

4. FINDINGS AND DISCUSSION

This chapter presents the findings and further explanation of the data analysis. The writer did the analysis based on the theory of language features proposed by Coates' (2013), as discussed in Chapter 2. The writer divides this chapter into three main sections. Section 4.1 discusses the language features used by Jehian Panangian when having conversation with Raymond Chin. Section 4.2 covers the language features used by Jehian Panangian when having conversation with Hermanto Tanoko. Lastly, section 4.3 highlights the differences and similarities between the language features used by Jehian Panangian when having conversations with Raymond Chin and to Hermanto Tanoko.

4.1 Language Features Used by Jehian Panangian when Having Conversation with Raymond Chin

This section presents the analysis of the findings regarding the language features used by Jehian Panangian when having conversation with Raymond Chin about Jehian's businesses in the first video podcast. According to Coates (2013), there are seven types of language features, which are minimal responses, hedges, tag questions, commands and directives, swearing and taboo language, and compliments. Jehian utilized all the seven types of language features towards Raymond, the addressee or host with the same age and social status as Jehian. The writer elaborates each aspect of the language features in detail and includes some examples of the utterances below.

4.1.1 Minimal Responses

Minimal responses, as described by Coates (2013), encompass brief expressions such as "yeah," "right," or "mhm" (p. 87). Coates (2013) notes that men often employ minimal responses with intentional pauses which function as showing dominance. However, in the all-male conversation between Jehian and Raymond Chin, Jehian did not employ minimal responses with delay. Instead, Jehian used minimal responses to express his support as listener and showing agreement on the addressee's statements. Below are examples of minimal responses found in the data.

Example 1

- Jehian (1.24) : Kayak, iya tempat gue buat berekspresi lah.
- Raymond : Nah kenapa? Kenapa lu butuh Menantea buat berekspresi? Soalnya gue tau nih. *Talent management* sama *running a F&B business* itu *completely different* kan.
- Jehian (1.25) : **Betul**.

In the example, the host initially asked Jehian a question. Raymond was curious why Jehian decided to run Menantea, a food and beverage business, as a way to express himself. Following that, Raymond said to Jehian that he knows how completely different is managing talents with running a food and beverage business. In response to Raymond's statement, Jehian uttered "**Betul**", which is similar to "*right*", to show agreement for Raymond's statement that there is a contrast between managing influencers and running a food and beverage business.

Moreover, Jehian's minimal response might also demonstrate his attentiveness as a listener for the host. The host previously asked Jehian a question, yet the host proceeded to give another statement. Due to that reason, Jehian did not get the opportunity to answer the host's question first. Therefore, Jehian waited for the host to finish his sentence and responded "**Betul**". He was implying that he wanted the host to continue what the host wanted to say before taking the turn and answering the host's initial question.

Example 2

- Raymond : Kayak zamannya roti– eh gue boleh *mention* ga sih? Ya boleh lah.
- Jehian (1.31) : Ya, *I don't know. Your channel your–*
- Raymond : Jadi, waktu itu kan sempet yang kayak roti bisnis, lu tau ga? Yang artis-artis–
- Jehian (1.32) : **Oke...**
- Raymond : Bisnis roti, roti, roti. Itu semua gitu. Tapi ya itu *influencer* cuma pajangan gitu.

Data 1.32 is another example of minimal response employed to show support as a listener. Jehian and the host were discussing the trend of influencers or public figures opening bakery businesses and using their names or faces as the image of the brand without their direct participation in the operations. The word "**Oke...**" is categorized as a minimal response uttered by Jehian. The utterance showed his support to the host, indicating his acknowledgement of the host's point and his readiness for further discussion regarding the trend. By giving this response,

Jehian showed a signal that he was listening and that the host could continue his point of view towards the trend.

4.1.2 Hedges

Hedges, according to Coates (2013), are defined to be the language feature employed to convey the speaker's level of doubt regarding the topic under discussion. Hedges includes expressions such as "*I think, I'm sure, you know, sort of and perhaps*" (Coates, 2013, p. 88). Additionally, Coates (2013) explains that men have a tendency to use less hedges because they typically avoid sensitive topics or personal topics. However, the findings of this study suggest that although the conversation is within business matters rather than personal ones, hedges are still employed by men. The writer discusses instances of hedges used by Jehian for showing uncertainty below:

Example 3

- Raymond : Itu *a lot of business thing* yang kalau gue jadi lo, Kayaknya lebih gampang jadi *influencer management* gitu. Ini *a totally different world*. Terus lo masuk ke sana gitu. Kenapa?
- Jehian (1.27) : Gue sih ngeliatnya gini. *Influencer* tuh kalau udah sampai *certain point*, biasanya mereka itu akan *launching* ini **kayak** *venture* barunya mereka. Entah kalau misalnya, **let's say (1)** kalo *beauty influencer* mereka bikin kosmetik *brand* atau *skincare*. kalau misalnya nanti, *I don't know, let's say (2), fashion influencer* mereka bikin *apparel* sendiri.
- Raymond : *Clothing line* gitu misalnya.
- Jehian (1.28) : Betul. Dan salah satu yang cukup umum kan F&B bisnis.

