

## ANALYSIS OF WOMEN'S LANGUAGE FEATURES IN THE MOVIE CRUELLA (2021)

### Analisis Bahasa Perempuan dalam Film Cruella (2021)

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#### ABSTRAK

##### Abstract

According to the stereotype of gendered language, each gender tends to keep certain aspects of the language features they employed. Additionally, most men are thought to be less talkative than women. The Cruella de Vill movie is an example of how the film business has been influenced by how society views women and how they speak. by using qualitative research methods and based on the theory of Women's Language Features from Lakoff (Lakoff 2004), the researchers found a number of data on women's language features that appear in the film Cruella. Of the 102 data obtained, 30.3% of them is intensifiers, making them the most frequently used features, then super polite forms and avoidance of strong-swear words with 0.98% each being the least used. meanwhile precise color terms and hypercorrect grammar don't appear at all in the movie.

##### Abstrak

Menurut stereotip bahasa gender, setiap gender cenderung mempertahankan aspek-aspek tertentu dari fitur bahasa yang mereka gunakan. Selain itu, kebanyakan pria dianggap kurang banyak bicara daripada wanita. Film Cruella de Vill adalah contoh bagaimana bisnis film telah dipengaruhi oleh bagaimana masyarakat memandang perempuan dan bagaimana mereka berbicara. dengan menggunakan metode penelitian kualitatif dan berdasarkan teori Women's Language Features dari Lakoff (Lakoff 2004), peneliti menemukan sejumlah data fitur bahasa wanita yang muncul dalam film Cruella. Dari 102 data yang diperoleh, 30,3% di antaranya adalah intensifiers, menjadikannya fitur yang paling sering digunakan, kemudian super polite forms dan avoidance of strong/swear words Kuat dengan masing-masing 0,98% paling sedikit digunakan. sedangkan precise color terms dan hypercorrect grammar tidak muncul sama sekali di film.

### 1. Introduction

The relationship between language and gender is studied in sociolinguistics. Through sociolinguistics, it can be observed how much of someone's background affecting their way of speaking as well as the way society expect them to speak. Language and gender are two things that cannot be separated from each other. A language can indirectly participate to be one of the factors that determines one's position in society. Be it good or bad, as the use of language is different from one

another, the way society perceived the speaker itself can be different. This claim is supported by Hodge and Kress (Hodge and Kress. 1993) arguments that said as a social phenomenon, a language not only reflects a gender but also the social attitudes towards the gender. The study of women's language proposed by Lakoff mainly focused on how the society perceived women and their way of speaking. Lakoff's study of the gendered language, as stated by Svendsen (Svendsen. 1975), mainly focused on the linguistics discrimination towards women. It is said that woman, as described by Lakoff (Lakoff. 2004) tend to be using language features that show their subordinate status in society. She also argues gendered language has an active role as an expression of the unequal roles of men and women in society.

The language that women use is claimed to be the reflection of gender inequality on the social level. It is showed women's inferior position in society, as well as the absence of women's power with their words. This idea is supported by Keith and Shuttleworth (Keith and Shuttleworth. 1997) argument that said, rather than most men, women tend to talk more, talk too much, way more polite, indecisive or hesitant.

The stereotype of gendered language is that with their linguistics features, each gender tends to maintain certain characteristics of the language features they used. This idea is supported by Chandra and Yulia (Chandra and Yulia. 2018) argument, that men tend to maintain their masculinity within the language they used while women, on the other hand, tend to shows their femininity.

Women are also believed to be more talkative than most men. According to Tannen (Tannen. 1990), women are most likely to be talkative because women often seen in a situation where they're mostly talking whereas men are not. This statement is supported by Pillai (Pillai. 2015) that claimed that women spend a good amount of their time of the day by discussing who is dating who, tv programs, diets, pretty much any kind of topic can be an interesting topic to be talked about.

