

## **SPEECH FEATURES IN FOOD ENDORSEMENT BY INDONESIAN INFLUENCERS: A STUDY OF LANGUAGE AND GENDER**

*Fitur Tuturan dalam Promosi Makanan oleh Pemengaruh Indonesia:  
Kajian Bahasa dan Gender*

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### **Abstract**

*This study aims to identify the speech features employed by male and female influencers while promoting food. This research decided to apply a qualitative method, specifically in the form of a case study. Meanwhile, the researchers chose observation through social media, namely Instagram, as the data collection process. The data analysis consists of three stages, such as reduction, presentation, and conclusion. The researchers found that the female influencers use speech features are intensifier, emphatic stress, tag question, rising intonation, empty adjectives, specialized, hypercorrect grammar, super polite forms, avoidance of strong swear, and one form that belongs to the men known as command and directive. Meanwhile, the speech features employed by the men are command and directive, swearing and taboo words, compliments, and theme, and three forms of speech feature that belong to women, which are intensifier, empty adjective, and emphatic stress. The finding of this study is that both genders are not constantly with their own speech features. Both genders also applied speech features that belong to the opposite gender while doing promotion, although the language features of each gender dominate the respective results.*  
**Keywords: feminine speech features; food promotion; Instagram; language and gender; masculine speech features**

### **Abstrak**

Penelitian ini bertujuan mengidentifikasi fitur tuturan yang digunakan oleh *influencer* pria dan wanita saat melakukan promosi makanan. Penelitian ini menggunakan metode kualitatif, khususnya dalam bentuk studi kasus. Penulis memilih observasi melalui salah satu media sosial, yakni Instagram, pada proses pengumpulan data. Proses analisis data terdiri atas tiga tahap, yaitu reduksi, penyajian, dan penarikan simpulan. Penulis menemukan bahwa para *influencer* wanita menggunakan fitur ucapan yang intensif, penekanan tegas, tanda pertanyaan, intonasi tinggi, kata sifat kosong, kata khusus, tata bahasa yang berlebihan, bentuk sangat sopan, menghindari umpatan yang kuat, dan satu bentuk milik pria yang dikenal sebagai perintah dan direktif. Sementara itu, ciri-ciri tuturan yang digunakan oleh *influencer* laki-laki adalah tuturan perintah dan direktif, umpatan dan kata-kata tabu, pujian, dan tema, serta tiga bentuk tuturan yang dimiliki wanita, yaitu *intensifier*, kata sifat kosong, dan tekanan empatik. Temuan dari penelitian ini adalah bahwa kedua jenis *influencer* tidak selalu memiliki fitur bicara mereka sendiri. Mereka juga menerapkan fitur bicara milik lawan jenis saat melakukan promosi meskipun hasilnya didominasi oleh ciri fitur bahasa pada masing-masing gender.

<b>Kata kunci: bahasa dan gender; fitur bahasa feminin; fitur bahasa maskulin; Instagram; promosi makanan</b>
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## INTRODUCTION

Language is one of the most important aspects of everyday human life. Human diversity in terms of social structure is one of the factors why language variation happens in society. Several factors influence the phenomenon of language variation, and one of the factors is gender. Men and women have their physical characteristics and how they produce the language by themselves. Gender is an early stage of identifying a person's identity before other characteristics.

Wardhaugh explained that gender is one of the factors of language differences because it is a crucial component of identity (Meyerhoff, 2006). The vocabularies that are chosen by both gender is also different. Labov asserted that women use the standard variant more than men (Romaine, n.d.). Coates (2004) views linguistic differences are social differences between speakers. The language used by both men and women is different in written and spoken form because these differences are included in idiolect studies related to a person's linguistic characteristics (Kridalaksana, 1980).

There are several examples of the application in sociolinguistics. We can find the use of language within the context of society, for example in the field of promotion. Promotion is an activity related to the advertisement. Lapanska explained that advertisement is one of the human life activities found on television, radio, magazines, newspapers, and other media (Caesary et al., 2022). Advertisements become a medium to present companies' thoughts about their products to consumers (Permatasari & Yulia, 2016). Thus, sellers need a language that interests consumers in delivering a promotion. This statement is in

line with Shirinboyevna (2020), who said that the language of advertising plays an essential role because the language of advertising develops harmony with social issues as a reflection of public life.

Advertising is one of the realizations of language variations, especially in society. Advertising is the use of language depending on the context and purpose of the promotion itself. The language used in advertising does not have special provisions. One study by Suci and Rusyan (2022) showed that advertising uses more language styles in the form of slang and informal styles. The result is in line with Zhou (2018), which mentioned various linguistic devices used to catch attention, arouse desire, induce action, and contribute to satisfaction. Zhou's research also showed that advertisement studies could be reviewed from lexical, syntactic, and rhetorical perspectives.

