

# Woman Language Features of Susan Wojcicki, Youtube's CEO

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*Article history:*

Received 1 April 2024;  
Revised 10 April 2016;  
Accepted 20 April 2016;  
Available online 30 April 2024

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*Keywords: {use 4-6 keywords}*

Sociolinguistics  
Woman Language Features  
Lakoff Theory  
Analyzed

## **Abstract**

This study examines women's language features used by Susan Wojcicki, the CEO of YouTube, in selected interview videos on YouTube. The research employs Lakoff's (1975) theory to investigate the types and functions of women's language in Wojcicki's speech. The study addresses two main research questions: the types of women's language features Wojcicki used and the functions these features serve. A descriptive-qualitative method was adopted to analyze and describe the data in the form of words and sentences. The data were taken from Wojcicki's utterances in selected interview videos. These utterances were identified, analyzed, and explained based on Lakoff's framework of women's language features. The functions of these features were further examined and categorized. The findings reveal that Wojcicki used 10 types of women's language features: lexical hedges, intensifiers, tag questions, empty adjectives, hypercorrect grammar, super polite forms, rising intonation, precise color terms, avoidance of strong swear words, and emphatic stress. Among these, lexical hedges and intensifiers were most frequently observed. Regarding the functions, the study identifies two of Lakoff's six language functions in Wojcicki's speech: expressive and referential. Expressive functions were dominant, with 53 utterances expressing feelings, thoughts, and opinions, while 37 utterances served referential purposes by conveying information. This study highlights the relevance of women's language features in leadership communication, particularly in the context of digital media and technology. It also provides insights into how gendered language contributes to communication strategies.

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## I. INTRODUCTION

Humans are created as social beings who cannot live alone. To run their lives, humans need other people to interact and communicate. Therefore, humans need a tool called language in their lives. Language is a human communication tool to convey what is in their mind, share all kinds of information, express their feelings and other interactions with each other. According to Nasr., (1980) language is not simply a means of exchanging information, it is also a crucial element in maintaining relationships with other people.

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The existence of language as a means of human communication, emerging studies related to language and society, namely sociolinguistics. Sociolinguistics is a branch of linguistics that takes language as an object of the study. There are several subfields in sociolinguistics. It may include researching linguistics variation, linguistic attitudes, discourse analysis, multilingualism, creolization, language and gender, etc., Downes., (1984) surveys the various ways that language can be studied as a social phenomenon. He discusses the known relationships between language variation and large-scale social factors, showing how the variation runs along 'fault lines in social structure', such as divisions between social classes, the gender and different ethnic groups.

In sociolinguistics, the relationship between language and gender is now a hot topic. Many sociolinguists believe that men and women communicate differently in every culture. Both women and men have different characteristics. Women are typically weak, graceful, talkative, and caring. On the other hand, men are typically strong, brave, simple, and masculine. These characteristics are constructed by society and influence how language is used in communication. Both women and men have their own way of using language, they have different styles when speaking to other people. To convey a proposition's degree or degree of certainty, women language often employs hesitation, increasing intonation, tag inquiries, fences, and reinforcement. According to Holmes., (2001), men and women stress various speech functions, and they do not communicate to each other exactly the same manner in each culture. Women are also more linguistically courteous than males, for instance. According to Lakoff, cited in (Holmes, 2001), women usually have lower social standing than males since they are more submissive. In other circumstances, women are also required to be courteous and talk in a formal manner since they are the guardians of society (Holmes, 2001).

The social status equality between men and women is increasing over time. Women and men now have equal status in society. Women now play an important role in the economy, politics, education, business, and technology. This is a fact that men must confront in order to cooperate in society. Despite the fact that women have the same social status as men, they have their own way of speaking. Because the gender equality movement is still evolving, this research is important for discussion because it demonstrates the relevance of women's language features in this era. According to a recent Sandip University survey, women in the digital media world outperform men and increased organizational productivity by more than 28%.

