

The Speech Styles Used by Female and Male Guests on The 20 Under 20 Podcast

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ABSTRACT

This study explores the use of speech styles by the two of the guests in two podcast episode series released by Raymond Chin. The videos analyzed are titled “*Omzet 3.5m per Bulan di Umur 19 Tahun?! Ft. Faiz- 20 Under 20 Episode 11*” and “*Bisnis Ratusan Juta Dulunya Di Cap “Gabakal Sukses” ft. Eva Alicia- 20 Under 20 Episode 4*”. The two episodes of the podcast have two different guests, the female guest is Eva and the male guest is Faiz. Based on Baxter (2010) theory of speech styles, Baxter (2010) divides speech styles into two categories, the first of which is connected with female speech styles, namely: personal, compliant, polite, cooperative, and process-oriented. Second, male speech styles are connected with the following speech characteristics: matter-of-fact, assertive, aggressive, use of humor, ego-enhancing, and goal-directed. A descriptive qualitative approach was used by examining video transcripts to identify examples of speech styles. The findings reveal similarities in the use of speech styles between female guests and male guests, highlighting similarities in male and female speech styles features. This research concludes that the use of speech styles that are based on gender by Baxter is used by both of the guests, despite their gender. This research contributes to the understanding of speech styles in corporate communications and offers insights for future studies of speech styles in various business-related contexts.

Keywords: Gender, Podcast, Speech Styles

INTRODUCTION

Speech style is a unique communication method used by individuals to convey ideas or information. According to Baxter (2010), male and female language are diverse yet equal, with speech styles being divided into gender-based categories. In the context of podcasts, these speech styles can be analyzed using social media platforms like YouTube. Podcasts provide continuous communication and can inspire discussions on various topics. However, not all people understand the form or function of language used in these videos.

Baxter (2010) states that men are anticipated to be more direct, supportive, cooperative, and facilitative, women are supposed to be more indirect, supportive, cooperative, and facilitative. As a result, there are two types of speech styles: gender-based speech styles, which, namely male speech styles and female speech styles. Baxter (2010) divides speech styles into two categories, the first of which is connected with female speech styles, namely: personal, compliant, polite, cooperative, and process-oriented. Second, male speech styles are connected with the following speech characteristics: matter-of-fact, assertive, aggressive, use of humor, ego-enhancing, and goal-directed (Baxter, 2010).

This study aims to analyze video podcasts on social media platforms, such as YouTube, to understand speech styles and their impact on communication. Podcasts are popular due to their continuous communication and ability to inspire discussions on various topics.

The writer selected a Raymond Chin podcast series, namely *Omzet 3.5m per Bulan di Umur 19 Tahun?! Ft. Faiz- 20 Under 20 Episode 11* (Chin, 2021) and *Bisnis Ratusan Juta Dulunya Di Cap "Gabakal Sukses" ft. Eva Alicia- 20 Under 20 Episode 4* (Chin, 2021), as the subject of this study for several reasons. First, both guests appear on two different videos, with a length of a video around 50 minutes that make the utterances plenty to be analyzed. Additionally, the youtube podcast series hosted by Raymond Chin is a great series, the host Raymond Chin has a background in both hosting and entrepreneurship. His podcast channels provided entrepreneurship education to listeners (Chin, 2021).

Raymond Chin, an entrepreneur from Indonesia, has a background in hosting and entrepreneurship, providing entrepreneurship education to listeners. According to Suara.com (2024), Ramond Chin has also established Maven, an agency, Wellnez, a health sector startup, and Ternak Uang, an educational platform focused on investments.

In this study, the writer chose to focus on the gendered speech styles used by the guests. The analysis of this study focused only on the guest's interaction with the host. Furthermore, the writer was intended to find the features that are used by male and female guests in interacting with the host. Also, the differences and similarities of the use of the speech styles. In answering those questions, the writer will use the speech styles proposed by Baxter (2010).

METHODS

The writer uses a descriptive qualitative approach to examine data collected from Eva Alicia and Faiz's utterances during a conversation with the host. This study aligns with Cresswell (2008)'s guidelines, as it uses a theory as an explanation and a perspective that highlights gender issues. The writer is the main instrument in gathering and analyzing the data, jumping between the theory and the data, and analyzing based on their interpretation of the theory.

After watching the videos, the complete transcription of the two videos from YouTube were taken used <https://podcasteditor.streamlabs.com/>. Those two videos were reviewed again to ensure a more precise and accurate transcription while carefully comparing the spoken content to the transcription and making any necessary corrections.

