



## An Analysis of Women's Language Features Used by the Indonesian Female Podcasters

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### Abstract

This research focuses on women's language features used by the three Indonesian female podcasters. It aimed to investigate the types of women's language features used by the three Indonesian podcasters, the most dominant types of women's language features used by the three Indonesian podcasters and the reason why they used those language features in their utterances. This research was carried out using descriptive qualitative research using the theory from Lakoff (1975). The data came from the script of three video podcasts posted by the three Indonesian female podcasters. The findings revealed that the three Indonesian female podcasters utilised nine types of women's language features they are lexical hedges or fillers, tag questions, rising intonation on declarative, empty adjectives, intensifiers, hypercorrect grammar, super polite forms, avoidance of strong swear words, and emphatic stress. The scripts of the three Indonesian female podcasters contain a total of 465 language features. During the analysis of the data, it was revealed that the researchers were unable to discover precise colour terms because it was unrelated to the three video podcasts. There was no correlation between the theme on three video podcasts and the ability to use precise colour terms back then. The three Indonesian female podcasters predominantly employed lexical hedges or fillers, indicating their intent to soften the meaning of their utterances, make their language less offensive, and appear more polite. This finding highlights how women in Indonesia navigate language in digital spaces like podcasts, potentially reflecting or challenging traditional gender norms.

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## INTRODUCTION

Interpersonal communication is a complex process influenced by several factors, including social background, situational context, and social norms. One of the most fascinating aspects of communication is how language varies across different individuals and situations, a concept known as linguistic variation. As intelligent beings, humans naturally adjust their language to different settings and interactions (McKay & Hornberger, 1996). Among these factors, gender plays a significant role in how language is used and interpreted.

Gender differences in language have long been a topic of interest in sociolinguistics. Research shows that men and women often have distinct linguistic traits, which can shape how they communicate. These differences stem not only from biological or cognitive factors but also from the distinct social roles men and women occupy in society. The ways in which men and women communicate can vary in terms of vocabulary, form, and even tone of voice. According to Wardhaugh (2006), men and women display different verbal characteristics. Men are more likely to use straightforward and assertive speech, whereas women tend to use more descriptive, emotionally nuanced words. For example, women often use adjectives like "lovely," "sweet," or "beloved" — words that are less common in male speech patterns. This difference in vocabulary choice reflects the distinct socialisation processes that men and women experience from a young age.

This disparity, Lakoff (1975) suggests, leads to a degree of linguistic assimilation, where women adjust their language to compete with men in professional or social contexts. In many cases, women may downplay their emotional expressiveness or adopt more assertive language to align with the expectations of male-dominated environments. However, despite these adjustments, the linguistic traits of men and women remain distinct, often contributing to misunderstandings in communication.

This study has been linked to other studies. Apridaningrum (2018) shows that

women's language compared to males, women often use language differently, as seen by the qualities they employ. The researcher employed Lakoff's theory of women's language to evaluate the speech and determine the qualities of women's language utilised by Sarah Sechan. The study's findings showed that Sarah Sechan most frequently utilised empty adjectives in her speech.

Pebrianti (2013) discusses the linguistic characteristics of the ladies using Lakoff's theory as a starting point. The qualities utilised by female bloggers from Indonesia are the main subject of this study. The results indicate that intensifiers are the most often used feature, avoiding strong swear words is the least often used feature, and hypercorrect grammar is never utilised.

Aini's (2016) study examines the primary characteristics of women that the *Mockingjay* movie's key protagonists employ. Two concerns are examined in this study. These are the kinds of female speech patterns that the main character in the *Mockingjay* movie uses, as well as the ways in which the main character in the film uses female language. This study employed a qualitative technique. The results demonstrate that the *Mockingjay* movie's protagonist does not employ every kind of woman's speech characteristic. Six categories of women's speech traits were employed by the female character Katniss Everdeen: tag question, rising intonation, lexical hedges, emphatic stress, intensifier, extremely polite form, and exact discrimination.