There are some language features which are used by women which are called women's language features. Lakoff., (1975) noted certain language elements that women utilize more than males to show doubt and lack of confidence. According to Lakoff., (1975), there are ten women language features; lexical hedges or fillers, tag questions, rising intonation on declaratives, 'empty' adjectives, precise colour terms, intensifiers, 'hypercorrect' grammar, 'superpolite' forms, avoidance of strong swear words, and emphatic stress. Below is the explanation of each feature. First, lexical hedges or fillers. According to Lakoff, women use lexical hedges to avoid appearing too masculine by being assertive and saying things directly (Lakoff, 1975). Women tend to use ambiguous language to maintain their femininity. The use of lexical hedges, such as you know, reduces the force of an utterance. Holmes observed that these linguistic features serve complex functions. Hedges are used differently with different functions, according to Holmes cited in (Wahyuni, 2015). Hedges could mean different things depending on how they are pronounced, where they are in a speech, the type of speech act they change, and who uses it to whom and in what context.

Second, tag questions are multi-purpose devices. According to Lakoff., (1975), "tag question is used to express uncertainty." As an example, a woman wants the addressee to confirm her claim

by asking a tag question. Aside from that, a tag question can be used as a declarative statement when the speaker knows enough about the subject to predict the speaker's response. According to Chaika cited in (Wahyuni, 2015), women ask questions three times more frequently than men. It can be used in a variety of ways. Questions can be used to find information, learn about a new topic, encourage partners to engage in conversation, invite someone to tell a story, and many other things. Coates cited in (Wahyuni, 2015). Third, Rising intonation is explained when women tend to use rising intonation on declaratives to ensure the accuracy of information. Fourth, empty adjectives. According to Lakoff., (1975), many words have affective meanings that have to do with expressing feelings rather than referential meanings that refer to some object or state of affairs. Adjectives like *divine*, *adorable*, and *charming* are clearly feminine.

Fifth, precise color terms. According to Lakoff., (1975), women have a larger lexicon than men. The more specific one is about color terms; women claim that those color terms are commonly used, but they are not for men. This lexical difference is widely accepted to represent a social inequity between men and women. *Beige*, *ecru*, and *aquamarine* are some examples of precise color terms. Sixth, the used of intensifiers. In contrast to lexical hedges, intensifiers (for example, so, really, very) are used as boosting devices to strengthen the intended meaning (Holmes). Women, according to Lakoff., (1975), were afraid of being ignored. As a result, women are more likely than men to use intensifiers. Seventh, the used of hypercorrect grammar. According to Lakoff., (1975), "women are the preservers of literacy and culture, at least in Middle America, where literacy and culture are regarded as somewhat suspect in a male." As a result, women are expected to use "hypercorrect" grammar. Women use standard English forms when they use hypercorrect grammar. According to Lakoff., (1975), 'hypercorrect' grammar was the form of grammar usage that was codified as a standard English form according to grammar books. Holmes stated that women use more standard English forms than men because women prioritize their need to be valued. Because women are viewed as a subordinate group, it is argued that they must speak carefully and politely.

Eight, the used of super-polite forms. "Women are believed to be experts of euphemism and know how to say the right things to other people," writes Lakoff., (1975). There is an idea that shows how to state a polite order so that it sounds more neutral to request. According to Lakoff (1975), the more particles in a sentence that reinforce the notion that it is a request rather than an order, the politer the result will be. Women, for example, would say *passed away* instead of *died*, or *put down instead of killed*. Ninth, the phenomena of Avoidance of strong swear words. It aimed to maintain their politeness, women tend to avoid using strong swear words. According to Lakoff (1975), in Middle America, the majority may tolerate the use of strong swear words by men, but not by women. It is because women have been taught since childhood to act like ladies. They are allowed to complain and fuss, but not to flinch or bellow like men when they are upset. And the last, an emphatic stress. Women use this feature to express uncertainty about their own expression. Women use this feature to emphasize or strengthen their words. (Lakoff, 1975)

There are three previous studies about women's language features, the first is titled *Women's Language Features Used by Indonesian Female Bloggers* by Pebrianti., (2013), that aimed to investigate women's language features, the frequency of the features, and the possible reasons of using the features by female bloggers. Another previous study was from Rahmawati et al., (2019) *Women Language Features in Recode World's Technology Conference: A Sociolinguistic Studies* from Padjadjaran University, Sumedang, Jawa Barat. The study aimed to analyzes the women language features in giving public speeches in RECODE World's Technology Conferences. Last, a similar study about women's language features was also done by

Retiningrum., (2020), *Women's Language Features Used by Lara Jean in The Movie To All The Boys I've Loved Before*, that aimed to investigate the types and the functions of women's language in the movie used by Lara Jean.

