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An Analysis on Women's Language Feature Used By Jacinda Arden in Speech about Covid -19

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ABSTRACT

This study was aimed to find out women's language feature used by Jacinda Arden in speech about COVID-19. The researchers conducted the study with Lakoff's theory. This research investigated the type and function of women's language in speech about COVID-19 used by Jacinda Arden. The research formulated a question as the problem "What are the women's language feature used by Jacinda Arden in speech about COVID-19?". Hence, it was to find out the women's language feature used by Jacinda Arden in speech about COVID-19. The researchers used qualitative research design by employing content analysis to answer the research question. There were 2 research instrument used in this research, they were the researchers as the human research and observation sheet. The researchers conducted the research by using the record and video script of Jacinda Arden in her speeches about COVID-19 that delivered on March 21 and April 6, 2020. The result of this study showed not all types of women's language feature used Jacinda Arden. The researchers found seven types of women's language feature. Those feature were divided into lexical hedges 18,15%, rising intonation 0,89%, empty adjectives 1,19%, intensifier 16,96, hypercorrect grammar 20,83%, super polite form 1,19%, and emphatic stress 40,77%. The absent women's language features were tag question, price color term, and avoidance of using strong swear words. The most dominant women's language feature was emphatic stress function of emphatic stress in this speech is to emphasize the main idea or word that she wanted to focus on.

Keywords: analysis, speech, sociolinguistics, gender, covid-19

ABSTRAK

Penelitian ini bertujuan untuk mengetahui fitur bahasa wanita yang digunakan oleh Jacinda Arden dalam pidato tentang COVID-19. Peneliti melakukan penelitian dengan teori Lakoff. Penelitian ini menyelidiki jenis dan fungsi bahasa wanita dalam pidato tentang COVID-19 yang digunakan oleh Jacinda Arden. Penelitian tersebut merumuskan pertanyaan sebagai masalah "Apa fitur bahasa wanita yang digunakan oleh Jacinda Arden dalam pidato tentang COVID-19?" untuk mengetahui fitur bahasa wanita yang digunakan oleh Jacinda Arden dalam pidato tentang COVID-19. Peneliti menggunakan desain penelitian kualitatif dengan menggunakan analisis isi untuk menjawab pertanyaan penelitian. Ada 2 instrumen penelitian yang digunakan dalam penelitian ini, yaitu peneliti sebagai penelitian manusia dan lembar observasi. Peneliti melakukan penelitian dengan menggunakan naskah rekaman dan video Jacinda Arden dalam pidatonya tentang COVID-19 yang disampaikan pada tanggal 21 dan 6 April 2020. Hasil penelitian ini menunjukkan tidak semua jenis fitur bahasa wanita yang digunakan Jacinda Arden. Peneliti menemukan tujuh jenis fitur bahasa wanita. Ciri-ciri tersebut terbagi menjadi leksikal hedges 18,15%, intonasi naik 0,89%, kata sifat kosong 1,19%, intensifier 16,96, tata bahasa hypercorrect 20,83%, bentuk super sopan 1,19%, dan tekanan empatik 40,77%. Fitur bahasa wanita yang tidak ada adalah pertanyaan tag, istilah warna harga, dan penghindaran penggunaan kata-kata umpatan yang keras. Ciri bahasa wanita yang paling dominan adalah penekanan penekanan fungsi penekanan empati dalam pidato ini adalah untuk menekankan ide atau kata utama yang ingin dia fokuskan.

Kata kunci: analisis, pidato, sociolinguistik, jenis kelamin, covid-19 Covid-19

INTRODUCTION

Language is media that is used to express the mind and the feeling, desires and deeds even as a media used to influenced and be influenced. According to Cruse (2000) in Pardede, Herman, and Pratiwi (2019:1), Language is used to communicate about things, happenings, and states of affairs in the world. Vyvyan (2014:1) in Pasaribu, Herman and Hutahean (2020:13) also stated that language is central to our lives, the cultural tool that arguably sets us apart from other species. Furthermore, language is what the member of a particular society spoke and it is a media for people to communicate, which consists of a set of spoken and written (Herman, Sibarani, and Pardede, 2020; Sinaga, Herman and Siahaan, 2020). So, language is important in every aspect of our lives because it allows people to communicate in a manner that enables the sharing of common ideas in their communication.