Though women are expected to speak more, the issue is women are also claimed to have less confidence and hesitant with their words. Women are more aware of what they talk about, as supported by Lakoff (Pebrianti. 2013) statement that said that the lack of women's status in society and their subordinate position is shown in the way they talk. They tend to boost their utterances by hedging to attract the addressee's attention.

The way society perceived women and their way of speaking has influenced the film industry. As it known, film played a big role in depicting the real situation in our society. The way a film portrayed a women can also roughly show how society sees women. Through the narration and dialogues, it can be seen how the people behind the film expected women to speak.

Like any other linguistic features, women's language can be observed in literary works. In movie, women's language is shown through the women characters. Through these characters, it can be seen how women using the linguistics features that shows their powerlessness and men's power over them. It also shows how the people behind the film industry expected the way a woman talks.

In *Cruella* (Gillespie. 2021), women's language features are shown by two major female characters. *Cruella* is a movie about Cruella de Vill, a villain from popular novel by Dodie Smith, *The Hundred and One Dalmatians* in 1956. Estella (also known as Cruella) is a genius child with dream of becoming a designer. Once she lost her mother

when they visited a friend on their way to London, she let go of her dreams and work as thieves with two other characters, Jasper and Horace.

During their thievery, Estella often makes use of her skills by designing their disguises. Which somehow lead her to work with the Baroness, the antagonist. Both characters are played by women and uttering lots of women's language features proposed by Lakoff.

The object of this research is the women's language features uttered by Estella in the film, and the purposes of this research are to identify the features of women's language used by Cruella and also to analysis the possible reasons behind the use of the features.

## **Women as a Gender**

Gender are what defines someone in society. According to Eckert (Eckert and Ginnet. 2003), gender refers to the social role and condition that women or men should perform in society. Genders can also be interpreted as the differences in function and responsibilities of men and women.

## **Lakoff's Women Language Features**

In her book "Language and Women's Place" written in 1975, Lakoff list down several language features that she claimed to be women's language features. These language features are used by women and eventually this makes women have their own style of language. This style of language becomes a woman's linguistic identity which in turn becomes part of society's stereotype of women's speaking styles.

The language use by women is said to be different than the one used by man. As stated by Lakoff in Oktapiani et al (Oktapiani, Natsir, and Setyowati. 2017) the language used by males are more assertive and mature. Men also tend to talk more openly and with the right vocabulary. Whereas the language used by women tend to be reserved, using lots of figurative words, and careful when presenting something.

The language features used by women are often labelled as the portrayal of their lack of confidence and hesitancy. The said women's language features are as follows:

### **1) Lexical Hedges or fillers**

Lexical hedges and fillers are the sign of lack of confidence. According to Pebrianti (Pebrianti 2013), Lexical hedges or fillers are usually found in a sentence that uttered with uncertainty and aiming to fill the gap between a conversation or to take hold of the conversation. A lexical hedges or fillers can also be used as the beginning of a sentence, as something to open an utterance. Most used lexical hedges or fillers are sort of, kind of, umm, well, you know, you see, etc.

### **2) Tag Question**

Tag question according to Lakoff in Pebrianti (Pebrianti. 2013) is used when women try to boosting their confidence, by using a yes or no question between an outright statement.

Rather than looking for the real answer, the majority of time tag question are used when someone is certain of what they're asking for, and using tag question and expecting a confirmation in return. As stated by Kimps et al. (Kimps et al. 2014) that tag question is also used as a full statement rather than a real question. It expecting

no response, but the speaker owns an information which involved co-participant and the speaker might expected some confirmation.

### **3) Empty Adjectives**

In terms of language, there are several groups of adjectives that not only have a literal meaning but also convey the admiration or appreciation of speakers for a given object. These kinds of adjectives are referred to as "empty adjectives," which means that they solely address the verbal emotional responses to the particular facts. Some of these adjectives were gender-neutral, meaning that both men and women who are native speakers may use them. However, certain adjectives have the appearance of being exclusively used by women. Some neutral words can be interpreted and used by women only such as *divine*, *lovely*, *gorgeous*, etc.