In this era, women's language that is used in real life is found in any media; like television, magazine, radio and social media. In this research, researcher only focused on the women's language used in Youtube video. There are a lot of videos on Youtube such as music, podcast, speech, interview, variety show, vlog. A video interview and speech might serve as reflection. The goal is to gather information through the speech, oral question and answer sessions. The information is provided verbally, in writing, or it may be captured in an audio, video, or audio-visual format. One of the videos on Youtube which used women's language features is video interview and speech.

The researcher chose Susan Wojcicki as an object of the study because she had an important role in technology. According to Forbes., (2021), she was listed into The World's Most Powerful Women 2021 and Susan Wojcicki was listed in Forbes's America's Richest Self-Made Women. People know that Susan Wojcicki had a big role in technology company.

Google founders Sergey Bin and Larry Page rented out Susan Wojcicki's garage and began developing Google's first code there. Wojcicki was one of the first 16 employees hired when Google was officially launched in 1999. She was the company's first marketing manager. Her advertising and business development careers were both successful. She also played a key role in proposing that Google acquire YouTube, as the acquisition would give Google a powerful hold on the potentially valuable streaming video market. Google acquired YouTube after months of negotiations. After the acquisition, Wojcicki was named as YouTube's new Chief Executive Officer. She was also named the "most important person in advertising" and one of Time's 100 most influential people in 2015.

This research used video interview and speech by Susan Wojcicki in Youtube for analysis. Therefore it contains most of the features of the women's language. This study is interested in applying the women's language features that was suggested by Robin Lakoff's (1975) framework as an analytical tool to analyze the utterances in interview and speech videos. This study aims to examine the features of women's language.

## II. METHODS

This research will be investigated using a descriptive qualitative approach. According to Lambert (2012) the aim of qualitative research is to provide a clear summary of particular events that people or groups of people have experienced. The descriptive qualitative approach is appropriate for this research because it is used to describe Susan Wojcicki's language features as well as the language function used. Furthermore, the data are interpreted and displayed descriptively and systemically in accordance with the theory employed in this study. For research, Kothari (2004) characterizes between primary and secondary data collection. The original, fresh, and first-timely collected data constitute the primary data and are, therefore, considered to be the most authentic. The type of data for this research is secondary data since the researcher use utterances pronounced by Susan Wojcicki. The data forms are words, phrases, and sentences. The data of this research were taken from YouTube. The researcher selecting 5 videos from 2021-2022 that contains Susan Wojcicki's interview video about YouTube and her careers.

### III. RESULTS

In this subchapter, the researcher presents the result of the data. There are two research questions related to this research and presented in this subchapter, the first question is about women's language features used by Susan Wojcicki. The second is the function of women's language features used by Susan Wojcicki. The data were analyzed based on women's language theory features by Lakoff., (1975) and the function of the women's language features used by Janet Holmes., (2013).

The result of this research Susan Wojcicki used 10 types of women's language features. There are Lexical Hedges, Intensifiers, Tag Question, Empty Adjectives, Hypercorrect Grammar, Super Polite Forms, Rising Intonation, Prices Color Terms, Avoidance Strong Swear Words, and Emphatic Stress. The total number of women's language features that used by Susan Wojcicki were 97 utterances in 5 selected videos on YouTube. There are two functions appeared in this research 90 utterances out of 97 data, 53 utterances of expressive function and 37 utterances of referential function.

#### A. Lexical Hedges or Fillers

According to Lakoff, hedges appear to reduce the force of an utterance. Expressions like "well," "you know," and "I think" are described as hedges. Fillers are meaningless particles used by women, and those are assigned to the same category as pause fillers such as oh, um, uh, and ah. The researcher found that lexical hedges used 35 times by Susan Wojcicki.