Promotion is one activity that has a significant dependence on language. Therefore, the language of the advertisement has various forms of focus, such as on the factors and variations in the form of the language. One of the factors found in the development of the human era, especially about the Z generation. In the era of development, Mansor (2021) stated that the younger generation uses non-standard language and code-mixing. This is also influenced by technological developments, which can be a medium for distributing promotions about goods.

Several advertising studies in linguistics focus on persuasive language and stylistics. Aprinica (2021) and Losi and Rosida (2022) analyzed promoting objects in persuasive language. Meanwhile, Ginting et al. (2020) and Saputri et al. (2021) provide an example of an analysis of advertisements through stylistic analysis. The persuasive language and stylistic analysis results depend on the

specific field. The often persuasive language in advertising is Hyperbole. This is because Hyperbole can give a convincing impression through exaggerated language as a form of adding value to a product.

Linguistic studies relating to gender is a branch of sociolinguistic studies. Kridalaksana (1978) described sociolinguistics as a study of characteristics of language variations related to society or community. Gender and sex are different, although they are often defined in the same meaning. Gender is a social construction that is not associated with biological characteristics, while sex refers to the biological characteristics of a person's gender (Milroy & Gordon, 2003). Holmes (2013) discussed that language and gender are part of sociolinguistics. Linguistics prefers to use the term gender rather than sex in language because sex tends to the physical characteristics of the human, while gender is more suitable for social behavior. Women and men have different characteristics, not only physical and biological but also in how they produce language. Lakoff stated that both genders learn a different way of speaking when they are kids (Bucholtz & Hall, 2004). Lakoff (1975) explains that the differences in language characteristics between men and women cannot be separated from societal stereotypes of a sexual nature. Lakoff's explanation means that women will be known in a feminine way of language, which is softer or more polite than men. Meanwhile, men tend to show the masculine side when producing a language.

Xia (2013) also explained the differences between males and females in using language. Xia divided the kind of differences into two parts, such as internal and external. The differences between males and females in using language (internal) are pronunciation, intonation, vocabulary, syntax, attitudes toward the language, manners, and choosing topics. Meanwhile, Xia also mentioned that external factors, including psychology, social status, and cultural background also cause the things that influence the usage of language.

The language used by men is called masculine language. Holmes (2013) states that the characteristics of masculine language are having non-grammatical forms, multiple negations, pronounced-in form, deleted-ed at the end of the form in pronunciation, and tend to be impolite forms. Lakoff (Wiradharma, 2016) explains that masculine forms of language are more assertive, mature, and on-point or direct forms. Coates (2004) arranged the language features used by men into six forms. The first form is minimal responses like *ehm*, *okay*, or *yeah*. The second forms are commands and directives because men prefer to deliver commands directly. The third form is swearing and taboo words. Men tend to use taboo words rather than women. Besides taboo words, men also tend to deliver compliments rather than women based on skill and possession. The fifth is about the theme because men tend to focus on a theme like sports, vehicles, or hobbies. The final form is about the question tag. Both genders have their characteristics about gender, but men prefer to use direct questions.

Meanwhile, the language employed by women is called feminine language. Lakoff (1975) created the terms of features of feminine language that were explained in a book titled *Introduction to Sociolinguistics* by Holmes (2013). The linguistic identity of women is more complex than that of men. Lakoff (1975) divided feminine speech features into ten types. The first form is lexical hedge or filter; the phrase word used as a lack of expression related to women's insecurities. The second form is a tag question. Even though both genders have the same characteristics of tag questions, women tend to deliver a question indirectly. The third characteristic is rising intonation because Lakoff found that women only used some intonation. The following characteristics are empty adjectives which are the emotional reaction, and neutral adjectives. The fifth characteristic is the specialized vocabulary, like the color, because women can name complex colors like maroon and navy rather than men. The sixth characteristic is that women prefer to use intensifiers. The seventh characteristic is hypercorrect grammar

because women tend to use correct grammar. The eight forms are super polite. The ninth form is about avoiding strong swear words. In these characteristics, women have the opposite form of masculine language. The final form is empathic stress. It is the highlight of empathy expression through adjective forms while the women express their opinion.

The phenomenon of language variations relating to gender always happens in everyday life. Nowadays, technological developments are very rapid so people can create various kinds of social media employed by both genders through technology. The phenomenon of language variation in gender can be studied through one kind of social media called Instagram. The study can be examined through the account owner's caption written on the post. Instagram is one type of social media that aims to share photos and videos with its users.

However, Instagram users are not only using this platform to express themselves but to work through promotions by relying on a large number of followers. Instagram users, known as Influencers, rely on Instagram as their platform to make money. So, because of Instagram, they will receive payment for every photo or video shared to promote an item traded by someone who wants to increase sales of their business, like fashion or food. In providing promotions, male and female influencers tend to give different characteristics to the language applied in written captions.