In the example above, the host was asking why Jehian entered the F&B business industry, which he thinks to be more complicated than managing influencers. Consequently, Jehian began to share his point of view related to influencers. He was explaining that there is a time when influencers would reach a certain point where they would like to launch their new ventures, and the food and beverage business is the most popular one for influencers. However, Jehian employed the word "**kayak**" because he might not be confident enough to say that each influencer would definitely launch a new venture. Thus, the utterance "**kayak**" is considered as hedges because it showed a level of uncertainty in his sentence.

Moreover, he used *let's say (1, 2)* to give possible examples of what product would beauty and fashion influencers launch as their new businesses. He was saying that beauty influencers might launch skincare products, and fashion influencers might launch their own apparel. The employment of *let's say (1, 2)* in giving those examples might as well imply that he was just assuming. He did not know precisely what those influencers would release because he was not a beauty nor fashion influencer himself. Hence, the utterance showed his uncertainty and that his examples might be wrong. Another example of hedges to show uncertainty using different words is explained below.

Example 4

- Raymond : *Let's talk about that.* Gue penasaran, kayak, gue masih belum kejawab sebenarnya, *why* lu ngebangun Menantea.
- Jehian (1.70) : Oke, kalo gue ngeliatnya kayak gini. Satu, karena gue suka *entrepreneurship* yang gue ceritain tadi.
- Raymond : Uh-hm.
- Jehian (1.71) : Dan gue pengen nyoba banyak industri baru, gitu.
- Raymond : Oh lu *basically* emang karena ada penasarannya juga–
- Jehian (1.72) : Ada penasarannya.
- Raymond : Dan ada passionnya disana.
- Jehian (1.73) : Betul penasaran pasti. Cuma yang kedua adalah, gue itu ngeliat gini. *Correct me if I'm wrong* ya, buat temen-temen *content creator* sama *talent manager* **mungkin** ada yang ngeliatnya beda. Tapi gue ngeliatnya bahwa sebenarnya *content creating* itu itu jasa.

Previously the host asked Jehian the reason behind the establishment of Menantea. As shown in the excerpt, Jehian said that he already had interest and passion in the entrepreneurship industry. Moreover, Jehian wanted to say that content creation is different from entrepreneurship. He stated that content creating is a service, yet he was not confident because there might be fellow content creators or talent managers who hold contrasting opinions. That is why he used the hedges “*mungkin*”, which means *maybe*. In addition, he also said “*Correct me if I'm wrong*” initially which indicated that he was unsure about his own opinion.

Furthermore, there were few times which showed that Jehian also used hedges in expressing his confidence or certainty. One of the examples is discussed in the following paragraph.

Example 5

Jehian (1.58) : Gue coba bongkar pengetahuan lu tentang *influencer* dulu deh.

Raymond : Boleh, boleh.

Jehian (1.59) : Gini, gue jawabnya *yes or no*. Kalo misalnya menurut lu di *scope*-nya, ***let's say kayak talent*** gue tuh, Jerome, Hansol tuh kan yang udah diatas 3 juta *YouTube viewers*-nya. Kan lu *Youtuber* juga nih. Lu dapet *adsense*, dong? (1) Pasti, dong? (2)

At first, Jehian was asked about his income yet he did not want to reveal it. Instead, Jehian wanted to uncover Raymond's knowledge about influencers. He then asked whether Raymond knew the income of the influencers under Jehian's management. He used the hedges ***let's say*** and ***kayak*** to suggest two names of influencers that he managed, who are Jerome and Hansol. The hedges employed by Jehian were used to express Jehian's confidence in his statement that Jerome and Hansol are his talents and that they already had more than 3 million YouTube viewers.

Besides showing the speakers' certainty or uncertainty, hedges may also be employed to mitigate the force of an utterance, for instance by using the word "*like*" (Coates, 2013). The reason behind mitigating the force of an utterance is in order not to sound positively evaluative towards oneself (boasting) or negatively evaluative towards other people (Coates, 2013). In accordance with Coates' (2013) theory, Jehian did employ hedges when having conversation with Raymond Chin to reduce the force of his utterance so that he might avoid boasting and avoid being evaluative towards others. The examples are provided below.