Communication is an act of transferring information and message between people. According to Liu, Volcic, and Gallois (2015:25) communication is sharing who we are and what we know. We all share our ideas and feelings with others; however, how we share them with others varies from culture to culture. In addition, communication can be defined as the process of transmitting information and

common understanding from one person to another. In communication, people interact one each other in their daily life (Pasaribu, Herman, and Silalahi, 2019:1). The way people talk to other influenced by the social context in which they are talking (Holmes, 2013:3). They are talking depends on their social, culture, ethnic, and gender.

In communication, the relation between society and language cannot be separated. One of the linguistics that studies the relationship between society and language is called sociolinguistics (Hutaaruk, 2019:62; Herman, 2015). Sociolinguistics are interested in explaining why we speak differently in different social contexts, and they are concerned with identifying the social functions of language and the ways it is used to convey social meaning (Holmes, 2013:1). Sociolinguistic also discussed language and gender emphasized the focus on the effect on human use of language.

“Language and gender” refers to the relationship between the language of male and female. Gender difference is not only a reflection of the speeches between male and female but also a reflection of their different living styles and attitudes (Gu, 2013:248). The earliest study about the differences of women and men in using language is Lakoff's theory (1975) on women's language feature. Lakoff as cited in Putra &

Prayudha (2019:1) stated that the language of men are more assertive and mature. Men tend to speak openly with the right vocabulary, on the other hand women language is not assertive and not frankly (using symbolic word). Women are careful when they use they often use more refined and polite words or through multiple meanings.

Women language became essential aspect because men and women have their own different way using language. Women have used a certain language in order to be accepted by their society. They tend to use certain language in order to show their femininity rather than masculinity. Moreover, nowadays women's and men have the equal position in society. Women have taken position in the field where men used to lead such as education, politics, economy and others. In result women's equal participation in all areas of life, women's influence over many facets of public life has increased significantly (Akhter, 2014:7). Women are entering politics in greater numbers than ever before, and their influence over high-level decision-making has been growing. In addition, women have their own way in using language as Lakoff in his book "language and women's place" there are ten women's language feature. Moreover, Lakoff describes the way women's speech style

includes features which are expressive of uncertainty, lack of confidence and excessive deference or politeness" (Lakoff in Finch: 2003, p. 137). These features include tag questions, rising intonation and hedges. In addition, the powerless speech, in turn, made people treat women as if they really were powerless, whether they were or not.(Eliasoph, 1987 in Amanda, 2017:2).

As the spread of corona virus disease, many have suggested that countries led by women have faced better during the COVID-19 pandemic than those led by men (Cosime et al, 2020:1). It is showed that women world leaders have excelled during the pandemic. Many of the sources making claims about the success of women leaders argue that women leaders were quicker to restrict the movement of citizens. Jacinda Arden is a prime minister from New Zealand. She is one of women leaders that handle the COVID-19 problems well and brings worlds' praise to the New Zealand (Attamimy et al, 2020:3). In her speech, Jacinda Arden has her own way to deliver the solution to prevent the country's chaos. Rather than use in directive and motivational language to the soothe citizen, her speech was concised and to the point that contains much information about what to do at the time.

The politic career of Jacinda Arden, her leadership model during the COVID-19.

and her speech that contain women language feature lead the researchers to study Jacinda Arden's language use related in situation about COVID-19 in order to have a deep understanding of ¹⁸ women's speech. Here is the example of the speech about COVID-19 by Jacinda Arden in her speech.

"I just wanted to be nice and clear on that as it was a question that was raised with me this morning all actions we have taken to date are about minimizing the amount of time. We are at level 4 in order to Stamp Out the virus and our actions for the remainder of the period in level 4 will be about doubling down to ensure the gains. Night and the first half at squandered in the second we are determined to make sure that we stamp out covid-19 that means broader testing and in particular surveillance, testing more and faster contact tracing and strong enforcement of the lockdown rules"

In that speech, Jacinda Arden used some of women language feature like "just wanted" that refers to intensifier and the ²² purpose of using it is to strengthen intended meaning. The word of "be nice and clear" refers to emphatic stress, tend to use words that emphasize speech to reinforce the meaning of speech. And the word of "we are determined to make sure" refer to hypercorrect grammar where the speaker following the standard form of verb.