The study about language and gender has been done by some researchers. Some studies identified the speech features focused on discussing one gender, either the masculine or the feminine (Badari et al., 2019; Herman et al., 2021). The result shows if feminine speech features are still dominant in female-produced features. Meanwhile, several studies also compared the speech features of both feminine and masculine, either in the implementation of society (Simaremare et al., 2018; Wahyuningsih, 2018; Yanti, 2021) or in the analysis of literature work (Setyadi & Ekawati, 2021). Simaremare et al., Wahyuningsih, and Yanti resulted that culture and subculture influence the language of the

society. In addition, the analysis of speech features in literature works demonstrated that the results of the speech features are by the theory of each gender. However, all of the results are still related to the context and background setting of the literature work.

Other studies about gender in language phenomena are not only related to the speech features but also other linguistics branches, such as the relation of gender with the particle "You Know," hedges, sound changes (Holmes, 1990), and lexical directions (Munira et al., 2020). Kenetova et al. (2022) explained the approaches of language and gender according to the linguists. Meanwhile, other researchers also combined the phenomena of language and gender with other points. Leimgruber et al. (2021) discussed discourse particle and related to the ethnic as a social factor besides gender. Saeed et al. (2021) also analyzed gender as the phenomenon of languages relating to speech acts.

According to the literature review, this study chose the promotion world in Indonesia as the focus of the present research. Furthermore, technology development allows humans to apply technology in their daily lives, including in the promotion world for social media influencers, such as endorsement. Due to the purpose of endorsement to increase sales, the entertainers should choose their best words or sentences to give the marketing target a good impression of the products. The researchers are interested in observing the phenomena of promoting or endorsement by both genders. Thus, this study shows the gaps between the present study and the previous studies about the speech features that are utilized in promoting or endorsement. Through this research, the researchers hypothesized that both male and female influencers would apply the speech features belonging to the opposite gender to get the best explanation while attracting the attention of the customer.

The researchers aimed to discuss language variations in food and beverage promotion that are utilized by influencers on Instagram based on gender perspectives. The researchers applied the theory of gender

language variation based on the theory belonging to Lakoff (1975) and Coates (2004). Based on the problems in this study, the researchers explained that the language production produced by each individual is different. Through this article, the researchers wanted to present how the different languages utilized by each gender in promotions on Instagram from a sociolinguistics perspective. Thus, the researchers formulated some research questions, (1) what types of language speech features that employed by women influencers in food and beverage promotion, (2) what types of language speech features that applied by men influencers in food and beverage promotion, and (3) how are the language speech features employed by women and men influencers in food endorsement.

By the research questions above, it is clearly explained that this study aims to identify what kind of speech features that employ by each gender in certain contexts, which is promoting. This research also proposed to find out whether the female and male influencers employed the same speech features or not to do food promotion. Thus, the researchers decided to analyze the data from both genders using both masculine and feminine speech features by Lakoff and Coates.

## RESEARCH METHOD

This study applied qualitative study, especially in the form of a case study. The researchers aimed to describe the type of language variation based on gender theory. The data from this study are Instagram captions in the form of food promotions carried out by influencers. The form of the data in the research is a text included in the descriptive qualitative method (Creswell, 2014). The researchers carried out the data collection technique by observation. This research has two steps to collect the data. First, the researcher chose several influencers who have a good capacity for endorsement, so they are often trusted by the public to be their chosen influencers in marketing their products, especially in the food sector. Then,

the process continued by capturing Instagram post captions belonging to male and female influencers that have been chosen with a theme of promotion in the food and beverages field. The researchers took the data with a balanced amount for each gender, which is 5 for each gender. All of the data were representative of each gender while doing promotion. This study used an exhaustive method which means that the data collection will stop while the research finds the same pattern. After collecting the data, this study decided to apply the data analysis steps by Miles et al. (2018), which are data reduction, data presentation, and conclusion. Data reduction was carried out by grouping the data in the same gender and sorting unimportant data. Afterward, the data presentation analyzed both types of data using Lakoff's theory on feminine speech features and Coates' on masculine speech features. Both theories will be applied to both data types to determine whether they perform speech features belonging to the opposite sex. The final step is about concluding the result of the data presentation,

## RESULT AND DISCUSSION

The discussion contains the process of answering the problems through data analysis and evaluation by applying the theories, approaches, and methods mentioned in the introduction and research method. The discussion can be divided into several subchapters (up to level III subchapters), with the writing of subchapters as follows.

### Women Influencer

The researchers have analyzed the data and have found some speech features in the following data. Captions 1 to caption 5 are data taken from women influencers. The analysis of the caption is explained as follows.