Example 6

Raymond : Iya, *viral marketing*. Itu *viral* banget. Berapa ratus ribu *follower* pas belum *launching*?

Jehian (1.50) : 24 jam 138 ribu, *I think*.

Raymond : *Crazy*. Lu tau ga Ternak Uang 100 ribu itu berapa lama, Je.

Jehian (1.51) : Ya tapi *not denying the privilege* juga. Masalahnya kan gue sama Jerome memang *basic*-nya kita punya *audience*, gitu. Jadi ibaratnya **kayak (1)** gimana nge-convert, *follower* Jerome jutaan kan, dan lu tau kan sekarang dia 5 juta. Kalo di Menantea itu sekitar 4 koma sekian. Dia bisa *convert* itu jadi Menantea itu maksudnya **kayak (2)** *not something* yang *very impossible* sebenarnya. Tapi, bisa *maintain* si *audience* itu *hyped* sampai sekarang itu sebenarnya yang bikin gue lebih bangga daripada—banyak media kan nge-eksposnya itu gimana cara gue bisa *generate* 100.000 *followers* dalam waktu sehari. Tapi sebenarnya, gue lebih bangga ketika gue bisa mempertahankan *engagement rate* gue di atas 10%, empat bulan setelah bisnis nya itu jalan dan **kayak (3)** *hype* nya udah—ibaratnya kalau misalnya bisnis yang lain gitu, ya udah biasa aja. Maksudnya **kayak (4)** ya udah ada dimana-mana store-nya. “Gue udah tahu, gue udah nyoba. Ya udah gue tinggalin aja,” biasa gitu.

The excerpt above shows the conversation between Jehian and Raymond Chin when talking about Menantea’s viral marketing. In data 1.51, Jehian stated that he was aware of the privilege that he and his brother possess of having a big audience on their social media, and having the ability to convert them as Menantea’s audience. In the utterance Jehian used **kayak (1)** to avoid bragging about his ability to convert his and Jerome’s audiences to become Menantea’s audience. He also used the hedges **kayak (2)** to avoid boasting while saying that it is not something that is very impossible for them. Similarly, Jehian employed the hedges **kayak (3)** in order not to brag about Menantea’s success in maintaining its hype unlike other businesses where the hype might die down.

Moreover, while using the hedges **kayak (4)**, Jehian elaborated to Raymond that by mentioning the hype dying down, he referred to the decline in customers’ excitement experienced by other businesses. That experience often occurs when consumers have already tried the products, become familiar with the widespread availability of the stores, and the brand becomes mainstream, resulting in customers drifting away from the brands. The use of this hedges may suggest that he wanted to prevent being too critical or underestimating other brands.

Example 7

- Raymond : Ini dibanding sama *cost-cost* gue tuh ga nutup. *Adsense* gue tuh sekitar 10 juta. Kalo gue, gue jujur nih. Gue jujur, *adsense* gue 10 juta. Gue tebak ya kalo Jerome berapa, ya. Jadi anggep totalnya dua ratus. Ada ga?
- Jehian (1.63) : Ada.
- Raymond : Oke, berarti kerendahan nih?
- Jehian (1.64) : Gue ga ngomong kerendahan ya. Gue bilang kan ada.
- Raymond : Lima ratus?
- Jehian (1.65) : Jangan lu tambah terus lah. Oke pokok intinya *in that kind of range*, terus gue itu *manage* dua belas *creator*. Udah, itu.

Previously, Raymond estimated Jehian's income that he gets from one of his talents (Jerome) to be two hundred million rupiah. Then, Jehian said "*ada*", which implied that it might be two hundred million rupiah or even higher. Moreover, in data 1.65, Jehian used "*kind of*" to explain the range of his income along with further explanation that he manages 12 creators. Hence, he was implying that his income could be 12 times higher than that. Jehian made his statement a bit vague in order not to sound boastful about his earnings.

4.1.3 Tag Questions

Tag questions consist of both formal tags like "..., isn't it?" and informal tags such as "..., right?" and "..., OK?" (Coates, 2013, p. 91). According to Holmes (1984, as cited in Coates, 2013), tag questions involve two types of meanings. First, tags that express modal meaning indicate the speaker's degree of certainty about the statement are speaker-oriented since they require the addressee to confirm the speaker's statement (Coates, 2013). The second meaning of tag questions is an affective meaning (Coates, 2013). Tags that have affective meaning can be further divided into two subtypes: facilitative tags, which offer support and encourage a response from addressee, and tags that soften the impact of negatively affective utterances like criticisms (Coates, 2013).