Meanwhile, Setyadi (2020) investigates the sociological and linguistic elements in the film through the eyes of the main female and male characters. This study identified the language features of both men and women using Holmes' (2013) theory to determine the social elements of language, Lakoff's (1973) theory for women's language features, and Xia's (2013) theory for men's language features. This analysis revealed that the female character spoke primarily in extremely polite terms. Therefore, a variety of linguistics techniques, including those employed by Jacobson and Lakoff, are employed to identify the function. Nevertheless, because it is appropriate for this study to investigate the

functions in depth, Pearson's theory (1985) is also being used in this investigation. Podcasts were not frequently employed as the data topic in the prior research, which included a wide range of subjects, including television shows, movies, and other impending data sources. In order to define and set this research apart from other studies, podcasts are used as the data source.

According to Hornby (1989), a woman is an adult female human being of female sex, according to the Oxford Advanced Learner's Dictionary. Women are thought to be chatty and like chatting. Furthermore, it appears that any topic would be an engaging story to tell and debate. For instance, women often spend a significant portion of their day talking about shopping, TV shows, diets, and who is dating whom (Shaadilive, 2013). As stated by Coates (2004, p.9), "If three women gather together, it will become clamorous". On the other hand, it is often asserted that women lack the courage to speak up like males do because they lack authority. According to Lakoff (1975, referenced in Holmes, 2011), women's standing in society is often lower than men's because they are more subservient to men. Women are, therefore, more conscious of how they speak, hedging and emphasising their points to get the attention of the person they are speaking to. "Hedging devices explicitly signal lack of confidence, while boosting devices reflect the speaker's anticipation that the addressee may remain unconvinced and therefore supply extra reassurance". (Lakoff, 1975, cited in Holmes, 2001, p. 287). Additionally, because they are the stewards of society, women are sometimes required to act in formal ways and be courteous (Holmes, 2001). Furthermore, it seeks to shield both their addressee and their faces, according to Holmes (2001). It also has to do with the belief that women should not be able to express anger or complain out of frustration (Lakoff, 1975). For those reasons, the researchers are interested in analysing podcast postings using women's language features, proposed by Robin Lakoff's framework (1975) as a tool of analysis. This study aims to investigate the types of women's language features used by Indonesian female podcasters,

the most dominant types of women's language features used by Indonesian female podcasters, and why they tend to use those features language.

## METHOD

The researchers conducted this research by describing experiences based on women's language theories by Lakoff. The type of research conducted was qualitative research. In conducting this research, the researchers used qualitative research by document analysis. Mason (2002) explains that "doing qualitative research will engage us with things that matter in ways that matter" (p. 1). We would be able to explore the experiences, the patterns of daily life, the social world, and understandings related to the social circumstances and their meanings. According to Hancock (2006), document analysis focuses on studying and analysing documents about human behaviour. Document analysis is used for analysing documents, such as literary documents, there are websites, series of letters or e-mails, books, magazines, and videos (Hancock, 2006). Moreover, Bowen (2009) states that the source data of document analysis may be personal documents, for example, social media posts, journals, scrapbooks, and blogs. This research use

In this study, the researchers used a document analysis method to collect data over time in three successive stages. The process involved evaluating electronic and physical documents to interpret them, gain an understanding of their meaning and develop upon the information they provided.

The data collection process involved several key steps to gather and analyze the content of Indonesian female podcasts. First, the researcher browsed the internet to identify relevant Indonesian female podcasts. Next, the researchers collected posts from these podcasts, selecting video posts that would serve as the primary data sources. Once the appropriate videos were chosen, the researchers transcribed the spoken content of the podcasts into written form. Afterward, the transcription was printed to facilitate easier analysis. Finally, the researchers

analyzed the transcriptions using specific women's language features, examining linguistic patterns such as speech characteristics and communication styles typical of female speakers. This systematic approach allowed for a detailed exploration of the language used in the podcasts.

. The source of data was from three Indonesian female podcasters. The researchers selected three of the podcasts entitled Maudy Ayunda and Jesse Choi: Investing in Our Future, Mata Najwa: Exclusive with Chris Martin of Coldplay, and The Indah G Show: Lack of Critical Thinking Skills in Indonesian Society Ft. Cinta Laura Kiehl.

The selection of Maudy Ayunda, Indah G Show, and Najwa Shihab as data sources was based on their diverse representation of Indonesian female voices in digital media. Maudy Ayunda reflects a young, intellectual, and creative perspective; Indah G Show offers relatable, casual conversations; and Najwa Shihab provides formal and analytical insights as a prominent journalist. Their varying styles, themes, and significant audience reach ensure a rich and diverse dataset for analyzing women's language features. Additionally, their influence in navigating modern Indonesian culture and gender norms in digital spaces makes them highly relevant to the study's objectives.