FINDINGS AND DISCUSSION

Findings

Findings reveal the types of gendered speech styles from the two selected videos, namely *Omzet 3.5m per Bulan di Umur 19 Tahun?! Ft. Faiz- 20 Under 20 Episode 11* and *Bisnis Ratusan Juta Dulunya Di Cap "Gabakal Sukses" ft. Eva Alicia- 20 Under 20 Episode 4*. along with the discussion on the similarities and differences. To make it more effective and efficient, the explanation of the types of figurative language used and their functions are combined in one sub-heading.

Findings of the Use of Female Speech Styles Features

A. Personal

Baxter (2010) states that personal is the form of style characterized by an expression and confessional traits as to mirroring experience. Furthermore, it is often used for self disclosure; pauses, hedges, fillers and hesitation.

Example:

1.1 Eva: She wears gold *dari aku lulus sekolah. Terus aku pikir kayak I remember tuh. Aku inget banget dulu aku pernah pas prom ada cerita nih. Ini* so sentimental to me, I never talk this to anyone.

[She Wears Gold since I graduated from school. Then I thought like I remember. **I remember vividly when there was a prom.** This is so sentimental to me, I never talk this to anyone.]

The guest showcased her personal speech style by sharing her high school experience, motivating her to start a business. This sentimental and sentimental example of her past experience is categorized as a Personal feature, as she used mirroring experience to explain her story.

Example:

2.7 Faiz: **Doing really well in online business tapi di sekolahnya agak terbengkalai. [Doing really well in online business but at school it was a bit neglected.]**

In example 2.7, Faiz as a business owner told a story about the time when he started his business inside of school and outside of school. This utterance is personal because it is fitted with personal characteristic, which is confessional as to mirroring experience.

B. Compliant

Baxter (2010) states that compliant is the form of style that is used to avoid confrontation, it is characterized by a facilitative questions, minimal response, form of hedges and fillers, and qualifying expressions.

Example:

1.29 Eva: **Ya begitulah** (Laughing)
[**Ya that's how it is** (Laughing)]

In this utterance, the host shares his expression on Eva monthly income on the first month when she opens her jewelry business. In order to avoid further confrontation about her income, she just answered with a characteristic of Compliant which is a qualifying expression by just answering with a short expression.

Example:

2.7 Faiz: Hmm.. **maybe masih di bawah seratus juta sih dulu.**
[Hmm, **maybe** still under one hundred million.]

In this utterance, there is a context where this part is when Faiz was asked about his income in selling a trendy item when he was in high school. In order to avoid confrontation the word “maybe” is the closest meaning of the word “perhaps”, which is one of the examples of the characteristic of qualifying expressions therefore the word “maybe” is used in order to answer the question.

C. Polite

Baxter (2010) states that polite is the form of style that is used to express manners, it is characterized by compliments, terms of endearment, and lack of swearing.

Example:

1.9 Eva: Hmm, *gue dulu awal modalnya kan, kan rolling tuh pelan- pelan. Aku dulu modalnya cuman dikit doang tuh. Eh tapi anyway it was so amazing aku inspired banget denger story koko kayak (wow guys) seven start up. **Waw itu keren-keren.***

[Hmm, I used the initial capital, it was rolling slowly. I used a little initial capital. Eh but anyway it was so amazing I was really inspired by hearing your story like wow guys seven start up. **Wow that is cool.**]

In this example, Eva feels amazed with the host who is the creator of “Seven Start Up”. Therefore, her utterance “Wow that is cool” could be categorized as a compliment which is the characteristic of Polite feature.

In the *20 Under 20* podcast with Faiz as the male guest, the writer cannot find any utterance that contains polite features. This might be happening because in the video the focus is on the guest so in the whole video it is solely about Faiz as the successful entrepreneur, therefore in the whole video the host ask about Faiz experience and as the guest Faiz only answer the questions that related to himself not mention about the host or anything.

D. Co-operative

Baxter (2010) states that co-operative is the form of style characterized by listening, nodding, eye contact, smiling, and agreeing.

Example:

1.18 Eva: **Agree, Agree banget (Eye Contact)**
[Agree, totally agree (Eye Contact)]

Eva as the guest of a podcast used the Co-operative feature all the time as she made eye contact with the host, which is the characteristic of the Co-operative feature. Moreover, another characteristic in this utterance is agreeing it is because in this specific utterance Eva agrees with the opinion of the host.

Example:

2.27 Faiz: **Hmm... Iya..(Agreeing) (Eye Contact)**
[Hmm... yes (Agreeing) (Eye Contact)]

In this utterance, the context is the host described the meaning of topline strategy in business then as a reply of the explanation, Faiz answered by saying “Yes” as he is agreeing with the host explanation.