(1) *Seneeng bgtt nyobain salah satu minuman yang aku suka, @chatimeindo bersama BT21, Purple Star Series 8. Gemesh bgtt pantess dari kemarin rameee truss! aku dapet kedua menu nya, Purple Star Tea &*

*Purple Star Milk Tea. Aku juga dapet merchandise nyaah. Ada tumbler & magnet BT21 yang gemesh bgtt!! Aku dapet yg Tata! Rasa minumannya yang Star Milk Tea itu milky soft gitu dan yang Star Tea fresh banget terasa fruity-nya. Aku paling suka yang Purple Star Tea yang seger ada asem asem manis nya gitu. Kalian udah pada coba belumm ?*

(I am so happy to try one of the drinks I like, @chatimeindo, featuring BT21, Purple Star Series 8. It's really lovely. Therefore, it was really hype yesterday! I got both menus, Purple Star Tea & Purple Star Milk Tea. I also got the merchandise. Some BT21 tumblers & magnets are adorable!! I got Tata! The drink's taste, Star Milk Tea, is milky soft, and Star Tea is fresh and has a really fruity taste. I like the Purple Star Tea the most, which is fresh and has a sweet and sour taste. Have you tried it yet?)

The researchers found six kinds of speech features in caption 1. The phrase *seneng* is a type of empathic stress because the speaker emphasizes his feeling of pleasure from getting one of these products. In addition, the word *bgtt* is included in the category of the intensifier, which acts as a reinforcing feature of the opinion of the caption writer. Similar to the phrase *gemesh*, there is also an intensifier. However, the phrase also contains empty adjectives in the word *gemesh* which refers to an emotional reaction to the brand's collaboration with a cartoon character. In addition, there is a specialized type of vocabulary through the phrase *Milky soft* because that term is one of the phrases that women often tend to say about categorizing terms, for example, soft, which still has a sub-category, namely milky soft.

In the sentence *Kalian udah pada coba belumm?*, the researchers argued that two types of speech features are used, namely tag questions and super polite forms. The question tag in the caption is indirect because the author intends to invite readers to buy the product, not to ask explicitly. However, the influencer also violated one of the feminine speech features, namely hypercorrect grammar, because many words were written not with the correct writing rules. The explanation shows that caption 1 is dominated

by feminine speech features rather than masculine speech features.

(2) *Pudding Nutrijell Buah Tropis yang semudah itu tapi enak itu. Siang-siang gini enaknya Bmakan Pudding Buah Tropis yang seger banget dari @puddingnutrijell. Dibuat dari Pudding Susu Nutrijell Rasa Vanilla yang dicampur sama jus nanas dan yogurt yang seger, ditambahin pudding susu nutrijell rasa manga dan juga buah-buahan tropis yang bikin Pudding Nutrijell makin nikmat #kreasipuddingnutrijell. Kalau pada penasaran sama resep lengkapnya pudding, kalian bisa cek langsung ke IG nya @puddingnutrijell ya. Kalau resep pudding versi kalian mana nih?*

(Nutrijell Pudding is a tropical fruit that's as easy as it is delicious. On afternoons like this, it's delicious to eat Tropical Fruit Pudding, fresh from @puddingnutrijell. Made from Nutrijell Milk Pudding Vanilla Flavor mixed with fresh pineapple juice and yogurt, added Nutrijell Milk Pudding with manga flavor and tropical fruits, which makes Nutrijell Pudding even more delicious #kreasipuddingnutrijell. If you are curious about the complete recipe for pudding, you can check it directly on @puddingnutrijell's IG. What's your version of the pudding recipe?)

In caption 2, the researchers found five types of speech features. From the order and way of writing, the influencer wrote the caption in a good way so that the caption was included in hypercorrect grammar. In addition, in the phrase *sejak itu*, there is a prefix *se-* on the adjective *enak* which indicates that the prefix is emphatic stress to show the meaning of very good. The word *makin* also indicates the type of intensifier to ensure the product's taste is tastier.

The next type is the question tag in the sentence *What is your version of the pudding recipe?* The question tag used is an indirect form, namely phatic communication, and does not have a clear purpose throughout the sentence. The caption above is also included in superpolite forms because the influencer invites readers indirectly. The influencer also avoided the use of strong swear words in giving an opinion on the product. The researcher found that caption 2 employed speech features belonging to feminine.

(3) *Adakah di antara kalian yang dah cobain masak pakai SASA Tepung Bumbu Bervitamin juga???* Plis, coba deh buat yang belum. Ini lengkap banget loh kandungannya. Mulai dari Zinc, Zat Besi, Vitamin B2, B9 sampai serat pangan ada semuaaa! Menariknya lagi, teknologi SASA Platinum Care+ menjaga kandungan vitamin mineralnya supaya nggak hilang, bahkan setelah makanan digoreng pakai minyak sekalipun. Jadiiii, nggak perlu khawatir, abis goreng-goreng tetep shat deh. Nah guys, @sasamelezatkan lagi menggerakkan petisi 'Gerakan Indonesia Lebih Sehat Bersama Sasa Tepung Bumbu Bervitamin', dan kita semua bisa ikut berkontribusi di dalamnya. Join yuk, karena SASA akan menyumbangkan ratusan juta rupiah kalau petisi in sudah ditandatangani sebanyak 1juta kali. Buat yang udah tanda tangan petisinya, kalian otomatis punya kesempatan dapetin hadiah menarik juga loh. Cek di bio @sasamelezatkan ya untuk info lengkapnya!