*Data 1 (video 1):*

*NT: I am doing well.*

*SW: You're good. good to hear. Well, first of all. I just want to say thank you so much for having me and thank you to WEF (World Economic Forum) uh for hosting this event and thank you to the government of Japan for hosting these global technology summit conversations. I appreciate it so much. So, I just want to say thanks to everyone for making it happen.*

In *Data 1*, shows that Susan uses "well" before delivering her statement. The statement was to thank the organizers of the event for inviting her to the 2021 Global Governance Summit organized by the Government of Japan and the World Economic Forum. She uses "well" to avoid making a strong statement. However, in the middle of the conversation from the data above, Susan uses "uh" is undefined, it is used to show that she is uncertain to feeling unsure about what to say next or it's as a filler before she continues the next sentence. The function of language from *Data 1* is expressive function. It can be seen from the utterance Susan Wojcicki who expressed her gratitude for being invited to this event.

*Data 2:*

*NT: it is it is great, that we that we get to do this even at this crazy time. So, let's jump in. I just want to ask you a little bit about YouTube in the past year because we've all been locked at home basically watching youtube, right. We started watching videos on how to make hand sanitizer and then videos of how to do arts and crafts we didn't go crazy. Tell me, the most surprising thing, that you've learned about how people watched YouTube during the pandemic.*

*SW: well, I mean first of all. i'll just say I never thought that we would have so many hand washing videos, um it was featured on the Google home page and that's something I really could never have predicted. um but I mean I just saw and and I felt it was a huge responsibility for us with the pandemic to be able to be, we were I felt like we were such an important link for people to all kinds of information. Uh whether people were at home they needed to connect to whether it was a religious organizations or social groups or um you know, we saw musicians who came out and did big concerts, we saw bands come and post um historic coverage of concerts. um it was*

*just so important way for people to connect and and learn. and you know, one of the things probably that surprised me the most which was really your question there Nic, um was how how important we became in distributing COVID-19 information and we immediately saw the role that we played and we just were, we had everyone working at full capacity. So, we served hundreds of billions of impressions of COVID information related to you know, ways to um that came from different health organizations and um we also made sure that we had playlists....*

In data 2, Susan start answered the question with “well”, it shows she used “well” as a filler before she continue to next sentences. And Susan also used “um” in the middle of the answered the question as a filler before she continues to next sentences. From the data above, Susan used “you know” to avoid making a strong statement of what she means. From the data above Susan’s utterances indicate referential function because Susan conveyed information about videos released during the pandemic.

*Data 3*

*NT: it's very interesting and in fact it leads right into the news from today. So, as some people who are watching they know YouTube made an announcement maybe three or four hours ago about violative content, basically measuring the amount of content that violates youtube's standards then one of the standards, you can violate is misinformation about COVID-19. So, the question I want to ask about that. Is this new report is out there's transparency that's wonderful the amount of content that people view that violates your policy is quite low it's 17 views out of 10.000, is that correct?*

*SW: um yeah yes. it's it's approximately somewhere between 16 to 18 for 10.000 views*

In data above, Susan used “um” as a filler at the beginning when she answered the question. Utterances above shows referential meaning, because the aim of this function is to convey information. So, in the data 3 shows the information about the violates Youtube’s policy.

## B. Lexical Hedges or Fillers

According to Lakoff , hedges appear to reduce the force of an utterance. Expressions like “well,” “you know,” and “I think” are described as hedges. Fillers are meaningless particles used by women, and those are assigned to the same category as pause fillers such as oh, um, uh, and ah. The researcher found that lexical hedges used 35 times by Susan Wojcicki.

*Data 4:*

*NT: I am doing well.*

*SW: You're good. good to hear. Well, first of all. I just want to say thank you so much for having me and thank you to WEF (World Economic Forum) uh for hosting this event and thank you to the government of Japan for hosting these global technology summit conversations. I appreciate it so much. So, I just want to say thanks to everyone for making it happen.*

Data above shows that Susan uses “well” before delivering her statement. The statement was to thank the organizers of the event for inviting her to the 2021 Global Governance Summit organized by the Government of Japan and the World Economic Forum. She uses “well” to avoid making a strong statement. However, in the middle of the conversation from the data above, Susan uses “uh” is undefined, it is used to show that she is uncertain to feeling unsure about what to say next or it’s as a filler before she continues the next sentence. The function of language from Data 1 is expressive function. It can be seen from the utterance Susan Wojcicki who expressed her gratitude for being invited to this event.