In the findings, Jehian employed the tag questions which have the modal meaning during the conversation with Raymond Chin in the podcast. He did not utilize any affective tag questions with either of the sub-types mentioned. Below are the examples of tag questions which indicate the level of certainty used by Jehian when having conversation with Raymond Chin.

Example 8

Jehian (1.40) : Oke. Gue kan bikin ini berempat ya. Jadi secara *entity* itu gue ada 4 badan lah disini. Gue ama Jerome jadi satu, terus ada si Sylvi, yang sebenarnya lo mau undang, **kan?**

Raymond : Iya. harusnya berdua biar ada cewe sekali-sekali.

In the example above, Jehian was explaining that he runs his business Menantea together with his partners. One of his partners is Sylvi, and he already knew that actually Raymond intended to invite Sylvi to the podcast with Jehian. The use of “**kan?**” showed that Jehian used the informal tag similar to “*right?*” that has modal meaning, which is to express his certainty. Jehian was sure that Raymond was going to invite Sylvi and he asked for Raymond’s confirmation. In the following example, Jehian also used tag questions with the same function using different expressions.

Example 9

Jehian (1.85) : *That’s right*. Padahal mereka coba *recycle* kontennya di Instagram, atau mereka bahkan coba bikin segmen konten baru di Instagram, tapi ya *it doesn’t work*, gitu. Nah jadi gue ngeliatnya emang per-*influencer*-an itu atau KOL, *content creator* itu, *they have to keep innovating* kan pasti. Tapi ada faktor yang ga bisa dilawan yaitu waktu. Mereka pasti tambah tua, suatu saat mereka berkeluarga.

Raymond : Oh, *shit*.

Jehian (1.86) : **Bener ga?** Suatu saat mereka harus ubah *branding*-nya mereka. Ga bisa mereka jadi anak muda terus. *Content creator* muda. Jerome, misalnya. Sekarang, oh beasiswa, *content creator* muda. Tapi, lu udah ga usia 20 lagi. Lu sekarang udah 23. Bentar lagi lu mau, *let’s say*, ada hubungan sama orang lain kah, atau nanti berkeluarga, dan lain-lain. *You have to keep rotating the branding*, kan? Pasti, kan?

As shown in data 1.85, Jehian shared his thought to Raymond that content creators have to keep innovating to survive in the field. However, time can be an obstacle that they cannot avoid. They are aging and one day they even need to raise a family. Coming to realization, Raymond uttered “*Oh, shit*” in response to Jehian. Afterwards, Jehian employed the informal

tag questions “*Bener ga?*” which means “*Right?*” in data (1.86). Jehian used this tag questions with the purpose to prove that he was saying a truth or fact that cannot be denied. Therefore, the tag questions indicated his confidence in his statement.

4.1.4 Questions

Questions is a language feature employed by speakers to prompt a response from the addressee (Coates, 2013). In the podcast, Jehian used several questions to prompt clearer questions from the host. Below are examples of questions asked by Jehian to the host.

Example 10

Raymond : Gini, gue bongkar, lu juga harus bongkar. Contohnya nih, Ternak Uang pas *free event*, kita tau nih, pas *free event*, kita penjualan naik 12 kali lipat di satu hari *free event* itu. Contohnya. Jadi setiap *entrepreneur* kan harus *figure out winning strategy* mereka kan. Kalo *so far* lu udah lakuin kayak gini, naik berapa kali lipat?

Jehian (1.101) : Oke.

Raymond : Oke, makan dulu.

Jehian (1.102) : Oke bentar ya. **Lu mau ngeliatnya angkanya dari mana nih?**

Raymond : *Gross* aja. rata-rata per *outlet*.

In the example, the host previously disclosed that the sales of his business, Ternak Uang, increased 12 times during a free event they conducted. He then requested Jehian to reveal Menantea’s sales when they launched the new menu. In response, Jehian gave a question back to Raymond to clarify which specific numbers he was referring to. The question indicated that Jehian was seeking an answer on whether the host wanted to know the gross profit or anything else because the host’s previous question was not clear enough for him.