From the example above, the researchers want to analyze the women

language feature by Jacinda Arden about COVID-19 that contain in her speech on April and August. This research on using women language feature has been done before by Lubis and Bahri (2020) observed *Women Language in Indonesian Television Talk Show*. This study focused on analyzing the Women Language in Indonesia by three television talk show with female hosts in a different context. There are Mata Najwa in politics, Marry Riana in Social, and Feni Rose Widyadhari, Rumpi in entertainment. It was conducted to find what types and which type of women's language feature occur most frequently and they also analyzed the possible reason that may affect the use of woman language feature done by those host. For short, the before research analyzed the women language feature in television talk. Unlike with this research, this research analyzed the women language feature in speech that more formal than talk show who use by Jacinda Arden as the women leader in COVID-19. In order to have a deep understanding of women's speech.

Based on the explanation above brought, the researchers analyzed women language feature in Jacinda Arden speech about COVID'19 in order to find out what women language feature that the she use in her speech. So, this research entitled "An analysis women's language feature used by Jacinda Arden in speech about COVID'19".

METHODOLOGY

This research was conducted with qualitative research as the research design. According to Creswell (2014:4), qualitative research is an approach for exploring meaning describe to human problem. As stated by Bogdan and Biklen (2007) in Silalahi (2015:63), qualitative research is a research where the data are collected in form of words or picture rather than in number. In addition, Ary et al, (2010:29) stated that the goal of qualitative research is to describe the complex pattern of what is being studied in depth and detail understanding. The research applied qualitative research to present the reason and the function of using women's language feature. According to Hutahaean (2019:77), There are many different types of qualitative research, there are: basic interpretative studies, case studies, phenomenological studies, ethnography, grounded theory, historical studies, narrative inquiry, phenomenological studies, and content analysis.

The method of the data collection that used in this research was content analysis. It was kind of data collection method which use "word, meaning, picture, symbol, ideas, themes, or any message that can be communicated" (Neuman, 2000) in (Wahyuni, 2015:13). Analysis of written texts such as book, newspaper or magazine article, advertisement, speeches, official

document, films or video tapes, musical lyrics, photographs, article of clothing, or works of art were included into content. More over content analysis in this research was to describe and analyze the women's language feature' in speeches.

The researchers determined the data source that was relevant to the research problems. The source of the data in the research is the subjects from which the data could collected for the purposes of research. So, the data which is giving the information or facts related to the research is the main to answer the problem of the research. (Arikunto, 2010:129) in (Tampubolon, et al, 2020: 1589). The source of the data in this research was submitted from transcripts of Jacida Arden, in her speech about COVID-19 which gather from You tube. There were two speeches in collecting data in this research. The first speech delivered was on March 21, 2020 with the key word: Corona virus: PM. Jacinda Arden outlines NZ's new alert system. The second speech delivered on April 6, 2020 with the key word: Coronavirus: P M Jacinda Arden long the lockdown will last. The researchers chose both of speeches because in each speech there were some women language feature that found there. In addition, the first speeches was started with announcing a four-level COVID-19 alert system and the

second speech contained with the lock down of the country.

Research instruments are tools that used by researchers to collect, measure and analysis the research data. According to Sihombing (2017:109), instruments are designed to collect the data. Ary et al (2010: 431), the most common data collection methods used in qualitative research are observation, interviewing, questionnaire, and document or artifact analysis. In this research, the researchers used document to obtain the data. The instrument used by the researchers are human instrument, documents, and observation sheet. The first instrument in this research was human instrument. Human instrument is observer the subject activities, reads the documents, written documents and record the information in field notes and journal (Ary, Jacob and Sorensen,2010). In this research, the researchers acted as human instrument who choose the topic, decided the instrument, collected the data, analyzed the data, and made transcript documents. The second instrument was document. The document in this research was transcripts from two speeches by Jacinda Arden Arden in her speech about COVID-19. The last instrument in this research was observation sheet which helped the researchers to note and classify the language features used by Jacinda Arden.

Table 1. The Observation Sheet Template.

No.	Speech	Feature	Example of the woman language feature

Creswell (2014:192) stated that the data collection steps include setting the boundaries for the studying, collecting information through unstructured or semi structured observations, interviews, and documents. Furthermore, in this research, the technique of collecting data used content analysis where it focuses on analyzing and interpreting recorded material to learn about human behavior. Content analysis usually begins with a question that the researchers' belief can best be answered by studying documents (Ary, Jacob and Saronsen, 2010:30). There were some steps that used researchers to collect the data. First, it was watching videos of the speech by Jacinda Arden about COVID-19, second was downloading two speeches from Jacinda that want to analyze, next, recording every single utterance from Jacinda in from those videos, and finally, synchronizing the script with the utterance that Jacinda Arden delivered in her speech.

