



THE REASONS OF MALE AND FEMALE'S WAY IN COMMUNICATION USED BY INDONESIAN FOOD VLOGGER

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ABSTRACT

This article was discussed about the reasons of male and female's way in communication by Indonesian food vlogger "Ken and Grat" based on Basow and Rubenfield theory. They were assertive, power-hungry, expressive, tentative, and polite. This article was aimed to found the reasons why the food vlogger "Ken and Grat" used the ways in the way they are in communication. This article used Lakoff theory to found that reasons. This article applied descriptive qualitative method. The data of this research were taken from the vlog videos on youtube and the video transcript. The results have revealed that there are four reasons why the food vlogger "Ken and Grat" used the ways in the way they are in communication are namely culture, stereotype, confidence, and society. And from all of the reasons, the most dominant reason was society both by male and female.

Keywords: *Male and Female, Ways in Communication, Food Vlogger, Reasons*

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INTRODUCTION

Human existence is inextricably linked to communication. Communication enables the speaker to deliver information to the listener. A sender, a message, a medium, and a recipient are all required for communication, though the receiver does not have to be present or aware of the sender's intent to communicate at the time of communication. When the

receiver understands the sender's message, the communication process is complete. Language is, without a doubt, one of the most effective modes of communication.

Every person, male and female, has a distinct style of communicating with others in everyday situations. Male and female development differs physiologically and psychologically since childhood. Males and females differ psychologically as well as biologically. They do, however, use language differently. Each has their own vocabulary and style of expression. They do not converse in the same contexts, despite the fact that they speak the same language. As a result, in order to avoid many of the traumas that can result from misunderstanding, each party must understand the language and meaning of the other. Holmes (1992 : 4), (1992 : 4), There are many different ways to say the same thing in different languages. A number of reasons influence it.

Gender, as a social construct, varies by society and can change over time. In other words, gender is something we do, not something we have (Gaur, 2006 : 80). Gender is referred to in a variety of ways across social science disciplines. In a specific social setting, culture legalises the values, expectations, meanings, and patterns of behaviour and communication of its society. The majority of people's interactions are shaped by how they perform their own gender and attribute gender to others. Differences in performance and communication lead to gender differences.

Men, on the other hand, see communication as a means of establishing and maintaining status and dominance in relationships, whereas women see communication as a means of creating and encouraging an intimate bond with the other person by discussing topical problems and issues they are all facing (Gray, 1992). Men and women communicate in different ways due to differences in linguistic styles. Despite living in different environments and cultures, men and women form different relationships with society. As a result, both genders' language and other aspects of their lives reflect the outcome. Men and women have distinct personalities when they communicate with one another.

A style is a particular way of doing something (Coupland, 2007). When it comes to someone's style, it means that they stand out from the crowd, which is why the term "style" has bled into expressions like "having style" or "being in style." Style refers to the use of language features to convey meaning, typically but not always within the constraints of more widely accepted usage, grammar, and spelling conventions. Male and female communication characteristics and traits differ. Women's communication styles are more expressive, tentative, and polite, whereas men's communication styles are more assertive, power hungry or dominant on average (Basow & Rubenfield, 2003).

Culinary content is just one of the many types of content available on YouTube, and it is very popular with Indonesians. Culinary content on YouTube typically takes the form of vlogs about cooking, mukbang or eating broadcasts, ASMR (Autonomous Sensory Meridian Response) food, and other formats. Culinary vlogs are one type of interesting culinary content available to internet users. People who create culinary vlogs are known as food vloggers. This food vlogger typically provides a review of a viral food or drink that the food vlogger finds interesting.

In this case, the research takes the object of the food vlog by Ken and Grat. Therefore, researchers are interested in examining the ways of male and female in communication by Ken and Grat. As for the reasons of the food vlogger "Ken and Grat" used the ways in the way they are in communication. It can be a teaching tool for readers that it is important to study language and gender.

METHODOLOGY

The term "research design" refers to the more specific method selected by the authors as the best way to conduct the study. For conducting research, there are numerous designs available. The characteristics or aspects revealed by a specific study determine the use of design. The reasons why the food vloggers "Ken and Grat" communicate in the ways they do will be investigated in the form of a written report in order to reveal the true situation. The study will use a qualitative design to fully describe the data.

This study focused on the results of an interview with male and female language food vloggers "Ken and Grat." Because the data in this study is entirely in the form of words, sentences, or texts, the research is conducted using a qualitative approach. The authors will conduct qualitative descriptive research. A qualitative research method generates descriptive data in the form of written or spoken words by the subject (Bogdan and Taylor, 1975:5).

This research focuses on language and gender. The authors will explain why food vloggers "Ken and Grat" communicate in the ways they do. The authors will take the data from youtube channel food vloggers "Ken and Grat" from July-August 2022. The data for this analysis came from food vloggers' "Ken and Grat" utterances. The food vloggers "Ken and Grat" are husband and wife. And their communication is intended for the viewer.