*Data 5:*

*NT: it is it is great, that we that we get to do this even at this crazy time. So, let's jump in. I just want to ask you a little bit about YouTube in the past year because we've all been locked at home*

*basically watching youtube, right. We started watching videos on how to make hand sanitizer and then videos of how to do arts and crafts we didn't go crazy. Tell me, the most surprising thing, that you've learned about how people watched YouTube during the pandemic.*

*SW: well, I mean first of all. i'll just say I never thought that we would have so many hand washing videos, um it was featured on the Google home page and that's something I really could never have predicted. um but I mean I just saw and and I felt it was a huge responsibility for us with the pandemic to be able to be, we were I felt like we were such an important link for people to all kinds of information. Uh whether people were at home they needed to connect to whether it was a religious organizations or social groups or um you know, we saw musicians who came out and did big concerts, we saw bands come and post um historic coverage of concerts. um it was just so important way for people to connect and and learn. and you know, one of the things probably that surprised me the most which was really your question there Nic, um was how how important we became in distributing COVID-19 information and we immediately saw the role that we played and we just were, we had everyone working at full capacity. So, we served hundreds of billions of impressions of COVID information related to you know, ways to um that came from different health organizations and um we also made sure that we had playlists, we had to implement a whole bunch of new policies but we really saw the critical role that we played in health and that was the first time and working with health organizations we worked with over 85 different health organizations and it was really the first time that we worked so closely in the health field with so many different organizations for something that was global in nature.*

Data 5, Susan start answered the question with “well”, it shows she used “well” as a filler before she continue to next sentences. And Susan also used “um” in the middle of the answered the question as a filler before she continues to next sentences. From the data above, Susan used “you know” to avoid making a strong statement of what she means. From the data above Susan’s utterances indicate referential function because Susan conveyed information about videos released during the pandemic.

*Data 6*

*NT: it's very interesting and in fact it leads right into the news from today. So, as some people who are watching they know YouTube made an announcement maybe three or four hours ago about violative content, basically measuring the amount of content that violates youtube's standards then one of the standards, you can violate is misinformation about COVID-19. So, the question I want to ask about that. Is this new report is out there's transparency that's wonderful the amount of content that people view that violates your policy is quite low it's 17 views out of 10.000, is that correct?*

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In data above, Susan used “um” as a filler at the beginning when she answered the question. Utterances above shows referential meaning, because the aim of this function is to convey information. So, in the data 3 shows the information about the violates Youtube’s policy.

C. Precise colour terms

. Rising Intonation

According to Lakoff., (1975), women use rising intonation in declaratives to ensure information correctness. Usually, the speaker gives confirmation because she is unsure whether the recipient will agree with her. As a result, it is used to indicate that the speaker is leaving the decision up to the receiver. In this research rising intonation used 1 time by Susan Wojcicki.

*Data 7:*

*LG: I know*

*SW: you thought, you were getting you thought you were getting banned but you weren't you just didn't know how our system worked.*

In the data above, Rising intonation happens when the speaker raises her intonation while uttering a statement in order to emphasize it and attract the audience's attention so that the listener believes the question is important enough to be concerned about. The objective of rising intonation is to tell the audience about particular thoughts expressed by the speaker. Susan used rising intonation in this sentence to explain that Ludwig was not actually banned. The utterance indicated referential function because Susan conveyed the fact that Ludwig not really got banned it's just one of YouTube system.

*Data 8:*

*NT: I am doing well.*

*SW: You're good. good to hear. Well, first of all. I just want to say thank you so much for having me and thank you to WEF uh for hosting this event and thank you to the government of Japan for hosting the these global technology summit conversations. I appreciate it so much. So, I just want to say thanks to everyone for making it happen.*

Susan used the word "good" to express her respect for Nicholas's good health based on the data mentioned above. The word "good" is used above to indicate an emotional reaction rather than particular information. So, the utterance indicated expressive function because Susan expressed her feeling of gratitude.

#### D. Precise colour terms

A woman interprets colors differently than a man. Women favor colorful words that represent femininity. Women frequently have strong color vocabulary. Women, for example, prefer mauve, turquoise, mustard, and lavender. Only 1 times prices color terms appeared in this research.