(Have any of you tried cooking using SASA with spice Flour with vitamins???) Please, try to do something that still needs to be done. It's complete in terms of content. There's everything from zinc, iron, and vitamins B2 and B9 to dietary fiber! Interestingly, the SASA Platinum Care+ technology keeps the mineral vitamin content from disappearing, even after the food is fried in oil. So, no need to worry because after the frying step, it's still healthy. So, guys, @sasamelezatkan is running the petition 'Healer Indonesia Movement with Sasa Flour with Vitamin Bumbu', and we can all contribute. Come on, join, because SASA will donate hundreds of millions of rupiah if this petition has been signed 1 million times. Those who have signed the petition automatically have the opportunity to get attractive prizes too. Check @sasamelezatkan bio for more info!)

The researchers found four speech features in caption 3. Different from the two captions before, this caption included not only feminine speech features but also masculine speech features. The influencer started the caption with the tag question through the sentence *Adakah di antara kalian yang dah cobain masak pakai SASA Tepung Bumbu..?* The question tag is in the form of an indirect question because the writer's purpose is not to

ask for information but wants to ask the reader to use the same brand. The sentence *cobain deh...* is a directive type included in the masculine speech features. The word *deh* is one of the clitics used by the writer to instruct the readers. In addition, the caption writer also included an intensifier through the word *banget* to convince readers that the brand included all vitamins without missing anything. Here, the author violates one of the types, namely hypercorrect grammar, because there are word orders that are not appropriate for writing, such as abbreviating the word *sehat* with *shat*.

(4) *Gak bisa nolak nikmatnya CEDEA Steamboat Tomyum, paling pas buat kamu yang mau makan ala Restoran tapi praktis. Bumbu TomYum nya juga berasabanget, harga paling terjangkau, 1 pack bisa buat rame-rame. Pokoknya kamu harus Cobain CEDEA Steamboat Tomyum dan variant lainnya juga. Produknya bisa beli di CEDEA Official Store seperti Tokopedia, Shopee, Blibli, KLIK Idm dan Marketplace lainnya kesayangan kamu, Oya produknya juga bisa beli di supermarket atau toko frozen di dekat rumah kamu. Yuuuks borong buat stok menu masak kamu di Rumah. CEDEA Steamboat Tomyum, Sajian Praktis Ala Restoran @cedeaseafood #cedea #cedeaseafood #steamboat*

(I can't deny the pleasure of CEDEA Steamboat Tomyum, it's most suitable for those of you who want to eat restaurant style but practical. The TomYum seasoning also tastes perfect, the price is the most affordable, and one pack can make a lot of food. Anyway, you have to try CEDEA Steamboat Tomyum and other variants too. The products can be bought at CEDEA Official Stores such as Tokopedia, Shopee, Blibli, Klik Idm, and further your favorite marketplaces. Anyway, the products can also be bought at supermarkets or frozen shops near your house. Let's go wholesale to stock up on your cooking menu at home. CEDEA Steamboat Tomyum, Practical Serving Restaurant Style @cedeaseafood #cedea #cedeaseafood #steamboat)

In caption 4, the researchers found three types of speech features. The researchers also found masculine speech features in caption 4. The

intensifier was the first type found in the caption. There are two kinds of intensifiers which are *paling* and *banget*. These two intensifiers indicate that the author emphasizes that the product is suitable and delicious for consumers. In addition, there is a directive or command type in caption 4. This form is one of the speech features that belong to men. The directives type is shown through the words *yuk* or the suffix in the main word as the command word given. The last type is seen through the overall writing of the caption. The researchers consider the influencer applied hypercorrect grammar, even some words employed full of capital alphabet, it is because the writer wants to emphasize the product name.

(5) The wait is over! Quaker Rolled Oat terbuat dari kepingan Oats utuh serbaguna dan tinggi serat. Quaker Rolled Oats siap untuk menemani sarapanmu sehari-hari atau sebagai tambahan di bahan masakan yang membuat makanan menjadi super dan enak. Make your meals super with Quaker Rolled Oats! Beli Sekarang di E-commerce kesayanganmu sebelum kehabisan!

(The wait is over! Quaker Rolled Oats are made from whole oats, which are versatile and high in fiber. Quaker Rolled Oats are ready to accompany your breakfast every day or as an addition to ingredients that make food super delicious. Make your meals super with Quaker Rolled Oats! Buy Now at your favorite E-commerce before it runs out!)

In caption 5, the researchers found three types of speech features. The first type is empathic stress which refers to two words, *super* and *enak*. Both words give expression to the food being promoted. In addition, the caption also contains a form of masculine speech features, namely directives. The phrase *beli sekarang* is a form of a directive by the author so that readers buy the product. The last type is hypercorrect grammar. This type can be studied through the writer's order of words and sentences using the correct writing rules.

