

Masculinity And Femininity In Videos Podcasts Youtube: Language Study And Gender

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Abstract

It turns out that the use of language in YouTube podcasts cannot be separated from issues of masculinity and femininity. This article examines the embodiment of aspects of masculinity and femininity in YouTube podcasts. Data was taken from two podcasts owned by men, namely Deddy Corbuzier and Raditya Dika, and two podcasts owned by women, namely Gritte Agatha and Cinta Laura. The data was then analyzed using semiotic theory and views of masculinity and femininity. The research results show that masculinity and femininity are clearly reflected in podcast videos through (1) comparison of guest stars, (2) studio decoration and colors, (3) thumbnails, and (4) nicknames. This article proves that masculinity and femininity are still inherent in the behavior of men and women. However, gender as a factor influencing language is not always proven. Men still see gender in using words of address in conversation, but this is different from women who see the level of familiarity and topic of conversation as determining words of greeting or language used.

Keywords: *language and gender, masculinity, femininity, video podcast, YouTube.*

Date of Submission: 18-03-2024

Date of Acceptance: 28-03-2024

I. INTRODUCTION

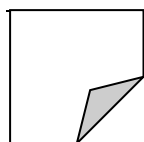
Language and gender is a new and continuously developing field of study in linguistics. The use of language in all aspects of life allows language differences caused by gender to occur. Gender according to Archer and Lloyd (2002)¹ is the social view of men or women regarding the appropriate display of traits and behavior for that gender category. Bem (1974)² said that gender is not focused on sex alone, but also includes the division of characteristics, roles, positions and duties of men and women. These gender divisions are determined by society based on prevailing norms, customs and beliefs.

The study of language and gender is known from Robin Lakof who explained that women's language is based on being marginalized so that the characteristics of marginality can be seen from their language. Women's powerlessness is reflected in the way women speak and are talked about and this aspect can be seen in terms of lexicon and syntax. Lakof (2003)³ divides women's language into ten features, namely hedge (limited), use of polite language, use of tag questions to express opinions, use of intensifiers, use of empty adjectives, use of correct grammar and pronunciation, avoid swear words, raising intonation in statements, using appropriate color vocabulary, and using emphatic stress.

The development of entertainment content is accelerating. The existence of social media and emerging entertainment content platforms means that people can create entertainment content freely, quickly and cheaply. Podcasts are a type of content that previously could only be heard, but now there are many video podcasts circulating, especially on the YouTube platform. Podcasts are audio recordings that can be heard by the general public via the internet. Initially, the podcast content was just one person telling a story about a predetermined theme. However, podcasters now invite many guest stars to talk in the content. The guest stars presented were diverse and not hindered by gender.

Roland Barthes (in Sobur, 2003)⁴ explains that language is a sign system that reflects the assumptions of a particular society at a particular time. Signs are a device for meaning something, where meaning does not only mean objects carrying information to communicate but also to constitute a system of structured signs. Significance is not only limited to a language, but also to other things outside that language. Barthes (in Sobur, 2003)⁴ explains that there are semic and symbolic codes in texts. Semic code is a code of relationships and connections in the form of connotations of people, places, or objects that indicate a character such as traits, attributes, and predicates. Connotation refers to socio-cultural conditions and personal associations.

Masculinity and femininity are manifested as a person's gender role identity, which refers to the character that society views as masculinity for men and femininity for women. According to Burns (1993)⁵ the character of masculinity is referred to as an instrumental concept which is the adaptation and coordination of the



system and needs of the group with the outside world which contains goal orientation and sensitivity to other people's responses to one's behavior. Instrumental functions have necessary skills such as the characteristics of independence and self-reliance. Bem (1974)²⁾ explains that there are several traits that are categorized as masculine traits, namely acting as a leader, aggressive, ambitious, analytical, assertive, athletic, likes to compete, likes to argue, is dominant, likes to force, has the ability to lead, is individual, easy to take decision, masculine, able to meet his own needs, strong personality, likes to defend, and dares to take risks.

The characteristics of femininity according to Burns (1993)⁵⁾ are an expressive concept which includes defense, regulation of the emotional needs of the group and the interactions within it. Expressiveness is sensitivity to respond to other people and concern for interpersonal relationships which requires expressive function skills such as nurturing and emotional expression. Characteristics included in the femininity category according to Bem (1974)²⁾ are affectionate, cheerful, childish, easily moved, polite, likes to entertain, feminine, likes to praise, gentle, easily lied to, likes children, loyal, sensitive towards the needs of others, shy, soft-spoken, sympathetic, gentle, understanding, warm and obedient.

