

ANALYSIS GENDER LANGUAGE DIFFERENCES FOUNDED IN MARSHANDA AND SIENNA KASYAFANI BY DANIEL MANANTA NETWORK PODCAST

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ABSTRAK

Penelitian ini menganalisis perbedaan bahasa berbasis gender dalam podcast Daniel Mananta Network episode "Blak-Blakan! Ngobrol Bareng Marshanda & Sienna Kasyafani #Part5." Penelitian ini bertujuan untuk mengidentifikasi fitur-fitur bahasa yang mencerminkan perbedaan gender, seperti kesopanan, ekspresi emosi, dan gaya komunikasi. Dengan menggunakan pendekatan kualitatif deskriptif, data dikumpulkan melalui observasi dan transkripsi percakapan. Hasil analisis menunjukkan bahwa perempuan lebih sering menggunakan bahasa yang sopan, intonasi yang lembut, intonasi yang intensif, dan ekspresi emosional, sedangkan laki-laki lebih tegas, langsung, dan sederhana. Faktor-faktor sosial seperti norma budaya dan peran gender mempengaruhi perbedaan ini. Penelitian ini menemukan bahwa interaksi dalam podcast mencerminkan dinamika sosial yang menunjukkan peran gender dalam komunikasi informal. Penelitian ini memberikan wawasan penting tentang variasi gender dalam penggunaan bahasa di Indonesia, khususnya dalam konteks media digital.

ABSTRACT

This research analyzes gender-based language differences in Daniel Mananta Network's podcast episode "Blak-Blakan! Ngobrol Bareng Marshanda & Sienna Kasyafani #Part5." This study aims to identify language features that reflect gender differences, such as politeness, emotional expression, and communication style. Using a descriptive qualitative approach, data was collected through observation and transcription of conversations. The results of the analysis show that women more often use polite language, soft intonation, intensifiers, and emotional expressions, while men are more assertive, direct, and simple. Social factors such as cultural norms and gender roles influence these differences. This study found that interactions in podcasts reflect social dynamics that demonstrate gender roles in informal communication. This research provides important insights into gender variation in language use in Indonesia, particularly in the context of digital media..

INTRODUCTION

The analysis of gender language differences in Daniel Mananta's "Marshanda and Sienna Kasyafani" podcast can be approached through various viewpoints, including the impact of podcasting on language learning, the conversational styles exhibited by different genders, and the wider implications of these communication differences. Gender differences are one of the interesting phenomena in modern society, especially related to characteristics, language styles, and ways of

communicating. Men and women have differences in their communication patterns, so the treatment of both also needs to be adjusted. Irawan and Triandjojo (2017) reveal differences between men and women in terms of politeness and word choice [1]. Women tend to use standard and polite language, while men more often use coarse and impolite language. In addition, Wahyuningsih (2018) states that gender differences are seen in the form, content, and way of using language in communication [1]. Research shows that men are often directive and choose simple words, while women are more expressive and prioritize politeness. Overall, gender has its characteristics in terms of language use and communication style.

The difference in communication styles between men and women is known as “genderlect,” which is defined as a gendered dialect (Tench et al., p.2017). This is due to the different ways men and women socialize, interact, and communicate. However, research conducted by Clayton et al. (2021) on the role of women in public relations in North America concluded that gender not only affects communication styles but is also one of the barriers women face in their workforce [2]. This view is supported by [3], along with several experts who studied the language of men and women, who stated that women have higher linguistic intelligence than men. Previous research also reveals that this difference lies mainly in verbal intelligence (language) which is more dominant in women than men (Hani, 2015). Differences in the use of language in conversation are influenced by various factors, such as social paradigms and upbringing from childhood. This includes differences in vocabulary selection as well as variations in emotions between men and women (D. E. Putri et al., 2017). Research shows that men tend to speak less than women, although some studies reveal that in work contexts, men speak more. In the world of work, men often have more extensive experience, which allows them to discuss more topics. In addition, the turn-taking system is an important mechanism in regulating the flow of communication in turn. In addition, [4]it is important to identify communication styles in the learning process so that teaching objectives can be achieved. There is a difference in communication effectiveness between male and female lecturers when interacting with students, whereas feminine communication styles tend to have a more positive impact on pedagogical outcomes. This is similar to the findings in the career context, where feminine influence tactics were found to be more effective compared to masculine tactics. The findings also suggest that feminine communication styles can play an important role in informal contexts, such as in podcasts.