### **4) Rising Intonation**

In her research, Lakoff (Lakoff. 2004) stated that she found a different perceptible in women's intonation pattern. English has a strange sentence intonation pattern that only women employ. It has the structure of a declarative answer to a question and is used as such, but it also has the rising inflection typical of yes or no questions and is particularly cautious. Although the speaker may be the sole person with the necessary information, the impression is that of requesting confirmation.

### **5) Precise Colour Terms**

Women also seem to speak more femininely, which is evident in the vocabulary choices they make when naming colours or using specific colour names like "mauve." Women are far more accurate in their naming of colours than are men.

Men assume discussions regarding specific colour terms are absurd because they believe such topics are irrelevant and disconnected to the outside world. Examples of words that are common in women's active vocabulary are *beige* and *maroon*, however the term was absent for men. One would assume a male was mocking a lady or acting as one when he utilized a colour name that women typically use.

### **6) Intensifiers**

Intensifiers are used when a women try to emphasize or strengthen the meanings of words that follows them. The audience is typically implied to feel a certain way using intensifiers. The audience immediately starts to feel the emotion described in the adverb when they hear it. The listener does not consciously recognize the ideas because adverbs are not the component of a sentence that would take too much attention. So, it is common for intensifiers to use to grab someone's attention into the topic.

### **7) Super Polite Form**

By using this language feature, the speaker can protect not only her 'face', but also the addressee's face. This idea is supported by Lakoff (Lakoff. 2004), that argued that using intensifier not only leaving a decision open, but also not imposing your mind, views, or claims on anyone else. According to Lakoff (Lakoff. 2004), a request is similar to a courteous demand in that it proposes something be done as a favour for the speaker rather than outright requiring compliance.

### **8) Avoidance of Strong and Swear Words**

Swearing is a type of interjection or exclamation used to show great anger and is thought to be a potent emotion. Swearing is viewed as a strong language that occasionally has spectacular results. Additionally, it is thought to be inappropriate

for use by girls and kids. swearing more frequently employed by men than by women because more guys are mentioned in his speech. In other words, cursing or swearing is considerate exclusively a male practice, making the usage of a swear word indicative of the language used by men.

### 9) **Emphatic Stress**

Emphatic stress happens when a woman wants to make a stronger claim. Emphatic stress usually draws attention to the word that the speaker believes to be most crucial, however in this situation, even a function word may come under stress. The placement of articulatory prominence or emphasis on a word in a phrase is known as emphatic stress. Women may employ italic, bold, colouring, repetition, capital letters, or lengthier letter typing to enhance or provide greater emphasis to the words they want to emphasize in written text.

### 10) **Hypercorrect Grammar**

Hypercorrect grammar refers to the use of language that is strict in accordance to grammatical rule of English language. this idea is proposed by Lakoff (Lakoff. 2004) which stated that the continuous use of regular verb tenses is referred to as hypercorrect grammar. According to Lakoff (Lakoff. 2004), using hypercorrect grammar entails avoiding words like "ain't" and using exact pronunciation techniques like stressing the last "g" in words like "going" rather than the more informal "goin."

## 1. **Previous Research**

The research that the researcher has first read was "Women's Language Features Found in Female in The Devil Wears Prada", written by Tika Oktapiani et al and published in E-Journal: Jurnal Ilmu Budaya, Vol 1. No. 3 2017. The research aims to find the women's language features in the film. From ten features, the writer has found out that intensifiers are the most used features in the film. Whereas hypercorrect grammar is not occurred in their utterances. Tika Oktapiani also analysed the language functions served by the women in the film.

The second research is "Multiple Determinants of a Stigmatized Speech Style: Women's Language, Powerless Language, Or Everyone's Language?" by Donald Rubin and Marie Wilson Nelson. The research was published in E-Journal SAGE Language and Speech, Vol. 26, Part 3, 1983. This study examines the effect of background identity of the speaker such as sex, socio-economic status, ability, communication apprehension, rigidity. The results show under some circumstances, it is more reasonable to change dysfunctional linguistic stereotypes than common, contextually induced language behaviours.