Initial observations of podcasts on the YouTube platform show that there are potential differences in the appearance and behavior of YouTubers that lead to masculinity and femininity. As a media platform, YouTube can display images and sound. It is interesting to know the forms of masculinity and femininity that are revealed in the images, colors, sounds and language used by male and female YouTubers. Are there any real differences shown by male YouTubers and female YouTubers? Do these differences separate them into two different groups, are the revealed tendencies of a strong or weak nature? Do male YouTubers fully express the characteristics of masculinity and female YouTubers fully express the characteristics of femininity. These questions are classified and formulated into research questions in this article.

Previous research related to masculinity was conducted by Ceong and Kaur (2015)⁶⁾. This research examines the packaging of a product from a linguistic perspective using multimodal analysis tools from the perspective of discourse analysis, semiotics, and language and gender. The Loreal Men Expert product compared to Loreal Pure (which is aimed at female consumers) shows very significant differences in terms of packaging, such as background color, font selection, color selection, and the choice of product descriptions. The research results show that there is masculinity in the packaging of Loreal Men Expert products and this is used to attract men's attention to buy the product.

Winata (2012)⁷⁾ with her research on *Extra Joss* products found masculinity in a different way. Semiotic analysis is used and shows that in the *Extra Joss* advertisement masculinity is at the highest level of dominance and femininity is placed below it without showing any femininity at all. In the *Kuku Bima* advertisement, femininity exists as a subordinate to masculinity through hegemony. This shows that hegemonic masculinity is a natural thing and is strengthened through ideology, especially patriarchal cultural ideology.

Research on femininity was also conducted by Sari (2021)⁸⁾. This research uses semiotics to analyze femininity. The results of the research found that the femininity of gentleness was classified from speech and behavior, while the femininity of loyalty was seen from the relationship with ideals or goals, and the femininity of kindness was seen from verbal kindness and goodness of action.

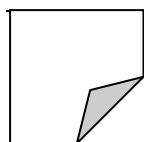
Another research was conducted by Wijaya and Sukendro (2021)⁹⁾. Roland Barthes' semiotic theory and Simone de Beauvoir's theory of femininity are used in this research with the aim of knowing and showing how and what are the signs and meanings of femininity in the film, especially in *Juno*. The results of the research show that *Juno* as a man has feminine tendencies and is less masculine because he is timid, caring, weak, emotional, multitasking, obedient, patient, likes beauty and shy, but this is not a problem because *Juno* is a positive character. .

Kirana (2020)¹⁰⁾ also researches language and gender. This research uses topicality heirarchy and language transitivity theories to analyze sentence patterns in participants' speech. The results showed that male participants focused their speech on emphasizing activities and information, while female participants emphasized more on the perpetrator of the activity. Apart from that, definites are more often found in women's speech, and men's speech shows a stronger influence on the object of the opposite sentence in terms of the number of actors in the speech.

Based on the background of the problem and the literature review above, this research aims to answer the question of whether language differences from a gender perspective are visible and how masculinity and femininity are depicted in YouTube Podcast videos made by male YouTubers and female YouTubers.

II. MATERIALS AND METHODS

The research method used is qualitative descriptive with observational data collection techniques. Data was taken from two male YouTuber podcast videos and two female YouTuber podcast videos. The male YouTubers chosen were Deddy Corbuzier, Raditya Dika and the female YouTubers chosen were Gritte Agatha and Cinta Laura. The four YouTubers were chosen because they have a very large number of subscribers. At the time this research was conducted in 2021, Deddy Corbuzier's podcast was followed by 21.6 million subscribers;



Raditya Dika's podcast is followed by 10.2 million subscribers; Gritte Agatha's podcast is followed by 4.9 million subscribers; The Cinta Laura podcast is followed by 337 thousand subscribers. At the time this research was conducted, Deddy Corbuzier had produced 677 video podcasts, Raditya Dika had produced 12 video podcasts, Gritte Agatha had produced 219 video podcasts, and Cinta Laura had produced 30 video podcasts. Before making video podcasts, Raditya Dika was already famous through comedy videos. Meanwhile, before making video podcasts, Cinta Laura was already famous through daily vlogs and music videos. The number of male and female guest stars is calculated based on all podcast videos produced. Semiotic and pragmatic analysis was carried out on video podcasts produced in 2021. Semiotic analysis used Rolan Barthes' semiotic theory (in Sobur, 2003)⁴⁾ with views of masculinity and femininity from Bem (1974)²⁾.

