

ABSTRACT

Sandrawati, Vika Mardiana, 2025. *An Analysis Of The Differences Language Style in Suburb Talks Content*. Skripsi. English Education Department Faculty of Teacher Training Education Islamic University of Kadiri, Advisor I: Erwin Hari Kurniawan, M.Pd., Advisor II: Sri Wulandari, M.Pd.

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This study compares the language styles of male and female YouTubers, focusing on the "Suburb Talks" videos on YouTube. The purpose of this study was to identify the many language styles used, the most dominant language styles, and the differences in language styles between male and female speakers. Using descriptive qualitative techniques utilizing Mandell and Kriszner's (2003) theory of language styles, this study examined transcripts from two "Suburb Talks" video podcasts with three male and two female presenters.

The study found four types of language styles in the podcasts: slang, colloquialism, informality, and formality. Male language styles dominated the use of all language styles, particularly slang, colloquialism, and informality. Male language styles were more spontaneous and vocal, often initiating topics and directing conversations. Men used slang terms such as "damn, okay" and "dude, that was wild." In informal styles, men often started discussions with questions

such as "What's your favorite movie?" or made flexible and witty comments. Male casual styles were distinguished by a variety of stories and rhetorical devices. Although formal style is less common, men often use it to explain cultural or social issues using more sophisticated sentence structures. Men and women's language styles differ. Men typically use language to entertain, joke, and lead conversations, but women use language to convey sentiment and clarify emotional needs. For example, men use terms like "Dude," "Y'all," "Crazy," and "Bro," as well as exaggerated expressions like "Kill my dog." Women use terms like "Chosen," "Feel safe," and "Choose me." Choose me.

The study found significant differences in language styles between male and female YouTubers. Men tend to dominate conversations in a more informal, spontaneous, and direct manner, usually with the goal of entertaining and guiding the debate. Women, on the other hand, prefer to communicate in a more emotional, organized, and relationship-focused manner, although their participation remains strong and significant. This male dominance in language style does not diminish women's contributions but rather highlights how active male participation can influence the social environment in open and inclusive group discussions. Other social elements, such as group norms, friendship dynamics, individual personalities, and discussion topics, all influence this disparity.