intonation

Datum 9

“It does look very easy on the internet, mmm...whether it's promoting make-up or, you know, skims or anything that I'm doing” (8:59-8:07)

Datum 11 talked about Kim Kardashian's feelings and opinions toward people's assumptions about her life and her business. She raises her intonation at the beginning of her statement "It does look very easy" to emphasize that it was what people think about her life when they saw Kim Kardashian's life on her social media. Rising intonation here has the function to make Kim Kardashian's utterance firmer and the information contained in her statement can be delivered to the addressee.

Datum 10

“And I’m so glad that my kids get this version of me rather than the 20-something-year-old version of me” (6:30-6:33)

Kim Kardashian raises her intonation when she said "And I'm so glad" and “the 20-something-year-old version of me”. She does that because she wants to emphasize her gratitude feeling for her decision to have a baby when she passed her twenties. Meanwhile, the rising intonation at the end of the statement underlines that if she has children in her twenties, she will not feel as good as she does now. So, the appearance of rising intonation in the statement above is used by Kim Kardashian to make a firm statement and shows her certainty about her opinion.

Hedge

Datum 11

"Trust me, just wait, don't do it in your early twenties or aaa.... it'll just be the right time."
(6:09-6:15)

In datum 14, the presence of the filler "aaa" here serves to give the speaker time to consider what she should say later. Furthermore, the hedge in the statement above indicates that Kim Kardashian was unsure about her statement and was concerned that mentioning the ideal age to marry would offend others. So, instead of mentioning an exact age, she says, "it'll just be the right time," to avoid offend others.

Datum 12

"And then we switched to a different mic that they look identical. I think for the last 10 seasons." (2:40-2:50)

There is an appearance of "I think" in datum 16 which is classified as a hedge and has the function to show Kim Kardashian's hesitation about her statement. She is not sure how long she has been using that mic, so she said "I think" to show that she is also not sure if she used the mic for 10 seasons of her reality show or not.

Intensifier

Datum 13

"It's really crazy to look back and just to think 20 seasons, that's a long time" (0:21-0:22)

In datum 17, there are two appearances of intensifiers which are "really" and "just". Both the intensifier has the function to emphasize and strengthen the meaning of the word after that. Kim Kardashian said the word "really" to emphasize the word "crazy". Then Kim Kardashian added "just" to emphasize that "20 seasons is a long time." The intensifier "just" expresses the speaker's feelings that time passes quickly and that she is unaware that her family's show has been on the air for a long time and has already had 20 seasons.

Datum 14

"We made it to 20 seasons, like genuinely so excited" (0:40-0:44)

There is the adverb "genuinely" in Kim Kardashian's statement when she expresses her feelings about her family reality show that had 20 seasons. Furthermore, her excitement has grown stronger as a result of the appearance of "genuinely so.". Kim Kardashian modifies the adjective "excited" by adding "genuinely," making the meaning stronger while also demonstrating her certainty about her thoughts and feelings.

Emphatic Stress

Datum 15

“I was very specific about my fabric, I must’ve tried it on for you know, a whole year making sure that we had the perfect fabric” (11:39-11:46)

Kim Kardashian described creating her shapewear product in datum 21 above. The use of the adjective "perfect" in her statement serves to emphasize that her shapewear was made from high-quality fabric. The appearance of "perfect" also implies that Kim Kardashian wishes to convince the addressee that her shapewear is a high-quality product.

Datum 16

“And just this time that I’ve been able to spend with my children has been, oh you know, priceless” (14:36-14:40)

She shared that the positive thing about the pandemic is that it allows her to spend more quality time with her children than she could previously. She stated that spending time with the kids was a pleasant experience. She used the adjective "priceless" to emphasize the effect of her statement and show her feelings through an utterance.

Hyper Correct Grammar

Datum 17

“We have no idea what happened to our voices.” (4:36-4:39)

In datum 23 above, Kim Kardashian expresses her thoughts about what happened to her and her sister's voice. Kim Kardashian presents women's nature to speech in the standard speech form. Instead of saying "we've", she chooses to avoid the contraction of "we" and "have". It emphasizes that she is certain with her statement that the change in their voices is a mystery to them.

Datum 18

“I actually I am not doing an essay and doing this interview instead.” (15:30- 15:33)

The standard speech form in datum 25 emphasizes Kim Kardashian's statement and makes it firmer. For example, she says "I am" to strengthen that instead of doing her essay, she interviews the interviewer. Furthermore, "doing" instead of "doin" indicates Kim Kardashian's awareness that it is a slang word and carries a masculine connotation unsuited to women's role in society.