### Men Influencer

The following analysis is the analysis of captions taken from male influencers. The

researchers give names to the data starting from caption 6 to caption 10. The explanation of data analysis is explained as follows.

(6) *Pusing banget gue, makin sini makin ada aja kelakuan orang. Kemarin ada orang makan nasi padang pakai garpu dan pisau, sekarang ada lagi nih gue temuin menu unik dari @roycoindonesia Rendang gak pake daging. Emang bisa??? Ehh setelah gue dan Tipang cobain, ternyata surprise banget. Rendang Kentang Jamur ini rasanya unik dan enak! Dan ternyata banyak juga kebaikan yang bisa didapetin dari menu ini! Jadi buat kalian yang penasaran juga sama Rendang unik dari Royco, bisa cek resepnya di royco.co.id atau beli langsung yang udah jadi kayak gue di aplikasi Kulina-Food Delivery. Ini juga bisa jadi alternatif buat kalian yang mau kasih hampers ke orang tersayang!*

(I'm really dizzy because there are human behavior unpredictable. Yesterday, people were eating Nasi Padang using a fork and knife. Now, here's another one. I found a unique menu from @roycoindonesia Rendang doesn't use meat. Really can??? Eh, after Tipang and I tried it, it was a real surprise. This Mushroom Potato Rendang tastes unique and delicious! And many good things can be obtained from this menu! So, for those who are also curious about Royco's unique Rendang, you can check the recipe at royco.co.id or buy it directly, like me, on the Kulina-Food Delivery app. This can also be an alternative for those who want to give hampers to your loved ones!)

In data 6, the researchers found four types of speech features. The first type of speech feature is directive. It is delivered through the last sentence *Kasih hampers ke orang tersayang!*. The sentence is a directive sentence, but is conveyed implicitly. In addition, there is a question through the question tag *emang bisa?*, but it does not show the real meaning through the words. It is a form of phatic that does not include any specific purpose of asking. So, the words included in the tag question directly refer to feminine speech features.

The influencer also utilizes another feminine speech feature, which is an intensifier through the word *banget*. Not only that, in caption 3, the influencer also



employed compliments, but it is indicated in one of the feminine speech features called empathic stress through the word *unik* and *enak* to indicate the taste of the food discussed. Another fact is that the influencer violates one of the masculine speech features, which is the theme because the influencer started the caption about something which did not relate to the topic.

(7) *Mamang dikirimin hampers GIANT POP MIE buat Amunisi Ramadan Tetap Seruuu Nunggu sahur SERU TERUS KUY maen games sama temen-temen sambil Sikat Pop Mie biar ga keroncongan Mamang juga mau ingetin sobi buat pantengin terus kegiatan seru Mamang dan Pop Mie di @popmieofficial jangan lupa nonton next episode dari Sobi Bertanya Mamang Menjawab!*

(Mamang received GIANT POP Noodle hampers for Ramadan Ammunition. It's still fun while waiting for sahur and CONTINUING TO FUN playing games with friends while brushing Pop Noodles so, it doesn't make Mamang felt fuss, also wants to remind friends to keep an eye out for exciting activities of Mamang and Pop Mie at @popmieofficial don't forget to watch the next episode of Sobi Asks, Mamang Answers!)

The researchers found two cores speech features in caption 7. The first type of speech features is directive and command. It shows through the imperative sentence *jangan lupa*, which has the purpose of asking the reader to follow his activities. Another type is one of the feminine speech features called specialized vocabulary through the word *sobi*. That word is often employed by men rather than women. Moreover, the influencer showed if the men did not do use the type named hypercorrect grammar by women speech features because he used the wrong writing rules and reversed the alphabetical order of words.

(8) *Seru banget nih aku lagi bikin Snaxperiment pake cimol + bumbu kacang, pastinya ditemenin sama Fanta rasa Cocopandan yang bikin nyemil nyemil malm #JadiLebihBerasa Kalian coba dong bikin juga Snaxperiment kaya aku, bisa bebas pake*

*makanan apa aja. Dapetin kesempatan menangkan hampers dari Fanta dengan foto hasil Snaxperiment lo dan upload di IG, terus tag @fanta\_id & pake hashtag.*

(It's fascinating that I'm making Snaxperiment using *cimol* + peanut sauce, accompanied by Fanta Cocopandan flavor, which makes you lots of snacks at night #JadiLebihBerasa You guys try to make Snaxperiment like me, you can use any food freely. Get a chance to win hampers from Fanta with a photo of your Snaxperiment results and upload it on IG, then tag @fanta\_id & use the hashtag.)

The researchers found three types of speech features in caption 8. The first type is empathic stress through the word 'exciting' related to the writer's experiment. The other type in the same form in the words 'seru banget' there is another type which is intensifier 'banget' that emphasizes the adjective words which are 'seru.'