E. Process-Orientated

Baxter (2010) states that process- orientated is the form of style characterized by describing scene setting, hypothesizing, speculating, and use of open-ended questions.

Example:

1.2 Eva: **Aku inget banget pas prom ada award “most likely to be billionaire” before thirty gitu dan satu angkatan tau aku punya dua bisnis dulu dan dua- duanya gagal (Laughing) dan aku menang award itu dan I was honoured. Tapi at the same time aku I dunno I felt like, I-I know some of them itu vote as a joke cause mereka tau**

owh Eva kok buka bisnis selalu gagal gitu kaya ga pernah serius. And waw kalau ketika aku denger orang-orang ngomong itu di belakang aku itu kayak...

[I remember vividly at prom there was an award for “most likely to be billionaire” before thirty and one batch know that I had two businesses before and both failed (Laughing) and I won the awkward and I was honored. But at the same time I don't know I felt like, I-I know some of them vote as a joke cause they know “Oh Eva opening a business always fails like its never serious. And wow, when I hear people say that behind my back It's like..]

This utterance is considered a Process-Orientated because the utterance is a flashback of a scene where Eva thought she was humiliated in a prom. This utterance is Process-Orientated feature about how she got humiliated and used this experience to motivate her in starting her business. The example can be categorized Process- Orientated since it contained the scene setting therefore could be identified as Process- Orientated.

Example:

2.11 Faiz: *Itu gue cuman punya dua karyawan sih, dua kayak tetangga gua doang gitu dan gua tiap pulang sekolah gitu kan ada paket ya ada misalnya dia packing, gua pulang gua nganterin sendiri ke JNE pakai motor beat yang lama itu bilangnye kaya tukang paket gitu, ya itu gua tiap pulang sekolah kerjanya kayak gitu.*

[Well, I only have two employees, two of them are just like my neighbors, and every time I come home from school, there's a package, for example, he's packing and **when I come home, I take him to JNE myself using an old motorbike, he says he's like a packager, like that. Yes, that's how I work every time I come home from school.**]

In this utterance, Faiz described his process when he first started his business in high school. This utterance fits with the process orientated style because it is characterized by a scene setting, which in this case the setting was when Faiz was in high school.

Findings of the Use of Male Speech Styles Features

A. Matter of Fact

Baxter (2010) states that matter of fact is used to give factual information, it is characterized by being informative, factual, transactional, referential.

Example:

1.9 Eva: *Hmm, gue dulu awal modalnya kan, kan rolling tuh pelan -pelan. Aku dulu modalnya cuman dikit doang tuh. Eh tapi anyway it was so amazing aku inspired banget denger story koko kayak (wow guys) seven start up. Waw itu keren-keren.*

[Hmm, I used the initial capital, it was rolling slowly. I used a little initial capital. **Eh but anyway it was so amazing I was really inspired by hearing your story like wow guys seven start up.** Wow that is cool.]

In this utterance, used a Matter of fact feature to avoid questions about her initial capital when starting her business. Also, she avoided the questions that were asked by changing the topic to praise the host “Raymond Chin” who in fact failed in a start-up seven times. This utterance is a Matter of Fact feature because Eva gives factual and informative information about Raymond Chin, the founder of “Seven Start Up”.

Example:

2.21 Faiz: *Disitu grow banget dan ya kalau marketplace kalau ko tau kan agak banting-banting harga gitu kan.*

[It's really growing there and yes, **if you know the marketplace it's a bit price war.**]

In this utterance, Faiz is being informative by saying that in the market it is a bit of a price war. By being informative it is fitted with the characteristic of matter of fact.

B. Assertive

Baxter (2010) states that assertive is used as an imperative, it is characterized by the use of aggravated directives, interruptions, use of declarative, and controlling topics.

Example:

2.24 Faiz: *Karena gitu gua mikir apa namanya **hmm sorry**, karena gua mikir dulu kalau misalnya gua langsung jual mahal maybe dengan kualitas bagus tapi siapa yang kenal sama gua? Gak ada yang kenal nama gua.*

[That's why I was thinking about what it's called, **hmm sorry**, because I was thinking maybe, if I immediately sell it for a lot of money, maybe with good quality, but who knows me? Nobody knows my name.]

In this utterance, there is a context as Raymond the host of the podcast while he speaks and not yet finished, Faiz accidentally interrupted the host. Hence, in this utterance Faiz said "sorry" as he realized that he interrupted the host. The utterance is suitable with one of Assertive characteristics which is interruptions.