III. RESULTS AND DISCUSSION

In general, the visual appearance of the podcast videos of Deddy Corbuzier (hereinafter referred to as DC), Raditya Dika (hereinafter referred to as RD) and Gritte Agatha (hereinafter referred to as GA), Cinta Laura (hereinafter referred to as CL) is very different. The choice of topics and sources for each is different. DC and RD select more male than female podcast guests stars. Meanwhile, GA and CL chose more female podcast guest stars than male guest stars.

Table 1 . Amount Star Visitor

Youtuber	Amount Videos Podcasts	Amount Guest Star	
		Male	Female
Deddy Corbuzier	677 videos	575	102
Raditya Dika	12 videos	8	4
Gritte Agatha	219 videos	52	167
Cinta Laura	30 videos	11	19

From the table above, it can be seen that male YouTubers' podcasts are dominated by male guest stars, while female YouTubers' podcasts are dominated by female guest stars. Table (1) above shows that the number of male guest stars chosen by DC and RD is much greater than the number of female guest stars. Meanwhile, the number of male guest stars chosen by GA and CL was much smaller compared to the number of female guest stars.

The choice of guest stars influences the podcast's topic of conversation. The difference in topics between male and female guest stars is also clearly visible. DC and RD podcast videos are dominated by topics that inform something, such as politics, explaining certain things, or talking about things that are not related to themselves, such as cases that are currently being discussed. Meanwhile, the GA and CL podcast videos are dominated by the topic of the guest stars' personal experiences.

This is in accordance with the explanation by Bem (1974)²⁾ which mentions gender characteristics. From the choice of DC and RD topics, it is clear that the topic of discussion indicates an instrument of masculinity because the topic focuses more on the guest star's response to a certain event. Meanwhile, the topic of the GA and CL podcast video shows a feminine character, because the topic focuses on things experienced by the guest stars.

Masculinity and femininity in the four YouTubers' podcast videos can also be seen from the studio visualization and also the appearance and title of the video thumbnail. Studios DC and RD don't have too much decoration and use a combination of solid colors, such as red, white, black and brown. Meanwhile, RD's studio does not use decoration at all. Solid colors and simple decorations or even no decorations depict a strong character of masculinity and a strong personality.

Picture 1 . Studio Deddy Corbuzier and Raditya Dika



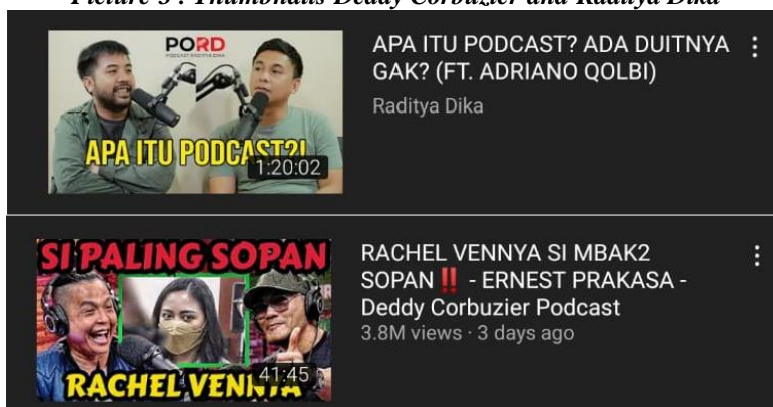
Meanwhile, GA and CL studios place more items as decoration and use more bright pastel color combinations, such as pink, yellow, light blue. The dominant colors are pastel and bright, showing a cheerful and loving feminine character.

Picture 2 . Studio Gritte Agatha and Cinta Laura



The visualization and thumbnail titles of the four YouTubers also look very different. DC and RD tend to use exclamatory sentences or interrogative sentences as a form of confirmation of the topic of conversation. Choosing a font or capital letter shape and striking colors provides emphasis. In image (3) below, RD uses question sentences and capital letters for the thumbnail. Meanwhile, DC uses an exclamation sentence marked with two question marks [!!] a sentence with an incomplete structure (predicate function mark sentence). This shows the characteristics of masculinity in DC and RD.

Picture 3 . Thumbnails Deddy Corbuzier and Raditya Dika



In contrast to DC and RD, GA and CL show femininity in their thumbnail appearance. The title sentence uses a more structured and polite sentence. There is censorship of words that seem too harsh. In image (4) below CL uses a complete sentence structure and thumbnails. Meanwhile, even though it uses an uppercase font, GA still uses complete sentences and there is a censor for harsh words. This shows that GA and CL have guarding properties of the language they use. Complete and polite structured sentences and a guarded nature are characteristics of femininity.