Based on the explanation above, this research discusses language differences based on language features used by the male host (Daniel Mananta) and the female guest star (Marshanda) and her child (Sienna Kasyafani) in the Daniel Mananta Network podcast episode “Blak-Blakan! Ngobrol Bareng Marshanda & Sienna Kasyafani #Part5 - Daniel Tetangga Kamu. This episode was chosen because the gender difference between Daniel Mananta, Marshanda, and Sienna allows for mixed-gender talk which makes it easier for researchers to find and identify male and female language features. Their conversation likely reflects broader social norms regarding expectations for the way women communicate, which often involves elements of collaboration, emotional expression and attention to interpersonal relationships. This study uses the theory [5] on the linguistic characteristics of men and women, social and cultural factors that influence the use of language in each gender, and gender representation in language.

Language appears to have distinct features in its use when it comes to gender, which is linked with the division of people into men and women with all of their variances [6]. Gender differences in society known as male and female affect several aspects of language both from the semantic and syntactic levels [7]. The theory [5] explains that broadly speaking, men and women have linguistic differences at the level of phonology, vocabulary, grammatical, and conversational topics and styles. In detail [5] describes the linguistic characteristics of women, among others: (1) tend to use more correct and standard pronunciation of words than men, (2) usually speak in a higher tone than men, (3) intonation of speech sounds more emotional, gentle, and affectionate, (4) more often use intensifiers such as so, much, quite, and vastly. (5) often use adjectives and hyperbolic sentences, (6) tend to avoid words with harsh or taboo meanings, (7) often use euphemisms and expressions of politeness, (8) often use question tag sentences, (9) many grammatical hyper-corrections are found, (10) often use hedges (expressions that express doubt about the information conveyed), (11) the subject of conversation is usually about clothes, colors, and the world that is close to women, and (12) tend to use conversation as a forum for negotiating, supporting, and obtaining agreements. Meanwhile, the characteristics of male language are the opposite of these characteristics.

In particular, the study will investigate how Marshanda, Sienna, and Daniel navigate their identities through language, considering factors such as politeness, emotional expression, and assertiveness. By integrating Qi Pan's (2011) theory of gendered communication into the analysis of the "Daniel Mananta Network Podcast," this study aims to uncover the underlying social dynamics that

shape their interactions and the broader implications for understanding gender language differences in Indonesia.

METHOD

In this study, the researcher used descriptive qualitative methods. Qualitative research is research with the aim which are related to comprehending a particular facet of social life, and its methodologies, which often produce verbal data for analysis instead of numerical data [8]. According to [9] Descriptive is a philosophical design about how certain phenomena or experiences are taken from the perspective of an individual or group to be described clearly. Therefore, the data from this study were collected from the YouTube podcast "Daniel Mananta Network", where Marshanda and her daughter Sienna Kasyafani were guest stars on the podcast program. The podcast episode is "*Blak-Blakan! Ngobrol Bareng Marshanda & Sienna Kasyafani #Part5 - Daniel Your Neighbor*". The video is 25:45 minutes long and was uploaded on August 4, 2023, with an audience of 791,000. In data collection, researchers used documentation and observation techniques. This includes three main steps: (1) watching podcast episodes intensively repeatedly. (2) the data is collected in the form of transcribed words, then the words are analyzed and classified based on indicators of gender differences in differences in language use.

FINDINGS AND DISCUSSION

Linguistic research focuses on analyzing how men and women use language. With an example from the video "Blak-Blakan!", here is an explanation of twelve features that are often associated with gender differences in language use according to [5]. Ngobrol Bareng Marshanda & Sienna Kasyafani #Part5 - Daniel Your Neighbor":

1. Tend to use more correct and standard pronunciation of words than men

Men's language is more assertive and mature, and they like to speak clearly and use precise vocabulary. The language used by women is less assertive, less explicit (using figurative words), and cautious when speaking. They also often use more subtle and polite words or gestures (metaphors) [10]. In the conversation, it appears that Marshanda and Sienna use softer and more emotional intonations. This is consistent with the finding that women tend to use intonations that are more expressive and soulful.