C. Aggressive

Baxter (2010) states that aggressive is characterized by the use of swearing, taboo, insults and threats. Also, the act of finger-pointing, fist shaking, and violence.

In the podcast series where Eva is the guest of the podcast, and also where Faiz is the guest of the podcast, the writer cannot find any utterance that contains aggressive. This might be happening because of the setting of the podcast which is in a formal setting, and it would be inappropriate to use a swear language in a formal setting of a podcast. Moreover, the use of aggressive language also might not be used in the podcast because of gender differences, as a woman she feels reluctant to use any sort of aggressive feature.

D. Use of Humor

Baxter (2010) states that use of humor is the type of style that is used to tell a joke, it is characterized by witticism, shaggy dog stories, mick-taking, mocking, and jeering.

Example:

1.10 Eva: (Laughing) **I'll start the podcast**, jadi any way, aku dulu mungkin masih modal dikit juga ya, adalah aku taro kayak 10 juta, 10 juta, 15 juta gitu.

[(Laughing) **I'll start the podcast**, so anyway, I probably used a small initial capital, I put in, like around 10 millions, 15 millions something like that.]

In utterance 1.10 Eva jokingly said about her as the host of the podcast because she previously changed the topic and then Raymond Chin as the host jokingly said this podcast is focused on the guest not the host. Then she replied jokingly “I’ll start the podcast” as it is her podcast and Raymond as the guest. This utterance is Use of Humor because she made a joke about becoming a host in a podcast hosted by Raymond Chin.

E. Ego-Enhancing

Baxter (2010) states that ego-enhancing is the type of style characterized by boasting, name-dropping, references to what you have done, and references to who you know.

Example:

1.11 Eva: *Stok awal*, and yaa.... **karena kan aku juga bikin boxnya eksklusif gitu gitu**. Packagingnya Umm I’ve always been, I’ve always been Oh *kayak aku heavy sama design gitu*. *Aku suka banget packaging aku suka banget kayak tadi udah liat*.

[Initial stock, and yeah...**because I also made an exclusive box** like that. The packaging, I’ve always been, I’ve always been like I’m heavy with design. I really like packaging.]

In the utterance 1.11, Eva was asked about her initial capital is for? and she answered it is for an initial stock and she also mentioned it is used for the packaging. Without the host asking, she mentioned the packaging for her business. It is a characteristic of the Ego-Enhancing feature because she is referencing what she has done.

Example:

2.19 Faiz: *Jadi gua bisa kayak fokus gitu loh*. Hmm (Thinking) **Waktu itu kayak pernah gua diundang juga ama Lazada ke kantornya gua di situ**. *Jadi kayak di interview wawancara karena disitu gua paling muda gitu kan ada meetingnya apa...*

[So I can kind of focus. Hmm (Thinking) **At that time, I had been invited by Lazada to their office there**. So it's like in an interview, because I'm the youngest there, there is a meeting like...]

In this example, Faiz tells a story when he got invited to a Lazada office because he was at that time youngest and owned a business. This utterance fits in Ego-Enhancing criteria which is boasting because Faiz mentioned about his achievements.

F. Goal Directed

Baxter (2010) states that process-orientated is the form of style characterized by describing scene setting, hypothesizing, speculating, and use of open-ended questions.

Example:

1.2 Eva: **Aku inget banget pas prom ada award “most likely to be billionaire” before thirty gitu dan satu angkatan tau aku punya dua bisnis dulu dan dua-duanya gagal (Laughing) dan aku menang award itu dan I was honoured**. *Tapi at the same time aku I dunno I felt like, I-I know some of them itu vote as a joke cause mereka tau owh Eva kok buka bisnis selalu gagal gitu kaya ga pernah serius*. And *waw kalau ketika aku denger orang-orang ngomong itu di belakang aku itu kayak...*

[I remember vividly at prom there was an award for “most likely to be billionaire” before thirty and one batch know that I had two businesses before and both failed (Laughing) and I won the awkward and I was honored. But at the same time I don't know I felt like, I-I know some of them vote as a joke cause they know “Oh Eva opening a business always fails like its never serious. And wow, when I hear people say that behind my back It's like..]

This utterance is considered a Process-Orientated because the utterance is a flashback of a scene where Eva thought she was humiliated in a prom. This utterance is Process-Orientated feature about how she got humiliated and used this experience to motivate her in starting her business. The example can be categorized Process-Orientated since it contained the scene setting therefore could be identified as Process-Orientated.