(9) *KOPINYA MBAK MAS? @ @ btw aku cocok jdi barista gak? WKWKWK. Btw guys, kadang mikir juga, jadi Barista itu kelihatannya mudah, tapi ternyata sulit juga lho guys. Harus tau teknis dan teorinya, alat2nya, bahan2nya, cara menyajikannya, dan lain-lain. Pokoknya harus terlatih dan profesional gitu. Makanya minuman ala Barista uenakkk banget! Keren banget sih menurutku! Ohiya, kadang kan kita gak bisa setiap hari beli minuman kayak kopi di cafe buatan Barista gitu ya. Tapi, tenang aja guys kalian bisa kok bikin versi simple di rumah, asal jadi Baristan dulu! Iya Baristan, Barista Kopi Instan! Jadi, biarpun di rumah, kita tetep bisa bikin kopi seenak kopi di cafe lho! Kalian cobain deh bikin kopi Caffino ini, bener2 enakkkk banget guys, apalagi yang Dark Cappuccino....*

(MBAK MAS, Wanna COFFEE? Btw, am I suitable to be a barista or not? HAHAHA. By the way, guys, sometimes I think that being a Barista looks easy, but it turns out to be difficult too. Must know the technicality and theory, the tools, the ingredients, how to present it, and so on. Anyway, you have to be trained and professional. That's why Barista-style drinks are really delicious! I think it's really cool! Oh yes, sometimes we can't buy drinks like coffee every day at the cafe made by the Barista, right? But don't worry, guys.

How come you can make a simple version at home as long as you become a Baristan first? Yes, Baristan, Instant Coffee Barista! So, even at home, we can still make coffee as good as coffee at a cafe! You guys try to make this Caffino coffee. It's really, really delicious, guys, especially the Dark Cappuccino....)

In caption 9, the researchers found seven speech features in the caption. The first type is a tag question through the first question, '*Kopinya Mbak Mas.*' Even the masculine speech features have their form of tag question, but the caption shows if the influencer used the form of an indirect question that belongs to feminine speech features. Moreover, the phrase *uenakkk banget* is included in two types which are empathic stress and intensifier. The word *uenakkk* refers to the product he wanted to highlight. Meanwhile, the word *banget* refers to the intensifier that gives the stress of the adjective word *enak*.

Another feminine speech feature used by the influencer is an empty adjective. It shows through the word *keren*. Even though it includes feminine speech features, the adjective word he chose is masculine. The influencer also delivered the caption to stick to the theme because the influencer started promoting coffee with the theme of coffee. Moreover, the influencer also presented the lexical hedges filler to show the lack of expression of confidence related to the brand through the word *kayak*. The last point that the researchers have highlighted is about the caption showing if the influencer did not include hypercorrect grammar because many words were written with bad writing.

(10) *Bakalan auto joget dulu men sebelum makan di tempt legendaris ini! Mampir ke daerah Jatinegara, kali ini aslinya kuliner lokal bareng @tehbotososroid mau makan sate yang dah berdiri dari tahun 59! namanya, Warung Sate Sederhana (Sate Keroncong). Pas kalian sampai, bakal disambut langsung sama keroncongan, bikin auto joget dulu nih sebelum makan. Disini menu nya kambing semua ya men, ada sate, gulai, dan tongseng. Untuk sate nya ini dicelup-celup ke bumbu itu sampai 2x jadi tebal bumbunya! Untuk si gulainya dagingnya empuk banget gilaaa!*

*Sementara tongseng nya coco untuk kalian yang suka pedes. Karena abis makan yang berlemak dan bersantan kaya gini, cocok banget nih gw netralisir dengan minum TehBotol Sosro tawar, nyegerin banget! Langsung deh kalian meluncur ke YouTube gw untuk lihat full videonya!*

(Going to auto-dance first, bro, before eating at this legendary place! You Should stop by the Jatinegara area. This time it's a local culinary original with @tehbotososroid wanting to eat satay, which has been around since 59! it's called *Warung Sate Sederhana (Sate Keroncong)*. When you arrive, you will be greeted right away by rumbling. Let's do auto-dancing first before eating. Here the menu is all goat, men. There are satay, curry, and *tongseng*. For the satay, dip it in the spices until it's 2x, so the seasoning is thick! For the curry, the meat is really soft! While the *tongseng* is coco for those of you who like spicy. Because after eating fatty coconut milk like this, it's really suitable for me to neutralize it by drinking plain Sosro Bottle Tea. It's really refreshing! Go straight to my YouTube to see the full video!)

The researchers found three speech features utilize in caption 10. The first type is using swear words through the word *gila*. This type shows if the swear words emphasize the writer's feelings about the food. Moreover, the writer also used intensifiers through the word *banget* to clarify the adjective word about the food taste.