*Data 9:*

*LG: I didn't know this kind of this.*

*SW: this is actually pretty familiar actually, the outside of our house was similar in color here it was it was very it really was it was similar to this with a white trim yeah outside yeah. it was we were a little more purple, a little more teal in it but yeah.*

Susan Wojcicki used the word "teal" as one of the color names in her utterance. Susan used specific terms to name colors, as shown by the utterance. Instead of saying blue, green, or blue-green. She prefers illustrating the color with teal. The utterance indicated referential function because she conveyed information and described about the color of her house.

#### E. Intensifiers

Intensifiers are elements that are used in conjunction with other expressions to show an attempt to intensify the meaning of the expression that is being changed. Usually used as a reinforcing tool to strengthen the intended meaning. The researcher found 21 times intensifier used by Susan Wojcicki.

*Data 10*

*NT: I am doing well.*

*SW: You're good. good to hear. Well, first of all. I just want to say thank you so much for having me and thank you to WEF uh for hosting this event and thank you to the government of Japan for hosting the these global technology summit conversations. I appreciate it so much. So, I just want to say thanks to everyone for making it happen.*



In the data above, intensifiers "just" emphasized or strengthened the meaning of the statements. It demonstrates Susan's desire to highlight her appreciation for being invited to the occasion. It contained expressive function because it shows Susan's feelings for being invited to this event.

*Data 11:*

*LG: so, okay that was the intro to do you ever watch live streams because that's like a different seedier part of YouTube and then also other platforms that exist?*

*SW: so I I do watch it more just like it's not like what I come home from work and then watch live streams to be honest in person, I just want to say I don't spend my free time watching live stream when I come home. I mean sometimes .*

The used of intensifier in the data above showed to emphasized her statement about she watched live stream on YouTube but not so often. So, it indicated referential function because Susan conveyed information about whether she has ever watched live stream on YouTube.

*Data 12:*

*LG: it's less used but still in there. I would say probably 85% that's passing. So, you know General Streaming stuff, it's a little harder to find in there?*

*SW: I may not, I look I I I of course watch streaming, of course I watch our largest um YouTubers and of course I watch, but I just, I just have to be honest like it's not like I come home and I spend hours and hours watching it um.*

Susan used word "just" in the data above to emphasized her words about she watched live stream but she didn't spend her hours to watched live stream. It indicated referential function because Susan conveyed the information that she watched live stream.

F. 'Hypercorrect' Grammar

Hypercorrect grammar is the usage of words in the standard form of the verb. According to Holmes., (2013), women prefer to employ conventional grammatical forms over men. Hypercorrect grammar appeared 10 times in this research.

*Data 12:*

*AP: You're telling me there's nuance. You got five seconds a shout-out to promote anything you want directly in the camera, go.*

*SW: Thank you to all the creators for all your incredible work, and I'm going to do everything I can to continue to grow the community in the best way I can. Subscribe to the Anthony Padilla channel.*

In the data above, it can be seen Susan liked to use "going to" rather than "gonna" because it can show the polite and right form. The utterance above indicated expressive function because she expressed her idea to do something for the growth of the community.

*Data 13:*

*LG : CTR (Click Through Rate) is important?*

*SW: probably yes, the way to think about is like if you were a system and you were predicting whether or not a video was going to be successful and a user would want to watch it like, would if nobody clicked on the video probably it's not a very good video or the thumbnail is not very good but it's not just one factor like sure maybe click through could be infrequent by the user then watches a long video afterwards. So, there could be a topic that is really interesting to people but it's a more obscure topic.*

In the data above, it can be seen Susan preferred to use "going to" rather than "gonna" because it can show the polite and right form. The utterance above indicated referential function because the utterance contained information about the importance of CTR for the creators.

## G. Super Polite Forms

The super polite form is typically employed as both a polite order and courteous language. When speaking, ladies frequently use this trait to make more polite remarks. Women, for example, will use "passed away rather than "died." The researcher found 7 times super polite forms used by Susan Wojcicki.

*Data 14:*

*NT: hello, I'm Nicholas Thompson. I'm the CEO of The Atlantic. It is my great pleasure to be here with Susan Wojcicki. She is the CEO of YouTube. We're gonna be talking about YouTube's crazy last year. I'm talking about global governance, we'll be talking about this information, we're going to be talking about how susan spent much of the pandemic with five children at home which is as heroic as running YouTube at this moment. So, hello susan how are you doing?*

*SW: Hello, how are you? thank you.*

In the data above Susan said "thank you" after Nicholas gave a short statement about herself. It showed her politeness. Women frequently use this feature to make more polite statements while speaking. It is also used when they want to communicate properly to the interlocutor without hurting their feelings. It showed her expression of her gratitude. So, it indicated expressive function.