The third research is "Nicki Minaj's Comments in American Idol Season 12: An Analysis of Women's Language Features" written by Diana Chandra and Made Frida Yulia. The research was published in E-Journal: International Journal of Humanity Studies, Vol. 1, No. 2, March 2018, pp. 185-193. In this research it is found the absence of several features of women's language in Nicki Minaj's comments. This research also studies the possible cause of the absences. The features that do not appear in Nicki Minaj's comments are tag question, 'empty' adjective, precise colour term, 'hypercorrect' grammar, 'super polite' form, and avoidance of strong swear words. The absence of those features is possibly caused by one of the four factors; father's speech, ethnicity, community of practice, and different social psychological perceptions.

The last research the researcher read is “Effects of communication apprehension, familiarity of partner, and topic on selected “women's language” features” written by McMullen and Pasloski and published on *Journal of Psycholinguistics Research*. With several interview with numbers of student, it is found that (1) communication apprehension was directly correlated with the use of question intonation, (2) familiarity of subject matter and partner were negatively related to the use of hedges, and (3) familiarity of topic was significantly associated to the use of intensifiers.

Differ from the previous four research the researcher has read; this study aims to identify and analyses types of Women’s Language Features that appear in the film of Cruella. The most visible difference is the research site of the study. The Women’s Language Features in Cruella film hasn’t been analysed in any study before. other than that, one of the research projects that has been conducted earlier are analysing on the other multidiscipline of linguistics; psycholinguistics, while this study will be focused on the sociolinguistics study.

## **2. Research Method**

Referring to the research questions, this research employs a qualitative research design. According to Creswell, the qualitative method is a research concept that is designed by referring to quality (Creswell. 2014). In addition to that, Patton (Patton. 2014) also stated that In-depth, open-ended interviews, written documentation, and direct fieldwork observations are all used in the analysis of qualitative research data. Naturalistic inquiry is used by qualitative researchers as they build case studies and create rich narrative descriptions of real-world environments. Qualitative research's result, patterns and themes, are produced by inductive examination across cases. To collect the data, researcher will first watch the whole film and transcribe the dialogue uttered by the women characters in the film. Then the transcribed data will be analyzed identify the women’s language features in the film. The data then will be classified into each type of Women’s Language Features and calculated to see which features are most frequently used and the least features used. The researcher then analyses the possible reason of the use of the features.

## **3. Results and Discussion**

After identifying the transcribed data from the dialogue uttered by the women characters of the movie Cruella, there is found about 104 women’s language features in the film. From the findings, some of the features are only occurs several times during the whole movie and some other features are occur frequently throughout the movie. The most frequent used women’s language features in the movie are lexical hedges & fillers, intensifiers, and empty adjectives with more than 20 data for each feature. Whereas the data found for tag question, rising intonation, avoidance of swear words, super polite forms, precise color terms, emphatic stress, and hypercorrect grammar are little to no data found at all throughout the movie.

For more details, the data will be shown in the form of a table below:

Table 1. Women's Language Features in Cruella (2021)

No.	Features	Number of Occurrences	Percentage %
1.	Lexical Hedges & Fillers	29	28.4
2.	Tag Question	5	4.9
3.	Rising Intonation	8	7.8
4.	Empty Adjectives	20	19.6
5.	Precise Color Terms	0	0
6.	Intensifiers	31	30.3
7.	Super Polite Forms	1	0.98
8.	Avoidance of Strong Words	1	0.98
9.	Emphatic Stress	7	6.8
10.	Hypercorrect Grammar	0	0

## A. Data on Women's Language Features Found in the Film

### 1. Lexical Hedges & Fillers

In many conversations, hedges and fillers can be found easily. It is believed that the use of hedges and fillers are sign of the lack of confidence. In the film, the use of hedges and fillers is used to express uncertainty and persuading the addressee to take them seriously. There are 29 samples of lexical hedges and fillers uttered by female characters in Cruella. These are some of the examples:



Figure 1. Lexical hedges and fillers in the film

*Cruella: "Oh. Well, um... Up... North. Well, sort of. It's a bit south, really, of north, which is basically west."*

From the data found, it can be seen Cruella used lexical hedges and fillers by combining lots kind of lexical hedges and fillers. This happened because Cruella was caught off guard when The Baroness asked her about her resident. In spoken language, lexical hedges or hedging can be implied as a mean to facilitate politeness strategy. With the use of this strategy, a person tries to

save one's own face in a situation that can put them in a negative position. This statement was approved by Rosanti's (Rosanti and Jaelani. 2016) statement, which argues that hedging and politeness often be found in both verbal and non-verbal behavior as one of the concepts of saving face. Therefore, Cruella's use of hedges in this context is to protect her own reputation while she already knows that her plans are beginning to fall apart as she realizes her dog was hinting to her partner hanging in the second floor. She went blank and hesitantly said "Oh. Well, um..." while also looking for the answer. And the on the second sentence, she also said, "Well, sort of" which is also another sign of insecurity and hesitation.

## 2. Tag Question

Tag question is usually used when the speaker was aiming to get confirmation, not information for she already knew the information. Lakoff (Lakoff. 2004) in her study argues that using tag question is one of the best examples of signs of women's insecurity and doubt. Based on that statement, the researcher found 5 tag question asked throughout the whole film. For example:



Figure 2. Tag question in the films

*The Baroness "“She really is a genius.”, I'll read that bit again, shall I?"*

The data found was happened when the Baroness was reading a newspaper about her achievement the event before. The purpose of tag question is mainly for asking a confirmation of an information. In the context of this dialogue, The Baroness did not really ask, let alone ask for permission to re-read the piece of discourse to her assistant staff. But more act as an emphasis that she will reread the piece of discourse with the aim of praising herself to the audience. As opposed to what Swan (Swan. 1980) mentioned in Octafia (2021) which define question tag as a made up auxiliary verb + personal pronouns which used in a sentence to ask for a confirmation or for an agreement. The baroness used "I'll read that bit again, shall I?" because she believed with her team and she believed that her team would just answer with 'Yes' anyway. But she still asked this question to make sure her knowledge about the permission to re-read is confirmed.

This dialogue also shows the difference in the hierarchy between The Baroness and her assistant staffs. The Baroness' belief to reread the piece of discourse without confirming it to the staff shows its dominance as a superior in the design house.

## 3. Rising Intonation (on Declaratives)

When a speaker is seeking confirmation yet may also be the only one with the necessary information, they use rising intonation in declarative sentences. Based on that information, rather than asking about something, the rising intonation happened on the declarative sentence. For example:

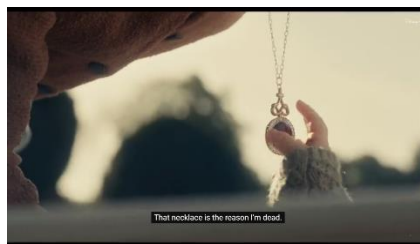


Figure 3. Rising intonation in declaratives in the films

*Cruella: "that necklace is the reason I'm dead"*

The use of rising intonation in women's communication is claimed to be part of the communication pattern carried out by women instinctively. This argument is supported by Jiang's (Jiang. 2011) statement in Yunjie (Yunjie and Yi. 2019) which states that speech intonation that tends to be specific comes from within and is done unconsciously. In addition, the existence of a society's perspective on a particular gender produces certain standards for a gender. This is also supported by Michael's (Gbadegesin. 2021) statement in Huang (Yunjie and Yi. 2019) that gender roles built by society and culture make these roles determined as ideal roles or appropriate actions to be carried out by someone depending on their gender.

On the example, the rising intonation happened at the end of the sentence. The dialogue was uttered when Cruella started the story by telling the audience how she died. In this case, rising intonation is implied as a show of Cruella's emotions towards the fact that she died because of the necklace. This is also supported by Huang's argument (Yunjie and Yi. 2019) which states that due to gender background and also the influence of culture and society, women's speech intonation tends to rise and sound more friendly to encourage communication to run more smoothly.