"Jadi tuh disekolah aku, aku sempet cat rambut. Terus aku kesekolah terus guru aku bilang di suruh cat balik (warna hitam) solanya udah mau ujian jadi aku mulai pakai hijab dan karna aku suka pakai hijab dan pake ke mana-mana."

In more formal conversations or educational contexts, such as in stories where the teacher tells them to dye their hair black, women tend to use correct and standard pronunciation. This reflects their awareness of grammar by accepted language norms. This use of clear and precise pronunciation is seen in the way Marshanda speaks in videos or as a narrator in podcasts recounting school experiences. In this context, women often speak with precision in pronunciation to maintain politeness and formality, which shows an awareness of language rules and more formal communication situations.

2. Usually speak in a higher tone than men.

Women often speak in a higher tone, especially when interacting with children or in emotional conversations. Sienna may be answering Marshanda with a high pitch that shows enthusiasm.

"Wah, beneran ya, Bunda? Seru banget sih itu!"

In the sentence, Sienna might say, ""Wah, beneran ya, Bunda? Seru banget sih itu!". There are indications of a high tone of voice, especially in the parts "Wah, beneran ya, Bunda?" and "Seru banget sih itu!". This expression reflects Sienna's surprise and enthusiasm. The words "Wah" and "Seru banget" are usually said with a rising intonation to emphasize emotions such as excitement or a sense of awe. A high tone of voice often appears in conversational contexts that involve intense emotions, such as happiness or surprise. The use of exclamation marks also reinforces the impression that the utterance is said with passion and dynamic intonation.

3. Intonation of speech sounds more emotional, gentle, and affectionate.

In this research, this podcast needs to address the theme of male and female gender because its emotionally charged language style helps listeners feel the suffering, anger, and revival of the characters' spirits [11] It also reflects empathy, which can improve interpersonal communication. In conversation, words that indicate emotional intensity are used, even if they are not explicitly mentioned. For example, expressions such as "very good" indicate the use of intensifiers.

"Bunda tahu ini nggak mudah buat kamu, tapi kamu pasti bisa menghadapinya, Nak."

In Marshanda's sentence to Sienna, "Bunda tahu ini nggak mudah buat kamu, tapi kamu pasti bisa menghadapinya, Nak." There is a soft and emotional intonation. This can be seen from the use of words that express empathy and support, such as "Bunda tahu ini nggak mudah buat kamu" which shows understanding of the difficulties experienced by the interlocutor. The phrase "tapi kamu pasti bisa menghadapinya, Nak" contains encouragement in an affectionate tone. The nickname "Nak" at the end of the sentence further strengthens the impression of warmth and emotional closeness between the speaker and the listener. With these words, the speaker is trying to create a calming atmosphere, while motivating emotionally without pressure. This gentle and emotional intonation is often used in communication between parents and children to convey support lovingly.

"Aku mimpi WhatsApp Sienna, kamu lagi marah sama aku ngga sii?"

In this conversation, a more emotional, gentle and loving intonation is evident through the choice of words and tone used by the mother. The question "Aku mimpi WhatsApp Sienna, kamu lagi marah sama aku ngga sii?" contains a deep sense of concern and care. The word "mimpi" and the use of "ngga sii?" indicate a more relaxed, close, and affectionate tone. These word choices also reflect the mother's attempt to maintain a relationship with Sienna, who may feel anxious or worried if there are unresolved issues. This kind of intonation creates a comfortable and open atmosphere, allows the child to feel valued and understood, and creates space for warmer and deeper communication. This kind of communication is often found in interactions involving women, who tend to pay more attention to feelings and the integrity of the relationship.

4. More often use intensifiers such as so, much, quite, and vastly.

There is polite and euphemistic use of language, especially when discussing sensitive topics such as parental divorce. This reflects women's tendency to avoid harsh or taboo words.

"Aku sangat bangga sama kamu, Sienna. Kamu luar biasa sekali!"