According to Flick (2013:5), qualitative data analysis is the classification of linguistic material to make statements

about structures of meaning-making in the material. The analysis of qualitative data is often one step in a series of steps throughout the research process. The followings were the steps of the data analysis of this study. Initially, the researchers did analyzing the script that contain the women's language feature, then, categorizing the speech into ten women language feature, and last but not least, classifying the women's language features. The researchers used this technique to classify the women's language feature in each speech, after put the data in the observation sheet, the researchers counted the total number of each feature and to get the percentage of each feature.

Table 2. The Frequency, Total, and Percentage Used by Jacinda Arden

No	Woman language feature	Speech (1)	Speech (2)	Σ	%
1.	Lexical Hedges				
2.	Tag Question Intensifier				
3.	Rising Intonation				
4.	Empty Adjectives				
5.	Precise Color Term				
6.	Intensifier				
7.	Hyper-correct Grammar				
8.	Super Polite Form				
9.	Avoidance Strong Swear Word				
10.	Emphatic Stress				
Total					

1. Writing up the report

The last is writing up the report. The researchers start to write the report. The researchers will explain each feature and add some example based on the data collected by using Lakoff theory. The data report was in the form of narrative descriptive data.

Triangulation

The validity of qualitative research could be seen by triangulation. Triangulation is a method used to increase the validity of research findings. Validity is concerned with the extent to which a study accurately reflects or evaluates the concept or ideas being investigated (Noble and Heale, 2019:1). According to Flick (2013:12), triangulation means to take several methodological perspectives or theoretical perspectives on an issue under study triangulation.

In this research, researchers used data triangulation to get the validity triangulation. Five types of triangulation that proposed by Lisa A and Guion (2002:1-3).

1. Data triangulation: which includes matters such as periods of time, space and people.
2. Investigator triangulation, which includes the use of several researchers in a study
3. Theory triangulation, which encourages several theoretical

schemes to enable interpretation of a phenomenon

4. Methodological triangulation, which promotes the use of several data collection methods such as interviews and observations
5. Environmental Triangulation, which use of different locations, settings, and other key factors related to the environment in which the study took place, such as the time, day, or season.

The researchers used theory triangulation because Theory triangulation uses different theories to analyze and interpret data. Further, theory triangulation is the use of multiple professional perspectives to interpret a single set of data/information. In this research the researchers used theory of sociolinguistic by Holmes (2013), Yasemin (2013), women's language feature by Talbot (2010) and Lakoff (1975). So, in check the validity of the data (women's language feature), the researchers used data triangulation moreover it attempted to check the degree of trust of the data.

FINDING AND DISCUSSION

Finding

The finding of the study as a result of the research. There is a question related to this study and presented in this research, the

question is about women's language used by Jacinda Arden in speech about COVID-19 moreover the researchers also found function of women's language feature that used by Jacinda Arden in her speech about COVID-19. Lakoff (1973) in Holmes (2013:203) describe ten habits of female language features namely lexical hedges, tag question, rising intonation on declarative, empty adjective, precise color terms, intensifiers, hypercorrect grammar, super polite forms, avoidance of strong swear words and emphatic stress. In this study, the researchers found 336 utterances that contain women's language features. Based on the data the researchers found seven features of women's language used by Jacinda Arden in speech about COVID-19. Those are lexical hedges or filler, rising intonation, empty adjectives, intensifier, hypercorrect grammar, super polite forms and emphatic stress.

The Frequency of Women's Language Feature Used By Jacinda Arden

The frequency of women language feature that used by Jacinda Arden in speech about COVID 19. According to Lakoff (1975), there are ten types of women's language feature. In this discussion, the researchers presented the data in form of the table and description. The finding of women language feature used by Jacinda Arden in the first and the second speech.