#### 4. Empty Adjectives

Empty adjectives are usually used by both genders. But when used by women, it seems like the adjectives are exclusive to women only. For examples:

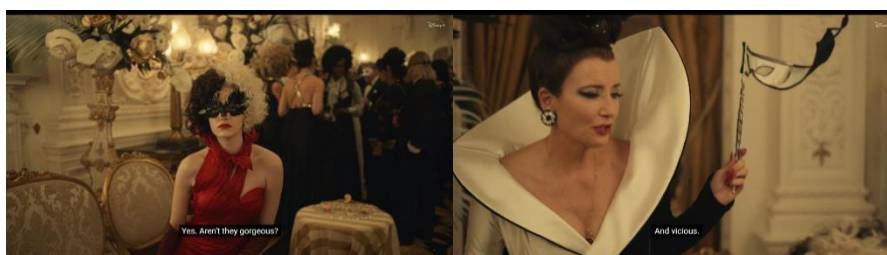


Figure 4. Empty adjectives

*Cruella: Yes. Aren't they gorgeous? And vicious.*

In the example it can be seen Cruella said 'gorgeous' and 'vicious.' Both adjectives are gender neutral but both also give impression exclusive for women's use. This dialogue was happened when Cruella was talking about her red dress at the baroness' monochrome coded party. Empty adjectives are adjectives that are specifically used to show a reaction or response to

something, and do not act as carriers of certain information like adjectives in general. In this dialogue, the empty adjective is used to show admiration for something very beautiful as a mere compliment. This is also supported by the statement of Rahadiyanti (Rahadiyanti. 2020) who agrees that the Empty adjective is often used as a compliment.

In this context, the empty adjectives used by Cruella 'Gorgeous' are used to indirectly praise her own work. While later The Baroness showed her distaste for the color of the dress which did not match the theme of her party, which was monochrome, by calling the dress 'vicious' or flashy.

## 5. Intensifiers

Intensifiers are used to make the addressee take the speaker's statement seriously. Thus, the researcher has found 31 data of intensifiers in the film. For example:

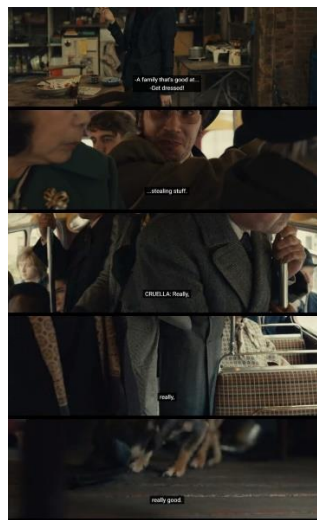


Figure 5. Intensifiers in the film

*Cruella: "A family that's good at... stealing stuff"*

*Cruella: "Really, really, really good."*

Intensifiers are used to underline the meaning of a word. This aims to show that the degree of the spoken word is very maximum that it requires emphasis on the word. This is supported by Greenbaum's (Greenbaum. 1996) statement in Salman (Salman. 2019) which states that intensifiers are language devices that indicate the level of emphasis for other language categories. In the data, it can be seen that Cruella was making sure her audience believe her by repeating the word 'really' to convince the audience that her 'family' is really good at stealing stuff. The use of intensifiers in these scenes is intended to place their 'experts' in committing theft so it is necessary to use the word 'really' repeatedly which then followed by the adjective 'good'.

## 6. Super polite forms

A request is similar to a polite order in that it implies action be taken as a favor for the speaker rather than outright demanding compliance. This is shown in the data found:



Figure 6. Super polite forms in the film

*Cruella's Mom: "Will you mind it for me?"*

The data was found when Cruella's mom was taking off her necklace and asked Cruella to keep it for her, for she not wanted to go inside wearing the necklace. It might seem like she just asked her a regular request but considering the age hierarchy, the mother keeps being polite to her daughter here. Apart from being polite, Cruella's mother also sets a good example for Cruella on how to ask others for help. Cruella has a history of misbehaving and being treated badly at school. by entrusting the necklace to Cruella, the mother gave her the opportunity to be able to maintain her trust by being kind to 'mind' the necklace.