In the sentence "Aku sangat bangga sama kamu, Sienna. Kamu luar biasa sekali!", there is the use of intensifier. An intensifier is a word or phrase that is used to strengthen or emphasize the meaning of another word. "Kamu luar biasa sekali!", there is the use of intensifiers. An intensifier is a word or phrase used to strengthen or emphasize the meaning of another word. In the sentence, the word "very" functions as an intensifier that strengthens the meaning of the word "bangga", thus showing a high level of pride. In addition, the word "once" is also an intensifier that emphasizes the level of greatness in the phrase "luar biasa sekali". This makes the sentence more expressive and shows the speaker's feelings clearly.

5. Often use adjectives and hyperbolic sentences.

"Apa yang kamu lakukan? apakah kamu membunuh seseorang?"

The sentence "Apa yang kamu lakukan? Apakah kamu membunuh seseorang?" is a hyperbolic sentence, as it expresses surprise or concern. This use of "membunuh seseorang", this sentence shows an exaggerated expression that is often used to describe the intensity of feelings, especially in female communication which tends to be more emotional and dramatic.

6. Tend to avoid words with harsh or taboo meanings.

Daniel: "Apalagi untuk umur 10 atau 11 tahun masih banyak peer pressure"

Daniel's words, there is a tendency to avoid words that sound harsh or taboo. In this case, despite the seriousness of the topic at hand (such as peer pressure on young children), the word "peer pressure" was used more often as it was considered more neutral and did not add tension or stigma. This shows that in conversation, people tend to avoid using words that have negative or heavy connotations and choose more subtle terms to convey the same meaning.

7. Often use euphemisms and expressions of politeness.

"apakah kamu membunuh seseorang?"

In the sentence "Did you kill someone?", Marshanda uses an indirect question, which can be considered a euphemism to subtly express worry or anxiety. Rather than expressing the feeling of anxiety directly, this question uses more dramatic and exaggerated language to convey the intensity of the feeling without explicitly stating the worry. The use of these euphemisms also reflects an attempt to maintain politeness in the conversation, avoiding overly harsh or direct words that might sound more accusatory.

8. Often use question tag sentences.

Marshanda: 'Apa ibu pernah ngomong ya? ga pernah kan?'

Marshanda often uses sentences with question tags, which are sentences that end with a short question like "kan?". In the example "Apa ibu pernah ngomong ya? Ga pernah kan?", Marshanda uses "kan?" as an affirmation or to seek confirmation from the interlocutor. The use of question tags like this can create a more interactive and engaging conversation and gives the impression that the speaker wants approval or clarification from the other person.

9. Many grammatical hyper-corrections are found.

Marshanda: "I am so grateful for that"

Marshanda tends to use hyper-correction, which is an attempt to correct or correct language errors, even though it is sometimes unnecessary. In the example of "I am so grateful for that", the use of this very formal or standard form could be Marshanda's attempt to use more appropriate or more "benar" language in a particular situation. Hyper-correction often occurs when someone is trying to avoid mistakes or show better language skills, although in certain contexts this is not always necessary.

10. Often use hedges (expressions that express doubt about the information conveyed).

Marshanda: "Ketika dia ketemu dengan mama Inez, Ben jadi laki-laki yang lebih dewasa gitu, Gua merasakan itu ya, gua melihat itu dari luar ya. I don't know mungkin dia lebih tau sih mestinya."

Marshanda often uses hedge, which is an expression that shows uncertainty or doubt about the information conveyed. In the example "'Gua merasakan itu ya, gua melihat itu dari luar ya. I don't know mungkin dia lebih tau sih mestinya", the use of words like 'I don't know,' "mungkin," and "mestinya" reflect uncertainty or doubt about what is being said. Hedges are used to give the impression that the speaker is not entirely sure of what is being said, or to make the statement lighter and less emphatic.

11. The subject of conversation is usually about clothes, colors, and the world that is close to women.

"Jadi tuh disekolah aku, aku sempet cat rambut. Terus aku kesekolah terus guru aku bilang di suruh cat balik (warna hitam) solanya udah mau ujian jadi aku mulai pakai hijab dan karna aku suka pakai hijab dan pake ke manan-mana. Aku awalnya tuh pake hijab disekolahan doang tapi lama-lama pake ke mana-mana"

In the sentence reflects a topic of conversation that often focuses on clothes, colors, and the world of women. These conversations about hair, hair color, and hijab are very much related to the aesthetic and outward appearance aspects that are often part of everyday conversations, especially among women. The choice to "mewarnai rambut" and

then move on to "menggunakan hijab" reflects a change in appearance that is often a topic of discussion in environments closer to the world of women, such as schools or communities. In addition, the use of the hijab, which was initially limited to school but later became ubiquitous, shows how clothing and appearance can also be personal expressions related to identity, culture, and comfort.