Table 3. Women's Language Feature in Jacida's Speech

No.	Woman language feature	Speech (1)	Speech (2)	Total	Percentage
1.	Emphatic Stress	73	61	137	47,44%
2.	Hyper-correct Grammar	34	35	69	23,87%
3.	Intensifier	11	32	42	14,53%
4.	Lexical Hedges	6	24	30	10,38%
5.	Empty Adjective	2	2	4	1,38%
6.	Super Polite Form	3	1	4	1,38%
7.	Rising intonation	2	1	3	1,03%
8.	Tag Question				
9.	Avoidance Strong Swear Word				
10.	Precise Color Term	-	-	-	
Total				289	100%

Table 3 showed the result of women language feature that Jacinda Arden used in her speech about COVID-19. The frequency of women language feature found in Jacinda's speech about COVID-19 were 289 features. Jacinda Arden used seven out of ten women's language feature. They consisted of lexical hedges or filler (10,38%), rising intonation on declarative (1.03%) , empty adjective (1,38%), intensifier (14,53%), hypercorrect grammar (23,87%), super polite form (1.38%) and emphatic stress (47,44%). The other feature such as tag question, precise color term and avoidance of strong swear word were not found in Jacinda Arden speech. From the explanation in table 3 the researchers found that the most dominant women's language features used by Jacinda Arden in speech about COVID-19 was emphatic stress. Based on data, the researchers found that Jacinda Arden used the most emphatic stress

and uses the least rising intonation. For more detail of the finding, the researchers used chart below:

Women's Language Features

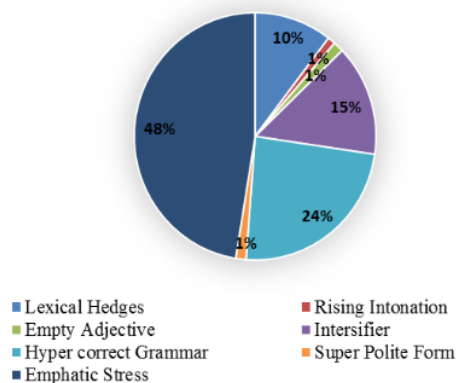


Figure 1. Women's Language Features

The type of women's language feature mostly employed by Jacinda Arden was emphatic stress. The researchers found 137 features or 47,44% out of 289 feature were found. The most word that emphasized by Jacinda is COVID-19. The use of emphatic stress is related with the situation

where Jacinda want people focused for some sentence that really important to know in the mid of COVID-19 so that people or the listener can get the clear understanding from the information that she wanted to delivered. So, the emphatic stress in this speech is to emphasize the main idea or word that she wanted to focus on. She also raised the intonation in some word to convey statement that needs to be paid more attention.

Jacinda Arden used 3 or 1,03% rising intonation in her utterance. Jacinda turn her statement into a question as preface to her next statement. Further, she used this feature to grab attention of the listener so the listener will focus on what she would say next, somehow this rising intonation is also used by Jacinda Arden to emphasized her statement.

The empty adjective found in Jacinda Arden utterance were 4 or 1,38% out of 336. The variant were *nice*, *grateful* and *good*. The function of these utterances were to emphasize her statement rather than to show admiration and approbation toward something.

The percentage of hypercorrect grammar in Jacinda's speech about COVID-19 are 70 or 23,87% out of 336. In this research, Jacinda Arden used hypercorrect grammar considering her demand to the situation in formal speech. Jacinda Arden used hyper correct grammar in form of

standard verb forms, standard pronunciation, and self-correction or statement. The function of using hypercorrect grammar emphasized her statement and to express that she is aware of her status and situation in which she talk.

Jacinda Arden only used 4 or 1,38% super polite form in the speech. Super polite forms are used by Jacinda to reduce the tension of being rough and to express contrast message so that the listener get the clear point. Jacinda did not have much tendency to use super polite form. Yet she tried to be polite in her utterance.

In the first and second speech Jacinda Arden, the researchers did not find tag question features in the utterances. In Lakoff's study (1975), tag question indicated speaker's uncertainty. Jacinda Arden did not use tag question feature which usually show uncertainty in the speech because she was confident and sure about her statement moreover she did not need to clarify her statement by using tag question to the listener and the format of the speech is formal.

The other feature such as price color terms also did not used by Jacinda Arden in speech about COVID-19. The researchers assumed that Jacinda did not use the feature because there was no topic in the context that refer to color in COVID-19. The major of the topic in the speech was about COVID-

19, the effect and how to overcome it.