After recomposing the podcast transcription, the indicators in the study were composed through a systematic process involving the reanalysis and coding of the podcast transcription. Initially, the transcription was carefully reviewed and segmented to identify linguistic patterns relevant to women's language features, drawing on established theoretical frameworks such as Lakoff's theory of women's language or other relevant linguistic models. The researchers categorized specific speech characteristics—such as the use of hedges, tag questions, intensifiers, polite forms, or other markers of women's language—by assigning these features as indicators in the table. This process involved coding each identified feature and cross-referencing it with contextual and conversational elements to ensure accurate classification. The indicator table thus served as a

structured tool to note and classify the occurrence, frequency, and context of these linguistic features, enabling a more systematic and nuanced analysis of the language used by Indonesian female podcaster, which allowed the researchers to note and classify the women's language features used by Indonesian female podcasters.

The observation was conducted using an observation checklist created in the form of a structured table to systematically record and analyze the linguistic features exhibited by the podcasters. The checklist included predefined categories and criteria based on linguistic theories, such as specific markers of women's language features (e.g., hedges, tag questions, intensifiers, or politeness strategies). During the observation, the researcher listened to the podcast episodes and carefully noted instances of these features in real-time or through repeated listening. Each identified feature was documented in the corresponding category of the checklist, alongside contextual details such as the time stamp, conversational context, and speaker's intent, to ensure thorough and precise data collection. This methodical approach allowed the researcher to maintain consistency and reliability in observing and analyzing the language used by the Indonesian female podcasters.

The table consisted of women's language features and podcaster utterances that referred to women's language features to help the researcher answer the research question. The features of women's language are based on Lakoff's theory. The researchers also categorised the utterances, analysed the utterances, and put a checklist mark into the suitable feature. After that, the researcher counted the total features and determined the total amount and percentage of each feature used by Indonesian and female podcasters. After obtaining the percentage results for each feature, the implications of these results lie in their ability to reveal patterns and tendencies in the language use of Indonesian female podcasters. These percentages allow the researchers to identify which linguistic features are most or least frequently employed, providing insights into the communicative styles and social dynamics

reflected in their language. For example, a high percentage of features such as hedges or tag questions might indicate a tendency toward politeness or uncertainty, while a lower percentage of certain markers might suggest a departure from traditional gendered linguistic norms. These findings can be interpreted in the broader context of sociolinguistics, contributing to an understanding of how gender and cultural influences shape language use in contemporary media platforms. Additionally, the results can have practical implications for further research, educational purposes, or training in effective communication within similar cult.

## RESULTS AND DISCUSSIONS

This research only focused on the podcaster's utterances, who are Mudy Ayunda, Najwa Shihab and Indah G Show. To answer the research questions, the researcher analysed three podcast videos. This study found that all the podcast consists of women's language features. From the finding, this study only found nine features, namely Lexical Hedges, Taq Questions, Rising Intonation on Declarative, Empty Adjectives, Intensifiers, Hypercorrect Grammar, Super polite Forms, Avoidance of Strong Swear Words, and Emphatic Stress. Moreover, the Precious Color Term did not occur. Each podcast showed the difference in the usage of the features, which can be seen in the table below:

**Table 1.** Total Amount of Women's Language Features Used by Indonesian and Female Podcasters

Women's Language Features	Total Amount	Total Percentage
Lexical Hedges	168	36,1
Taq Questions	1	0,2
Rising Intonation	19	4,1
Empty Adjective	13	2,8
Precise Color Term	0	0
Intensifiers	59	12,7
Hypercorretc Grammar	36	7,7
Super Polite Form	100	21,5

Avoidance of Strong Swear Words	17	3,7
Emphatic Stress	52	11,2
Total Features	465	100

Based on Table 1, the researchers found that women's language features used in the three video podcasts were Lexical Hedges, Taq Questions, Rising Intonation on Declarative, Empty Adjectives, Intensifiers, Hypercorrect Grammar, Super polite Forms, Avoidance of Strong Swear Words, and Emphatic Stress. The researcher did not find the Precious Color Term because the podcasters did not discuss about topic related to the precious color term. There was no relation between the theme on the three video podcasts with the possibility of using precious colour terms.