12. Tend to use conversation as a forum for negotiating, supporting, and obtaining agreements.

Marshanda: "Sienna punya pertanyaan apapun tentang ayah dan ibu berpisah, you can ask anything you want."

Marshanda shows how conversations are often used to negotiate, support, and get agreement. Marshanda gives Sienna the freedom to ask about topics that may be sensitive, showing a more open and supportive approach. This sentence reflects a communication style often found in women's conversations, where they seek to maintain a good rapport and give space for the other person to speak and gain clarity, especially in situations involving deeper feelings or issues.

Marshanda: "Kayanya emang sudah seharusnya, aku merasa ini seperti berkat bagiku untuk bisa lebih kenal dengan ban, untuk pernah punya hubungan yang seperti dulu frngan bang. dan kayanya purpose nya dulu gue tuh punya hubungan dengan bandadalah lahirnya sienna gitu."

In this case, Marshanda shows how conversations are often used to negotiate, support, and gain agreement. Marshanda gives Sienna the freedom to ask about topics that may be sensitive, showing a more open and supportive approach. This sentence reflects a communication style often found in women's conversations, where they seek to maintain a good rapport and give space for the other person to speak and gain clarity, especially in situations involving deeper feelings or issues.

Based on the analysis of the conversations in the video, it can be concluded that women tend to use communication patterns that pay more attention to politeness, emotion, and warmth in their interactions. The use of correct and standard pronunciation, especially in formal contexts, indicates an awareness of language rules and a desire to communicate in a polite manner, as seen in the way Marshanda speaks. In addition, the higher pitch of female speech is often used to express excitement or surprise, which can be seen in Sienna's excited reaction. A softer and more loving emotional intonation is also evident in the conversation, as shown by Marshanda providing emotional support to her interlocutor. The use of intensifiers and hyperbolic sentences to emphasize feelings shows how women express their emotions more expressively.

In addition, women often avoid harsh or taboo words, preferring to use more neutral language or euphemisms, reflecting efforts to maintain non-confrontational communication. The use of tagged interrogative sentences and hypercorrection of language also demonstrates concern for accuracy and politeness in communication. The use of hedges, or expressions that indicate uncertainty, reflects a cautious attitude in giving opinions. The frequent focus on clothing, color, and self-expression indicates women's tendency to discuss matters close to their identities and experiences. Finally, conversations between women are often a means for negotiation, support, and agreement, which is reflected in Marshanda's communication with Sienna.

Overall, the language features observed in the video are in line with existing research on gendered communication, which shows that women are more likely to use emotional, supportive, and polite communication strategies, aimed at maintaining social relationships and expressing empathy. These linguistic patterns reflect social norms and gender expectations in communication.

CONCLUSION

The conclusion of the analysis of gender language differences in the podcast "Marshanda and Sienna Kasyafani" on Daniel Mananta Network can be seen from various aspects, including the conversational styles displayed by each gender as well as the social implications that arise from these communication differences. Differences in communication styles between men and women, often referred to as "genderlect," include differences in the way of speaking, word usage, intonation, and focus

of conversation. In general, women tend to use language that is more expressive, gentle and empathetic, while men are more likely to use language that is more direct and assertive.

This research explores how Marshanda, Sienna and Daniel interact with each other in this podcast, highlighting the linguistic characteristics that can be found in their conversations. The analysis also shows that women tend to use more euphemisms and polite expressions, and often involve tag questions to confirm or seek approval. In addition, their conversations also often focus on topics that are closer to the female world, such as physical appearance, feelings, and interpersonal relationships.

Using a qualitative approach, this study reveals the social dynamics that influence the way men and women communicate, particularly in informal contexts such as podcasts. These gendered language differences not only reflect differences in communication styles, but also provide insight into social and cultural expectations regarding gender roles in communication.

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