Picture 4 . Thumbnails Gritte Agatha and Cinta Laura



DC and RD showed the difference in language used to male guest stars and to female guest stars. DC and RD use the nickname *aku-kamu* 'I-you' for female guest stars, while with male guest stars, DC and RD use the nickname *gue-lo* 'I-you'. Similar to DC, the term *bro* 'brother' is used for male guest stars. Meanwhile, with female guest stars, the words *saya-anda* 'I-you' are used more often.

The words *aku-kamu* 'I-you' are standard words in Indonesian, although they are more often used in informal situations. The term *saya-anda* 'I-you' is also a standard word in Indonesian and its use tends to be in formal situations. The nickname *gue-elo* 'I-you' is an Indonesian word taken from the Jakarta dialect of Malay. These two words are the Indonesian variety of youth slang or at least the informal media variety. Likewise, the nickname *gue-elo* 'I-you' is the nickname *bro* 'brother'. The word *bro* is an abbreviation of the English word brother. The word *bro* is also a word that is more often used by slang teenagers.

This shows that there are limitations in the language used by DC and RD when talking to women. Female interlocutors are treated more gently or politely if seen from the address used. This is because women are considered gentle figures. The analysis of the identity of the nicknames above shows the statement above, that male guest stars DC and RD use the Indonesian language nicknames of the youth slang or informal variety. Meanwhile, female guest stars DC and RD use more formal Indonesian nicknames.

Table 2. Speech Deddy Corbuzier and Raditya Dika

Youtuber	Speech	Interlocutors and Topics
Raditya Dika	trus lo ngomong sama Panji atau Rian gue lupa 'then you talked to Panji or Rian, I forgot.	Adriano Qolbi Topics: What are Podcasts?
Raditya Dika	kok kamu tegang banget sih? 'why are you so tense?'	Rachel Venya Topics: Raising a famous child
Deddy Corbuzier	gue pernah ditanyain samaorang nih, bro podcast lo tuh bagus 'I've been asked by people, bro, your podcast is great'	Ernest Prakasa Topik: Ms. Rachel Vennya is polite!!
Deddy Corbuzier	jadi kamu ngeliat karakter wajah orang gitu 'So you see the character of people's faces like that'	Punipun Topics: This is a beautiful fortune teller, powerful!!!

In contrast to DC and RD, GA and CL do not differentiate between the language used in conversation with male and female guest stars. GA and CL use the same nicknames for men and women. CL uses the term "I-you" for all the guest stars in her podcast video.

Table 3. Speech Gritte Agatha and Cinta Laura

Youtuber	Speech	Interlocutors and Topics
Cinta Laura	sebenarnya apa sih yang mau kamu sampaikan waktu itu dengan mem-post tiktok itu? 'What exactly did you want to convey at that time by posting that TikTok?'	Kiki Saputri Topics: 'I'm just telling the truth! What is wrong?!'
Cinta Laura	tapi aku udah biasa ketemukamu setiap hari 'but I'm used to seeing you every day'	Angga Yunanda Topics: How to express love
Gritte Agatha	kamu belum pernah pacaran sama sekali? 'You've never dated at all?'	Rimar (just knew) Topics: Willing to be matched, it turns out that Rimar has been single for 24 years
Gritte Agatha	buat gue itu sesuatu yang harus pake hati buatnya 'For me, it's something you have to use your heart for'	Novia Bachmid (kenal lama) Topics: Novia Bachmid frankly behind the scenes of Alffy's Indonesian wonderland

Meanwhile, GA uses the nickname *gue-lo* 'I-you' for guest stars he has known for a long time, and uses the nickname *aku-kamu* 'I-you' for new guest stars. GA's nickname is also influenced by the topic of conversation. In formal conversations, GA mostly uses the words *saya-anda* 'I-you' or *aku-kamu* 'I-you', while in casual conversation topics GA uses the words *gue-lo* 'I-you'.

IV. CONCLUSION

Masculinity and femininity are depicted in video podcasts from YouTubers Deddy Cobuzier, Raditya Dika, Gritte Agatha, and Cinta Laura. This can be seen through (1) comparison of guest stars, (2) studio decorations and colors, (3) thumbnails, (4) nicknames in the video. This also proves that masculinity and femininity are still fixed as provisions for men and women. However, gender as a factor influencing language is

not always proven. Men still see gender in using words of address in conversation, but this is different from women who see the level of familiarity and topic of conversation as determining words of greeting or language used.