The researchers also found directive speech features through the sentence *langsung deh kalian meluncur* as an imperative sentence. Meanwhile, the caption found that the writer violated one of the forms of masculine speech features, which is the theme. The writer does not relate the theme of the promotion with the right words, like *joget*, with the term about food, so it shows hyperbole form.

### **The Differences between Male and Female Influencers**

Based on the result above, the researchers found both feminine and masculine speech features related to each gender, whether promoting food and beverage products. As

explained in the introduction part, this study applied two theories by Lakoff (1975) about feminine speech features and Coates (2004) about masculine speech features. The features that belong to Lakoff are avoidance of strong swear words, lexical hedges of filter, raising intonations, super polite form, specialized vocabularies, tag questions, hypercorrect grammar, intensifier, empty adjectives, and emphatic stress. Meanwhile, the features belonging to Coates belong to minimal responses, commands, and directives, swearing and taboo, compliment, theme, and question directly.

The researchers found some points based on data analysis. First, the finding shows that the women influencer uses not all feminine speech features in the food and beverages promotion they wrote in the Instagram caption. The common features used by the women are Intensifiers, tag questions, emphatic stress, hypercorrect grammar, specialized vocabularies, and superpolite forms. However, despite no other features in the data, the researchers conclude that the women seldom use swear words. From the data, The researchers also concluded if there is a rising intonation if the caption is in audio form. Another finding shows that masculine speech features are also used in feminine promotion. The common features are directive and command. Women also used directives and commands while doing promotions on Instagram.

Another finding is about masculine promotion based on data analysis. The researchers also found that not all speech features by men (Coates, 2004) were used by men influencers while promoting. The standard features found in the data are command and directive, swearing and taboo words, compliments, and themes. Meanwhile, the other features are not present in the data, like questions and minimal responses. There is some question form in the caption, but the question sentences that are used in the data are included as the tag question that belongs to feminine features, which are presented indirectly. There is no minimal response because the form of the data is in written form. Some male influencers violated one of the

male speech features known as the theme. Some of them were writing the caption out of the theme. The male influencer also commonly employed some of the feminine speech features, which are tag questions, emphatic stress, intensifier, and empty adjective. The male influencer utilizes feminine speech features instead, while the female influencer uses men's.

The explanation above shows that either women or men influencers employed speech features belonging to the opposite gender. The male influencers utilized feminine speech features such as tag questions, emphatic stress, intensifiers, and empty adjectives. Tag questions as important speech features to create customer involvement with the products offered. Meanwhile, the other speech features, such as emphatic stress, intensifiers, and empty adjectives, are used to emphasize the influencers' expressions in how they promoted the products. Moreover, the female influencers also used directives and commands. The researchers argued that directive and command forms persuade the viewers to buy the products directly. Thus, the female influencers often used directive and command, which are part of masculine speech features, although the female is known as the indirect creature while explaining something. The usage of speech features belonging to the opposite gender aims to get the attention of the customer and also the perfect language of explanation.

Compared to the previous study, this research clarifies the conclusion by Saeed et al. (2021) that gender does not have a significant role in the use of language. This research does not agree with Saeed et al.. Gender still contributes to language phenomena because the data confirm some points in masculine speech features and feminine speech features, even though the research does not show results that align with the theory. The differences between the results and the speech features theory are due to several factors. It aligns with Xia's statement that participants, setting, topic, and function can influence gender speech features (Setyadi & Ekawati, 2021). This research probably contrasted with the theory due to the

topic that focused on promoting. Due to the purpose of promoting, the entertainers will attempt to get a good impression, either the women or the men influencers. The final result of this research also shows an equal position between men and women. It is in line with Furkatovna et al. (2021) that the role of women has changed, especially in working and occupying leadership positions. The explanation above can be used as a background for why each gender also produces some of the speech features of the opposite gender.

## CONCLUSION

According to the result and discussion, the researchers concluded some research points. First, the women influencer did not use all types of feminine speech featured by Lakoff. The common speech features the women influencer uses are intensifier, emphatic stress, and tag question. The rest speech features are found in the data except lexical hedges. The women also used masculine speech features in the written form through the caption. The common masculine speech feature that is used by women influencers is the directive or command form.

Second, the men influencers did not use all types of masculine speech features by Coates. The common speech features in the data are command and directive, swearing and taboo words, compliments, and theme. The rest speech features are not found in the data because it is in written form, so there is no minimal response in the data. Also, the men employed some feminine speech features, which are intensifiers, empty adjectives, and emphatic stress. The researchers also found out if the men violate the theme's features.

Relating to the two points above, the researchers concluded that women do not use all types of feminine speech features, and men do not use all types of masculine speech features. Both of them also use speech features belonging to the opposite gender. Meanwhile, this study shows that the final results do not follow both theories of gender speech features. The researchers suggested the following research about this topic uses

spoken form to get the concrete result. Future research can contend with the dissimilar social focus of sociolinguistics, such as the perspective of ethnicity, age, education, or social status.

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