The total number of women's language features used by three Indonesian female podcasters was 465 utterances. In this study, the usage of Lexical Hedges was the most dominant (36,1%) than other features. Meanwhile, 21,5% was realised by Super polite forms, 12,7% was indicated with intensifiers and 11,2% realised by Emphatic Stress. In addition, other features were realised under 10% of each. 7,7% of the data showed hypercorrect grammar, 4,1% Rising Intonation on Declarative, 3,7% Avoidance of Strong Swear Words, 2,8% Empty Adjectives, and Tag Question 0,2%. Therefore, this study identified the women's language features except for the Precious Color Term.

**Table 2.** Indicator of Women's Language Features Used by Indonesian Female Podcasters

No	Indicators of Women's Language Features	Podcas t Maud Ayund a	Podca st Najwa Shihab	Podca st Indah G Show
1.	Lexical Hedges	√	√	√
2.	Tag Questions	√	x	x
3.	Rising Intonation	√	√	√

4.	Empty Adjective Precise	√	√	√
5.	Color Terms	x	x	x
6.	Intensifiers	√	√	√
7.	Hypercorrect Grammar	√	√	√
8.	Super polite Forms	√	√	√
9.	Avoidance of Strong Swear Words	√	√	√
10.	Emphatic Stress	√	√	√

According to Table 2, Lexical Hedges, Tag Questions, Rising Intonation on Declarative, Empty Adjectives, Intensifiers, Hypercorrect Grammar, Super polite Forms, Avoidance of Strong Swear Words, and Emphatic Stress were all used by Maudy Ayunda, Najwa Shihab and Indah G. as the Indonesian Female Podcasters. Because the podcast did not discuss topic-related issues, the researcher was unable to find Precious Color Term in the data. There was no connection between the theme of the three video podcasts and the use of Precious Color Term. The researcher randomly chose no more than five utterances in every podcast to give some explanation and analysis of the women's language features used by Indonesian female podcasters.

### 1. Lexical Hedges

According to Lakoff (1973), women use lexical hedges to show their uncertainty at something, for example, you know, well, um, uh, I think, I guess, and kind of. These expressions show that the speakers are less assertive. Lakoff stated that hedging is one of the characteristics of women's language features. For example: "It is sort of good music" Furthermore, hedges serve to make claims seem more uncertain (Neary-Sundquist, 2013). The sentences "David Beckham is rich and handsome, you know" and "Umm. Actually, I do not like strawberries" are two instances of sentences that use hedges. Erasing the

phrases "you know" and "umm" will not alter the meaning because they do not add anything to the sentence.

The usage of lexical hedges, some of which are employed to keep the meaning of the utterances from being very objectionable, might be seen as a reflection of the politeness of the words. Although using lexical hedges might indicate a lack of confidence, women can also employ these elements to improve the politeness of their words and utterances.

In the three Indonesian female video podcasts, they used lexical hedges to talk with their guest stars. The researcher found that lexical hedges are used 168 times by Maudy Ayunda, Najwa Shihab and Indah G. In those podcasts, the researcher found the lexical Hedges words like: um..., like..., so..., you know... and I think.... First, the researcher discussed the lexical hedges used by three Indonesian female podcasters in their podcast video.

### 2. Tag Questions

The limited occurrence of tag questions in the data, despite their prominence in Lakoff's predictions, suggests a need for deeper reflection on potential underlying factors. One plausible explanation could be a shift in modern women's language, where traditional markers of politeness or uncertainty, such as tag questions, are being replaced with more assertive or direct forms of communication, particularly in public and professional spaces like podcasting. This trend might reflect broader societal changes in gender roles and expectations, as women increasingly occupy authoritative and influential positions that demand a confident communication style. Alternatively, the near absence of tag questions could be genre-specific; podcasting often involves conversational, informal, and unscripted dialogue, where speakers might prioritize natural flow over linguistic forms traditionally associated with politeness or deference. Additionally, cultural nuances specific to Indonesian society might also influence this finding, as localized norms and speech habits could diverge from those described in Western-centric linguistic theories. Discussing these possibilities would not only enhance the analysis but also situate

the findings within a broader sociolinguistic context, offering valuable insights into the evolving dynamics of women's language use

Tag questions are a telltale symptom of insecurity in speakers. Women typically use tag inquiries to get agreement from others on an issue they are considering (Herk, 2012). Some instances of tag questions in the sentence are as follows: "The food is delicious, isn't it?" or "You bought a new bag for your mom, didn't you?". The speaker needs confirmation from the other person since they already know the answer. Moreover, women utilise this function to obtain the addressee's affirmation of their assertion (Lakoff, 1973).