*Data 15:*

*NT: I am doing well.*

*SW: You're good. good to hear. Well, first of all. I just want to say thank you so much for having me and thank you to WEF uh for hosting this event and thank you to the government of Japan for hosting these global technology summit conversations. I appreciate it so much. So, I just want to say thanks to everyone for making it happen.*

In the data above, Susan showed her politeness to the event organizer for inviting her, she thanked WEF and Japan governments for organizing the event, and she thanked the audience for making the event happened. This utterance showed her feelings of gratitude. So, it indicated expressive function.

## H. Avoidance Strong Swear Words

Swearing is an inappropriate expression of people's emotional emotions. As a result, women prefer to express their feelings more gently in order to maintain their image. Swearing is regarded a highly strong emotional expression because of particular conditions that the speaker likes or dislikes. According to Lakoff, women should not use harsh language. The researcher only find 1 times avoidance strong swear words appeared in this research.

*Data 16:*

*LG: this one's the hard one.*

*SW: wow*

In the data above, Susan used avoidance "wow" to showed she was amazed with the picture of the quiz. It indicated expressive function because Susan expressed her feelings about the picture.

## I. Emphatic Stress

Lakoff (1975) defines emphatic stress as "the most important thing in the speaker's statement." Women tend to employ words that emphasize speech to emphasize the meaning of communication. Women also place a lot of stress on certain terms in order to compare or clarify something. Emphatic stress only appeared 1 times in this research.

*Data 17:*

*NT: okay, is one of the one of the complexities here. is that this is content that violates your policies, it's not content that violates my policies or that fits some government's definition of hate*

*speech. So, a critique that someone could make is, this is just what you think is bad content there's nothing to do what what I think is bad content. how do you respond to that?*

*SW: i'd say, they're two different conversations. So, the first one is for you and I and governments and everyone else everyone, everyone seems to have an opinion about this about what is the good content, what's the bad content, what content what should be up, what should be down. So, we engage with many different groups across uh many different topics and i'd say that's one conversation. but then we post very clearly and we say this is the content that we have decided is violative of our platform. we post it on our community guidelines and then that's a different question, which is well how good a job do you do at removing that content once you've identified it and so, you know this report that just came out showed exactly, where we are. um you know, which is a 99.85 percent um depending we have a little confidence interval which is why we have the 16 to 18 range in 10.000 views. So, um it's our goal is to uh break that into two different conversations. First, what the policy should be and then do we do a good job in forcing them once we have those policies.*

In the data above, Susan put the stress on “good” word. It showed to emphasized and make her word stronger. Also, to emphasized her information about the content. So the utterance above indicated expressive function because Susan expressed her ideas about the YouTube’s content.

#### IV. CONCLUSIONS

The researcher shows the conclusion based on the result in the previous chapter. The research is about women’s language features and the function in interview videos on YouTube. The researcher uses Lakoff’s theory to get women’s language used by Susan Wojcicki. Based on the result, the researcher finds 10 types of women’s language features used by Susan Wojcicki in the interview videos. They are; lexical hedges or fillers, tag questions, rising intonation, empty adjectives, prices color terms, intensifiers, hypercorrect grammar, super polite forms, avoidance of strong swear words, and emphatic stress. The total number of women’s language features that used by Susan Wojcicki were 97 utterances in 5 videos on YouTube.

The function of the utterance that the women’s language features is divided into 6 functions. It’s expressive function, directive function, referential function, metalinguistic function, poetic function and phatic function. The total number of the function used by Susan Wojcicki is 90 utterances out of 97 data in the interview’s video. The researcher finds two functions of women’s language features used by Susan Wojcicki. They are expressive function and referential function. The total number of the functions were 53 expressive function and 37 utterances of referential function. Based on the data, it can conclude that Susan Wojcicki used many expressive functions because Susan more expressed about her feeling, thought, idea and opinion through the questions asked by the host or the interviewer.

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