Super polite forms are used to ask for help from the interlocutor. different from general requests which usually use imperative sentences, super-polite forms are more likely to ask for help from the interlocutor, by also giving them a choice whether they would like to do it or not. This is supported by the argument proposed by Pamikat (Pamikat. 2020) which states that super-polite forms are not used to command others, but rather to give others the choice to do or not to do what is asked of them.

## 7. Avoidance of Strong-Swear Words

Women are not usually associated with any strong/swear words for the strong/swear words are usually associated with men. Thus, making women rarely used the strong/swear words. The data found from the movie is:



Figure 7. Avoidance of strong/swear words in the film

*Cruella: "Oh, farts."*

That was happened when Cruella was asked to follow the manager for some penalty after 'ruining' the display. She was sad and disappointed because her hard work for trying to make to display looks good did not impress her boss at all. To express her disappointment, she attempted to avoid the F-word and just slide it with farts instead to show her emotion.

Avoidance of strong/swear words are also used by women in their language patterns to show their politeness strategies. Avoidance of swear words is done to show the politeness of women while still showing the strength of their expressions. This opinion is supported by Lubis & Bahri's (Lubis and Bahri 2020) statement that the function of avoiding swear words is to show a strong

expression of the speaker's opinion, by using more subtle swearing and/or not using harsh words at all.

### 8. **Emphatic Stress**

Emphatic stress is a common type of additional emphasis that a speaker applies to a word in a phrase, usually to emphasize, contrast, correct, or clarify something. The researcher found 7 emphatic stresses throughout the film. For example:



Figure 8. Emphatic stress in the film

*The Baroness: "It's a stunning, ludicrously expensive gown."*

This dialogue happened when Cruella and her team fake a break in the night before this incident. It makes Cruella seem like actually attempted to steal the gown and failed when it's her plan all along. While the baroness, believing it was true, she emphasizes how expensive the gown is by mentioning the word 'ludicrously'. The word 'ludicrously' in the sentence is used to emphasize how expensive the dress is. In this case, The Baroness points out at how expensive the gown she made was by using 'ludicrously' as a word to clarify her next adjective, 'expensive gown'

### B. **The Possible Reasons for The Absences of Some Features**

If we analyze it thoroughly, it can be seen that the missing features were 1) precise color terms and 2) Hypercorrect Grammar. The researcher has narrowed down the possible reason and some of them are 1) precise color terms feature cannot be found in the movie because even though the fashion industry is heavily involved in the movie, it was set on the 1967. The colors used at that time is not as vibrant as it is now. And also, the movie was focusing on the relationship between Cruella and the Baroness, not the fashion industry. So, it is understandable if Precise Color Terms do not find in the movie.

The second one is because Cruella has not learnt linguistics well. As we saw at the beginning of the film, Cruella acted a lot during her schooling until she had to be expelled. She didn't really get an education in school. The only person who wanted to educate her even died at the beginning of the story. Then she was homeless with the thieves. It is understandable that she does not show the use of hypercorrect grammar in the film. Because during her life, she only said the lines in casual/informal mode

## 4. **Conclusions**

The stereotype of gendered language is that with their linguistics features, each gender tends to maintain certain characteristics of the language features they used. Women are also believed to be more talkative than most men. The way society perceived women and their way of speaking has influenced the film industry, and it

can be seen in the film of the Cruella. After examining the existing data, it can be concluded that it is true that sometimes Women's Language features often occur to cover up women's insecurities. but it also doesn't just make women weak because movies are just movies. Although films can be used as a reference to see what is actually happening in society, it is necessary to use other benchmarks to measure the reasons for using different features by women.

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