The tag inquiry is one of the syntactic devices identified by Lakoff that can convey doubt, according to Holmes (2018, p.306). According to Lakoff, women's speech has peculiar syntactic features. There is not a syntactic norm in English that only women may utilise. However, there is just one guideline for creating tag questions. According to Lakoff (1973, p.54), a tag is a syntactic structure and use in English that falls halfway between an explicit declaration and a yes-or-no inquiry; it is more confident than the latter but less forceful than the former. Therefore, it can be used in some contexts that are in between those where a statement would be suitable and those where a yes-or-no question is often asked.

Only one tag question was found in the three Indonesian female video podcasts. The researcher found this in the Maudy Ayunda podcast video. "I think I had an I had a sense of what ideally my partner would be like in terms of, you know, their financial mindset, their philosophy around money, and I was able to get Snippets of that throughout the relationship because you, you talk to your partner about many things right like where you go out to dinner that day like how you split the bill you know who is paying for what whatever it is and so you do, you do get to practice a little bit, don't you?"

The rhetorical question "Don't you?" asks the audience for confirmation at the conclusion of the statement. This is a common characteristic of women's language: asking for confirmation or agreement can help people connect and understand one another. This utterance comes to the Tag Questions.

### 3. Rising Intonation on Declarative

To turn a positive statement into an interrogative one, the technique is to raise the intonation of the declarative. The sentence's structure remains favourable, but the way it is said raises doubts. When speaking, women employ rising intonation to check the correctness of information they are unsure about or to seek confirmation.

According to Lakoff (1975), the increasing intonation indicates that the speaker is unsure of themselves. These statements include things like "We can go come home," "We have a sister," and "Ohhh... about ten o'clock?" and lunch is prepared. These examples demonstrate how rising intonation in sentences is characterised by a rising finish to the phrase and a remark that becomes ambiguous due to the speaker's doubt.

### 4. Empty Adjective

Empty adjectives are expressions of admiration of something; women use this feature to admire something specifically. Empty adjectives are the reflections of feminism because women commonly use them. Nonetheless, certain empty adjectives are gender-neutral, making them appropriate for usage with both men and women. Additionally, some empty adjectives are reserved for women alone; if males use them, it might give a false impression and paint them as feminists (Lakoff, 1973). Examples of empty adjectives are great, nice, terrible, cool, etc.

### 5. Intensifiers

Intensifiers are used to emphasise a statement's intended meaning. According to Lakoff (1973), intensifiers suggest that speakers use strong phrases to either increase or decrease something. Very, very, really, and such are there. The use of intensifiers in the sentence "I like drawing so much" demonstrates how the speaker's strong feelings about something may be expressed through the word. Because women use intensifiers more frequently than males, they are categorised as women's vocabulary.

### 6. Hypercorrect Grammar

Women required symbols to be taken into consideration in society, according to Eckert and McConnell-Ginet (2003). Women started

using words to defend themselves. The way women use language to demonstrate that they will hold better positions in society is known as hypercorrect grammar.

Because hypercorrect language is associated with courtesy, women also frequently utilise it when speaking. Grammar-correcting speech is regarded as courteous, and women are generally more courteous than males. Because women are indeed inferior to males, women who aspire to hold as high a position in society as men will speak in conventional ways. Thus, hypercorrection encompasses not only grammatically accurate writing but also proper word pronunciation and the use of standard forms (Lakoff, 1973).

### 7. Super polite Form

Because this is how ladies demonstrate their elegance, they employ extremely polite forms to make their statements appear nice. It is employed when the speaker makes a request, gives an order, or even reacts to what the other person says. It does not give women's speech a weak voice. Extreme politeness and staying away from harsh swear words are related. As women are expected to speak gently and exhibit their ladylike qualities, very polite language plays a significant part in women's communication. Therefore, the purpose of the super polite form is to demonstrate the speaker's politeness while softening their words without lowering their viewpoint (Eckert & McConnell-Ginet, 2003).