FINDINGS AND DISCUSSIONS

The research problem-the reasons that the food vloggers "Ken and Grat" used the ways in which they communicated are as follows:

Data 1

Interviewer : *Pada video kakak yang “24 Jam” dengan judul “24 Jam Makan Makanan Indomaret”, kakak ada memotong percakapan kak Grat pada saat kak Grat menjelaskan “bumbunya sih lumayan ya”, dan belum selesai berbicara kakak memotong dengan mengatakan “Iya, tuh guys” sambil memperlihatkan bagaimana tampilan makanan tersebut. Kenapa kakak berbuat demikian?*

Interviewee : *Kalo kami orang Tionghoa budayanya adalah laki-laki di atas perempuan dan saya laki-laki sekaligus partner dan suami yang mana adalah sebagai pemimpin. Dan juga disitu saya maksudnya meluruskan Grat dengan contoh langsung, artinya jangan hanya berkata saja tapi tunjukkan juga bentuk fisik dari yang sedang kita omongkan. Makanya saya seperti itu.*

The first reason is related to culture. The position of men and women in Tionghoa culture is the personification of the elements "Yin" and "Yang," namely the elements that are active and the elements that are passive. "Yang" (active) is perceived as male in this case, while "Yin" (passive) is perceived as female. This personification is then framed in a social structure based on a patrilineal kinship system, in which the family as an institution is led by a man, giving men more power than women. This influences how men use language, making them more power hungry and dominant.

It is clear from the male food vlogger's utterances that he is power hungry/dominant by using interrupt to demonstrate his dominance over women in conversation. And in this case, the female is also power hungry / dominant because she is the first child and used to assist her mother in caring for and making decisions for her younger brother despite the fact that she is a female. It is also influenced by culture, as the language in this case is female, and it is culturally expected that the older sister will look after the younger. However, in this case, the female was dominant and used minimal responses not to overpower communication as males do, but because females are expected to serve their husbands as well as comply with all of their husbands' rules. So the female had few dominant responses because she needs to respect her husband more by letting him talk more.

Data 2

Interviewer : *Pada video kakak “Jajanan Sekolah” dengan judul Review Jajanan SMAN 70 Bulungan!! Sekolah nya Raditya Dika!!, kakak ada mengatakan “silahkan Claris, ini Claris makannya dikit dari tadi”. Kenapa kakak berkata demikian?*

Interviewee : *Karena laki-laki kan harus berbicara sopan ke perempuan*

The stereotype is the second reason. Because of the stereotype that men must be gentle/polite to women, a male food vlogger is polite by using superpolite forms. The male food vlogger explained that he said such things because men must speak politely to women. It means that stereotypes influenced how men used language.

Data 3

Interviewer : *Pada video kakak “Mahal vs Murah” dengan judul Menu Termahal vs Menu Termurah di Seafood D’Cost!!! Bikin Kaget!, kakak ada mengatakan “harganya kayak murah-murah kan? Kenapa kakak berkata demikian?*

Interviewee : *Karena pada saat itu seingat saya kalau tidak salah harganya murah-murah menurut saya tapi saya kurang yakin dengan pendapat saya jadi saya berkata seperti itu untuk memastikan pendapat saya.*

The third reason is confidence. Confidence may influence how men and women use language in communication. Male and female food vloggers used question tag to ask a question due to a lack of confidence. The female food vlogger explained that she said such things because she was unsure about the statement, which was a lack of confidence. As a result, confidence can influence how people communicate.

Data 4

Interviewer : *Pada video kakak “24 Jam” dengan judul 24 Jam Makan Makanan Indomaret, kakak ada mengatakan “aku bikinin dulu ya”. Mengapa kakak berkata demikian?*

Interviewee : *Karena pada saat itu kan saya mau siapin makan untuk makan malam dan butuh untuk dicampur-campur dan dipanaskan, jadi saya bilang begitu untuk permissi ke penonton kalau saya mau siapin dulu supaya sopan.*

Society was the fourth reason. Society can also influence people in communication, whether they are male or female. Because of society, the female in the video used superpolite forms. According to the female food vlogger's response, she uttered such utterances because she considers society or how people will perceive what she says or does.

So there were four reasons that influenced male and female food vloggers "Ken and Grat" to use language features the way they do. These reasons were culture, stereotype, confidence, and society. So the answer to the third problem, which was why Food Vloggers "Ken and Grat" use male and female language features in the way they do, is twofold: culture, stereotype, confidence, and society.

CONCLUSION

There are four reasons why the food vlogger "Ken and Grat" used the ways in the way they are in communication are namely culture, stereotype, confidence, and society. They are culture, male and female food vloggers were assertive because of culture and society, the and is stereotype. Male and female food vloggers were polite because of stereotype and society. The third reason is confidence. Male and female were tentative because of confidence. And the fourth is society. Male and female food vloggers were power hungry because of culture and society. And male and female were expressive also because of culture and society. And from all of the reasons, the most dominant reason was society both by male and female.

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