Example :

2.25 Faiz: *Kalau gua jual murah dulu, gua ngerangkak ke middle-down gitu apa namanya, bayarnya. Jadi kayak gua bisa pada kenal dulu di middle-down nah ketika gua udah dikenal gitu. Gua bisa jual yang profitable gitu.*

[If I sell cheap first, I move to the middle-down, what is it called, the pay. So it's like I was able to get to know you in the middle-down, when I was already known like that. I can sell it profitably.]

In this utterance, Faiz described how he entered an online market, so he sold his product at low price so that he targeted the middle-down class people as his early customers. This utterance is suitable in Goal Directed because Faiz in this utterance gives a solution or solve a problem that he encountered when he started his business.

DISCUSSION

The table below summarizes the use of gendered speech styles in both videos. More discussion on the findings is given in the next paragraphs.

No.	Source of Data	Male Speech Styles					Female Speech Styles					
		M a t	A s s	A g g	U o h	E g o	G o a	P e r	C o m	P o l	C o	P r o
1.	Video 1 (Female Guest)	✓	-	-	✓	✓	✓	✓	✓	✓	✓	✓
2.	Video 2 (Male Guest)	✓	✓	-	-	✓	✓	✓	✓	-	✓	✓

From these findings, between the two videos, namely; *Omzet 3.5m per Bulan di Umur 19 Tahun?! Ft. Faiz- 20 Under 20 Episode 11* and *Bisnis Ratusan Juta Dulunya Di Cap “Gabakal Sukses” ft. Eva Alicia- 20 Under 20 Episode 4*, there are many similarities in the use of male speech styles and female speech styles by both of the guest speakers. For the male speech styles there are only three similarities that both of the speakers used, namely; matter of fact, ego enhancing and goal directed. Additionally, there is only one similarity in the male speech styles that the speakers do not use, which is aggressive features. Moreover, for the female speech styles feature there are four similarities that both of the speakers use, namely; personal, compliant, cooperative, and process orientated. Whereas for the differences the writer

only found three differences. The male speech styles feature the differences in the use of assertive and aggressive, whereas the female speech styles feature the differences in the use of polite.

The writer concludes that most of the similarities that are used by the male and female guest speakers have the same usage purpose as the characteristic of each of the features. However, the only similarities that both of the speakers did not use is the male speech style aggressive features, that the writer cannot find any utterance that contains aggressive features. This might be happening because of the setting of these videos, because it was a podcast therefore the setting is formal. Thus, the use of aggressive features cannot be used, because this feature contains the use of informal language such as; insult, threats, name-calling, and swearing.

Furthermore, for the differences there are three differences. From these findings, the first difference is the use of assertive features. This type of male speech styles are used by Faiz as the male guest and not used by Eva as the female guest. This is caused because Faiz used one of the characteristics of assertive, which is interruptions. Whereas, Eva did not use any of the assertive feature characteristics.

The second differences is the use of humor feature. This type of male speech styles are used by Eva as the female guest while Faiz as the male guest did not use this feature. Eva used jokes as one of the characteristics of use of humor. On the other hand, the writer does not find any utterance that contains use of humor in Faiz video.

The last difference is the use of polite feature. This type of female speech styles are used by Eva as the female guest while Faiz as the male guest did not use this feature. Eva gives a compliment to the host of the podcast, hence it is fitted with the characteristic of polite feature. Whereas, Faiz did not use any of the polite feature characteristics.

CONCLUSION

To summarize this study examines the speech styles used by Eva and Faiz as guests on the 20 Under 20 podcast. The analysis focuses on two videos, Omzet 3.5m per Bulan di Umur 19 Tahun?! Ft. Faiz- 20 Under 20 Episode 11 and Bisnis Ratusan Juta Dulunya Di Cap “Gabakal Sukses” ft. Eva Alicia- 20 Under 20 Episode 4. The study uses Baxter's (2010) theory of gendered speech styles to analyze the two videos. The study found similarities in male speech styles, such as matter of fact, ego-enhancing, and goal-directed, and female speech styles, such as personal, compliant, co-operative, and process-oriented. However, the study also found differences in assertiveness, humor, and politeness.

Eva and Faiz used all features of female speech styles, with the co-operative feature being the most frequently used. The goal-directed feature was also used for the same purpose, which was to solve a problem in running their business.

In conclusion, there are no differences in the use of gendered speech styles, and the correlation between gendered speech styles and users is not relevant in today's world. Further research is needed to explore generational differences in speech styles across different age groups and adapt to changing communication trends.

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