When someone uses euphemisms, avoids using harsh swear words, and adds extra particles to their request sentence, it can be seen as a very polite manner of speech (Talbot, 2010). Pronounced YOO-fuh-miz-uhm, euphemism is a term that comes from the Greek word *euphēmismos*, meaning "sounding good." Writers use euphemisms to avoid talking about taboo, uncomfortable, or sensitive themes, including death, sex, money, and politics. O'Grady et al. (1997, p.554) state that euphemism is the avoidance of words which may be seen as offensive, obscene, or somehow disturbing to the listener and reader. Similarly, Harris (2000) says that euphemisms are the substitution of a

mild and pleasant expression for a harsh and blunt one.

In addition, women prefer to use softer language or diction while expressing themselves. Not everyone finds death to be comforting. As a culture, we have devised several methods to discuss mortality without really bringing it up. We will say someone died, or went to the afterlife, or acquired the farm. These are all examples of euphemisms or words that lighten difficult circumstances. Her father died two years ago, for instance, sounds kinder than Her father passed away two years ago. In order to sound more kind, women often omit words from their sentences—for example, adding the word please.

### 8. Avoidance of Strong Swear Words

In linguistics, strong swear words are commonly used by guys. It is common knowledge in society that women should not speak harshly. There has long been a belief that women should not use profanity. They may be viewed as unladylike if they curse. Men and women swear in extremely different ways, such as:

Women: "Oh My God, I do not bring my mathematic book."

Men: "Shit! I do not bring my mathematics book!"

Swearing word is not suitable for women (Lakoff, 1973).

### 9. Emphatic Stress

Women tend to utilise more emphatic stress in their spoken language. Emphatic stress serves the dual purposes of defining terms associated with women and highlighting phrases that are significant in the eyes of women. Because women were historically unable to study as much as males, this trait is present. In addition, women were confined to a lower social status than men. They thereby assimilate their words in order for them to be seen as significant terms (Lakoff, 1973). Because they sounded serious, other people would pay them more attention.

To strengthen their remarks is the goal of emphatic emphasis. Women also avoid having their conversations treated with



indifference. These sentences serve as examples of how emphatic stress is used:

1. This lipstick is LESS PIGMENTED than the other brands.
2. I think you did a GOOD job!

**Table 3.** Frequency with which Indonesian female podcasters employ various feminine linguistic features

		The frequency of each feature										
N	Po	L	T	R	E	P	I	H	S	A	E	
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.	h	5	0	0			1	8	5	12	5	
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Total		1										
		6	1		1	1	5	3	1		5	
		8		9	3	0	9	6	0	17	2	

Table 3 shows the frequency with which Indonesian female podcasters employ various feminine linguistic features, lexical hedges were the most dominant type of women's language feature, consisting of 168 data or utterances. The three Indonesian female podcasters employed lexical hedges to prove that they conveyed both hesitation and certainty about what they talked about. They also used lexical hedges to show their politeness and to make their statements or utterances not too offensive.

After employing lexical hedges, the three Indonesian female podcasters utilised super polite forms to make their utterances sound more polite. They also used super polite forms to soften their utterances without lowering their standing and displaying the speaker's civility. Super polite forms were second place with 100 data or utterances. Then, there were intensifiers, which had 59 data or utterances. The podcasters used intensifiers to strengthen their utterances and to make their viewers understand that they had strong feelings of liking something.

Emphatic stress came in fourth place to emphasise their utterances with 52 data or utterances. The podcasters used emphatic stress to avoid not being taken seriously by their interlocutor. In the next place, hypercorrect grammar came with 36 data or utterances. It was proven that three Indonesian female podcasters were concerned about their grammar. Last, rising intonation of declarative got 19 data or utterances, avoiding strong swear words got 17 data or utterances, empty adjectives got 13 data or utterances, and tag questions only got 1 data or utterances. Meanwhile, there were no precious colour terms in the three videos podcast of Indonesian female podcasters.

**Table 4.** The kind and reason of women's language features used by female characters

No.	Women's Language Features	Reason
1.	Lexical Hedges	Guardian of the society
	I think	Status Conscious
	Like	Status Conscious
2.	Tag Questions	Status Conscious
	don't you?	