Jacinda Arden did not use feature of avoiding strong swear words. Women tend to avoid using swear word because they will be considered as unladylike (Lakoff 1975). The researchers studied Jacinda's utterance and concluded that Jacinda did not use that feature demand to the situation where she was aware she is a public figure and her utterance in the speech were listened by New Zealand citizen. It also showed that she could maintain her emotion and did not frequently express her feeling by using avoidance of strong swear word.

Discussion

In this section, the researchers tried to explain the result findings. The result showed that Jacinda Arden only used seven features from ten of women's language feature. Those are lexical hedges or filler (10,38%), rising intonation on declarative (1,03%), empty adjective (1,38%), intensifier (14,53%), hypercorrect grammar (23,87%), super polite form (1,38%) and emphatic stress (47,44%). The absent women's language features are tag question, price color term, and avoidance of using strong swear words. It was influenced by the topic discussion and the speaker confidence. The use of these feature mainly showed how Jacinda Arden deliver her speech confidently. Although Holmes (1986) states

that some women's language feature of women's language may show uncertainty. Jacinda used some feature to express that she was certain with what she said. Furthermore, the researchers found that Jacinda Arden used three features refers to powerless in speech they were lexical hedges, empty adjective, and rising intonation but in this case Jacinda Arden did not mean to use it, like filler that found in her speech. In addition, Jacinda Arden used four women's language feature that strengthen her speech like emphatic stress, super polite form, intensifier, and hyper correct grammar.

There is previous research study about women's language feature from Lubis and Bahri (2020) entitled: Women Language in Indonesian Television Talk Show. Focused in analyzing the Women Language in Indonesia on three Television Talk Show. There are Mata Najwa in politics, Marry Riana in Social, and Feni Rose Widyadhari, Rumpi in entertainment. This research used descriptive qualitative method technique in order to analysis of women language feature. In this research, the analysis based on the utterance of the female host and all the data were transcribe and classified into ten types of women language feature. The result research data analysis showed nine language feature namely 39 times of lexical hedges or fillers, tag questions 17 times, rising intonation on declarative 19 times, empty

adjectives 6 times, intensifiers 26 times, hypercorrect grammar 13 times, super polite forms 3 times, avoidance of strong swear words only one, and emphatic stress 24 times occurs in 3 different talk shows. In addition, the researchers also found that women's language mostly used the kind of Lexical hedges or filler in the utterance to have a purpose in giving a sequence time to think what they will say next in the talk show. There are some contrast the previous research analysis women's language feature in Indonesian television talk show while this research analyze speech by Jacinda Arden about COVID-19, second on the result of data analysis, the previous study found there are 9 feature used in three talk show out of ten, price color term did not found in the previous research, while in this research found seven feature the researchers did not find strong wear word, price color term and tag question in Jacinda Arden speech. Third, on the result of the data analysis, the previous study showed that women's language mostly used was lexical hedges or filler the purpose in giving a sequence time to think what they want to say next in the talk show, while this research showed that women's language mostly used is emphatic stress the purpose to emphasize the main idea or word that she wanted to focus on. she also raised the intonation in some word to convey statement that needs to be paid more

attention. There are similarities of the reaches. First, both of research use qualitative as design research. Second, both of researches use the same theory from Lakoff (1975). The researchers realized that this research still far from good research for some reason like timing that limited and the researchers analyzed the data by herself.

CONCLUSION

In this section, the researchers concluded the result of this study. This study aimed to analyzed women's language used by Jacinda Arden in speech about COVID-19. The researchers found there were seven types of women's language feature that used by Jacinda Arden delivered her speech from the first and the second speech. The total number of women's language feature used Jacinda Arden were 336 statements in 2 speeches. Those feature were divided into lexical hedges 18,15%, rising intonation 0,89%, empty adjectives 1,19%, intensifier 16,96, hypercorrect grammar 20,83%, super polite form 1,19%, and emphatic stress 40,77%. The most dominant women's language feature is emphatic stress function of emphatic stress in this speech is to emphasize the main idea or word that she wanted to focus on .The absent women's language features are tag question, price color term, and avoidance of using strong

swear words. It was influenced by the topic discussion and the speaker confidence. Jacinda tends not to use some of women's language feature to show uncertainty or express a lack of confidence. In contrast, Jacinda Arden herself as a confident women due to her status and the role as a politician which indicates women's leadership.

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