Super Polite Form

Datum 19

“Thank you” (16:46)

In datum 26, the interviewer praises Kim Kardashian's personality and attitude toward her haters. Kim Kardashian expresses her appreciation for the interviewer's praise

by saying "Thank you." It demonstrates that she has good manners to the interviewer who compliments her and it is something that she should say.

Datum 20

"Whatever you need, I love talking to you, so I could sitting here all day" (17:42-17:45)

In datum 28, Kim Kardashian politizes to the interviewer, saying "I love talking to you". It shows her gratitude to the interviewer for having her as the guest and making the interview process fun. "I love talking to you" has the function to soften Kim Kardashian and also show the women's nature that women are polite people and always express their emotions through their speech.

Then, it is also found the function of women language in Kim Kardashian's utterances in her interview with Vogue. According to Holmes (1986), there are five functions of women's language characteristics: showing uncertainty, emphasizing, expressing feelings, getting response, and softening certain expressions. However, the findings show that there are no occurrences of women's language characteristics in Kim Kardashian's utterances in her interview with Vogue that used to get a response from the interviewer or addressee.

The following data of the functions of women's language in Kim Kardashian's utterances in her interview with Vogue:

Table 2. The Function of Women's Language

No.	Function	Σ
1.	To show uncertainty	48
2.	To emphasize	228
3.	To get response	0
4.	To express feeling	82
5.	To soften certain expression	2
TOTAL		360

In total, there are 360 utterances that have function of women's language. On top of that, there are 228 out of 360 utterances in emphasize function. 48 utterances of them are to show uncertainty function, 82 of them are to express feeling, and 2 of them are to soften certain expressions. The function of getting a response is not found in Kim Kardashian's utterances.

To Show Uncertainty

Datum 1

"I think it's I think it's was needed." (15:09-15:10)

The function of women's language here is to show uncertainty because Kim Kardashian used the hedge "I think" twice. Lakoff stated that women often used hedges in their utterances to show their uncertainty or to make their statements less assertive. Here, Kim Kardashian was not sure how she should say it in a good way so the addressee

could get her point. Therefore, she said "I think" to give her time to think the best words to express her feelings.

To Emphasize

Datum 1

"I know that's **the biggest** mystery to me and my sisters" (4:28-4:31)

The function of women's language in this utterance is to emphasize because there is an occurrence of empty adjectives in Kim Kardashian's utterances. The word "biggest" expresses her feeling with no significant meaning. The statement without it still can convey the meaning clearly, but she adds an adjective to convey her emotional reaction rather than specific information. She exaggerated her statement by adding "biggest" to show the world she had no idea about the change in her and her sister's voices.

To Express Feeling

Datum 1

"And it's been, that part has been **soo beautiful** just knowing that when we do start to fill our plated back up, I hope that we don't fill them up with things that don't make us" (14:41-14:54)

The function of women's language in that utterance is to express feeling because it has an occurrence of an empty adjective. The empty adjective is a word used to express the speaker's admiration or appreciation of something. For example, Kim Kardashian used the adjective "beautiful" to express her feeling when she had so much time with her children. Kim Kardashian said she always positively looks at things, so she enjoyed the quarantine time with her children. The same goes for the adjective at the end of the statement.

To Soften Certain Expressions

Datum 1

"Thank you" (16:46)

The function of women's language in this utterance is to soften particular utterances. Kim Kardashian uttered it to thank the interviewer, who said her ending statement was excellent and perfect. It also showed her politeness to the interviewer. Besides showing Kim Kardashian's politeness, it also softened her utterance so the interviewer would not offend her because she did not respond positively to his praise.

DISCUSSION

Based on the data analysis, there are 360 occurrences of women's language characteristics, and all of the characteristics proposed by Lakoff appear in Kim Kardashian's utterances. It shows that intensifier and hedge have become the most used

characteristics by Kim Kardashian, which show her certainty and uncertainty in her statement. It is consistent with Lakoff's statement that the social status they have makes them feel less confident whenever they speak, so it affects the way they use language in their daily lives and makes them frequently use hedge in their statements, showing that they are unsure about their statements (Pan & Zheng, 2017).