3.	Rising Intonation of Declarative Right? You're not surprise?	Subordinate group Guardian of the society
4.	Empty adjective Cool funny	status-conscious
5.	Intensifiers Really Very	status-conscious subordinate group
6.	Hypercorrect grammar The way that we manage the money All coldplay song are perfectly coldplay	subordinate group status-conscious
7.	Super polite forms How are you? Thank you so much	Guardian of the society
8.	Avoidance of Strong Swear Words Oh my God Oh my gosh	Guardian of the society
9.	Emphatic Stress Long overdue Powerful music	Guardian of the society subordinate group

From Table 4 above, we can see that one type of women's language features have for more than one reason.

The third research questions of this study were answered using the theory of Holmes (2013) about the reason for using women's language features because the answers to the previous questions were connected. Janet Holmes explains the three reasons why women speak with certain linguistic traits. It is not the same as what males used. The first makes an explanation based on social class and its associated position; the second discusses women's roles in society; and the third discusses women's status as a subservient group, Holmes (2013, pp. 167–169). The finding that podcasters occasionally produced interlocutor ambiguity, leading to confusion or uncertainty among their guests, offers a rich lens through

which to examine women's language in the context of social media and broadcasting in Indonesia. This ambiguity may reflect a balancing act between the podcaster's desire to maintain an engaging and open conversational style, while also adhering to societal expectations about how women should communicate. In Indonesian culture, as in many others, women are often expected to exhibit politeness, deference, and nurturing qualities in conversation. The ambiguity could arise from this pressure, where the podcasters unconsciously employ language that invites multiple interpretations, which may confuse the interlocutors who are not sure how to engage with these ambiguous forms.

Alternatively, it could suggest that women are consciously altering their language for a public audience, using conversational techniques that foster engagement, generate curiosity, or create a sense of intimacy with listeners. This could be particularly important in a medium like podcasting, where interaction and audience connection are key. However, the intersection of both factors—unconscious adherence to societal norms and deliberate alterations for the public—may explain why these ambiguities occur. For example, a podcaster might unconsciously rely on language features that are seen as more “feminine” or indirect, leading to conversational ambiguity, yet at the same time, be strategically shaping their language to engage with their guests and audience in a way that feels relatable or authentic. In this sense, women's language use in podcasting could reflect an ongoing negotiation between traditional gendered expectations and the evolving dynamics of digital communication, revealing how social media and broadcasting platforms both reinforce and challenge established norms. .

## CONCLUSION

During the analysis of the data, the researcher may draw the following conclusion. Based on the result, the three Indonesian women podcasters used only nine features in their video podcasts. Lexical hedges, tag questions, rising

intonation on declarative, empty adjectives, intensifiers, hypercorrect grammar, super polite forms, avoidance of swear strong words and emphatic stress are the women's language features discovered as shown in Table 4. The researchers were unable to find precious colour terms because they did not have a relation to the three video podcasts. There was no correlation between the theme on the three video podcasts and the ability to use the precious colour terms. In this research, the researcher found that nine features were used. The three Indonesian female podcasters found 465 data or utterances of women's language features in three video podcasts. There are 168 lexical hedges or fillers (36,1%), 100 super polite forms (21,5%), 59 Intensifiers (12,7%), 52 emphatic stresses (11,2%), 36 hypercorrect grammars (7,7%), 19 rising intonations on declarative (4,1%), 17 avoidances of swears strong words (3,7%), 13 empty adjective (2,8%) and one tag questions (0,2%). It may be argued that the three Indonesian female podcasters dominantly employed lexical hedges to express their confidence during conversation and helped them to support what they wanted to say. The utterances that used in this study included the function of women's language features, such as expressing uncertainty, starting a discussion, expressing feelings and softening an utterance. All the functions are applied to the features. One feature could have two functions or more in this video podcast; for example, lexical hedges could have three functions those are expressing uncertainty, starting a discussion and making the utterance not too offensive. Finally, the researcher concluded that the three Indonesian female podcasters represented women's language features that a woman should employ in speaking. Women's language features can be identified from the women's use of language with women characters. The women's language features tend to be identified based on the place and time when the subject expresses her language, including in podcasts as in Maudy Ayunda, Najwa Shihab and Indah G.

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