Meanwhile, using intensifiers in Kim Kardashian's utterance strengthens her statement. Pertejo and Martinez stated that intensifier could "strengthen the speaker's position as well as their attitude towards what they are saying" (Fuchs, 2014). An intensifier emphasizes a statement so the addressee can understand how the speaker feels about something. Women than men more commonly use intensifiers. It is because women, who have a lower status in society than men, are frequently ignored when speaking, so they use intensifiers to emphasize their statements. Lakoff also stated that women usually use intensifiers to strengthen their utterances because they are afraid that otherwise, they may not take their words seriously and not pay attention to them (Holmes, 2013).

Furthermore, every character also has its own function. Based on the data analysis, there are only four out of five functions for the function of women's language proposed by Holmes. The function not found in Kim Kardashian's utterances is to get a response. Meanwhile the function of to emphasize became the most used by Kim Kardashian with 228 occurrences.

The appearance of a specific color in Kim Kardashian's utterances shows that she cares enough about color by mentioning nude as a specific color. Then, when Kim Kardashian expresses her excitement and embarrassment, she does not use swear words. By avoiding swear words, Kim Kardashian presented women's role to be role models for their children by speaking politely and not using any swear words in their speech. As expressive people, women often use adjectives to emphasize their feelings (Xia, 2013). Kim Kardashian also frequently used empty adjectives characteristic in her utterances, making her statement more captivating and persuading the addressee to believe in the speaker's statement.

Kim Kardashian also expresses her uncertainty by using tag questions, rising intonations, hedges, and an intensifier device. Lakoff has explained that women's utterance frequently shows their lack of confidence or uncertainty about what she is saying. They can express their uncertainty differently, like using and tag questions (Holmes, 2013). She sometimes showed her uncertainty by making question statements, but she did not want to get a response or answer for the addressee. Furthermore, Kim Kardashian used hedge devices to give her a little time to think about the best words to convey what she intended to say and show her uncertainty. She also raises her intonation when she is uncertain about her opinion. In addition, she also used an intensifier device to show her lack of confidence when she spoke. Finally, she emphasized her utterances by adding a word that strengthens her uncertainty feeling.

Classified as the subordinate group also make women want to show their confidence through language. In Kim Kardashian's utterances in her interview with Vogue, she often emphasized her utterance to show that she is confident with her opinion and statement.

In addition, there are a lot of appearances of the intensifier, emphatic stress, and hypercorrect grammar that have to function to strengthen Kim Kardashian's utterances. Lastly, Kim Kardashian also shows her politeness and a good attitude during the interview. When the interviewer gives her praises and compliments, Kim Kardashian always shows her gratitude by saying "thank you" to respond to the interviewer. Furthermore, at the end of the interview, Kim Kardashian shows her politeness by being thankful to the interviewer for inviting her and making the whole interview process fun so she can enjoy the interview.

Furthermore, based on the data analysis, only four out of five functions of women's language are found in Kim Kardashian's utterances. The function not found is to get a response. Meanwhile, the function of to emphasize became the most used by Kim Kardashian with 228 occurrences. The function to emphasize becomes the most used because she wants the addressee to get her opinion clearly and take her utterances seriously, it also shows that she is certain with her statements. According to Lakoff, to anticipate that they may look uncertain with their statement, women would emphasize their words so the addressee would believe their statement, and it would also provide additional reassurance (Holmes, 2013).

CONCLUSION

After analyzing women's language characteristics based on Lakoff's theory and the function of women's language based on Holmes's theory, the researcher found that all characteristics of women's language can be found in Kim Kardashian's utterances. Meanwhile, there are only four out of five functions for the function of women's language. The function not found in Kim Kardashian's utterances is to get a response. The findings present that from 114 clauses, there are 360 occurrences of women's language characteristics in Kim Kardashian's utterances in her interview with Vogue. It consists of 3 occurrences of a specific color, 2 occurrences of avoidance of swear words, 20 occurrences of empty adjectives, five tag questions, 84 hedges, 106 intensifiers, 34 emphatic stress, 31 hypercorrect grammar, and 4 super polite forms. For the function of women's language, the researcher only found four out of five functions stated by Holmes. There are 48 occurrences of function to show uncertainty, 82 occurrences of function to express feeling, and two occurrences of function to soften certain expressions which are only found in super polite forms characteristic.

Kim Kardashian frequently employs an intensifier to strengthen her statement, make the addressee believe in it, and take her statement seriously. Kim Kardashian used a lot of intensifier devices to emphasize her point because she was worried that the addressee did not understand her opinion or did not take her words seriously. According to Lakoff, boosting devices such as intensifiers demonstrate women's lack of self-esteem, so they have used them to anticipate that the addressee will remain skeptical and thus provide additional reassurance (Holmes, 2013).

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