Besides using questions to elicit responses, male speakers, especially those of higher status, tend to use questions to challenge the addressee (Holmes, 1995, as cited in Coates, 2013). Based on the findings, the writer observed that Jehian used questions to challenge the host despite their equal social status. The writer gives examples of questions used by Jehian to challenge the host as follows:

Example 11

- Raymond : Sekarang ini kita boleh bongkar-bongkaran ga? Gue mau bongkar nih. Kita ngomong sedikit keuangan nih. *I wanna know*, karena kebanyakan orang itu membangun ide bisnis, itu karena mereka mau *make a lot of money* dari sana. Tapi, lu sendiri nih, sebelum lu bangun Menantea kan, menurut gue ya, kalo gue prediksi ya, kalo gue prediksi ya.
- Jehian (1.55) : Wah, mantap.
- Raymond : Uangnya cukup banget gitu. Sebenarnya lu *ga-settle enough* gitu.
- Jehian (1.56) : **Berapa tuh? Cukup? Berapa tuh?**
- Raymond : Iya gue penasaran nih. Lu bisa bongkar *ga range* nya berapa, gitu. Kan lo ada 2 nih. Sebagai Menantea, sebagai *management*. Lu kasih *range* dong, kira-kira lu berpenghasilan berapa sebelum lu bangun Menantea. Jadi, bisa kasi gue konteks. Gue mau *understand why* membangun Menantea dari sana.

The given example showed that Raymond wanted to predict Jehian's income from his talent management business. Raymond predicted that Jehian earnings as talent manager is sufficient, suggesting that Jehian is settled and does not need to venture into other businesses. However, Jehian asked Raymond in data 1.56 to specify what Raymond considered to be "sufficient" based on his prediction. The question made by Jehian is a critical question to challenge the host, indicating that Jehian doubted that the host could accurately predict his income. Moreover, given that both Jehian and the host share similar social status, Jehian might have felt at ease to pose a challenging question to the host without having the fear of being disrespectful.

Furthermore, Coates (2013) states that a question can be used by the speaker to initiate discussion about a new topic and it allows the speaker to share his expertise to the addressee. It may also be considered as a way to pass over the conversational floor to another speaker. In the findings, Jehian uttered a question with this function towards Raymond Chin, as in the example below.

Example 12

- Raymond : *What's your marketing strategy* ampe bisa Menantea kayak sekarang gitu.

Jehian (1.119) : Oke. gini. Aduh, ntar gue pikir dulu. **Lu ngeliat gue sebagai *manager*, apa yang bedain gue sebagai *manager* nih, dengan *manager talent* lain? Lu liatnya apa yang paling gampang?**

Raymond : Karena lu *walk the talk*. Lu sendiri *influencer*.

Jehian (1.120) : Oke, gue sendiri *influencer*. Gue *walk the talk*.

Raymond : Iya.

Jehian (1.121) : **Artinya apa?** Gue *influencer* kan gue punya *audience*.

In this conversation, Raymond initially asked Jehian about his marketing strategy that contributed to Menantea's rapid growth. Instead of directly answering, Jehian responded with a question to Raymond, shifting to a new topic to ask Raymond what differentiates Jehian as a talent manager (in his talent management company) compared to other managers. At the same time, Jehian posed this question to challenge Raymond if he could offer his insight which may become a hint to the answer of Jehian's marketing strategy behind Menantea's success. Then, Raymond responded that Jehian's dual role as a manager and an influencer sets him apart from other talent managers. Based on Raymond's answer, Jehian eventually was able to proceed the conversation while telling his expertise in marketing as an answer to Raymond's initial question. Jehian linked this back to the original topic, explaining that having an audience and being able to interact with them is the key element of his marketing strategy, which has led to Menantea's success.

4.1.5 Commands and Directives

Coates (2013) defines a directive "as a speech act which tries to get someone to do something" (p. 94). Coates (2013) also notes that male speakers employ aggravated directives or commands that are straightforward, such as "*Gimme*" or "*get off*" (Coates, 2013). The directives are usually followed by statements of their preferences, like "*I want ...*" (Coates, 2013). In accordance with the theory, Jehian used this type of directives when having conversation with Raymond Chin. The writer elaborates the employment of aggravated directives used by Jehian as follows.

Example 13

Raymond : Ini dibanding sama *cost-cost* gue tuh ga nutup. *Adsense* gue tuh sekitar 10 juta. Kalo gue, gue jujur nih. Gue jujur, *adsense* gue 10 juta. Gue tebak ya kalo Jerome berapa, ya. Jadi anggep totalnya dua ratus. Ada ga?

Jehian (1.63) : Ada.

Raymond : Oke, berarti kerendahan nih?

Jehian (1.64) : Gue ga ngomong kerendahan ya. Gue bilang kan ada.

Raymond : Lima ratus?

Jehian (1.65) : **Jangan** lu tambah terus lah. Oke pokok intinya *in that kind of range*, terus gue itu *manage* dua belas *creator*. Udah, itu.

In this example, Raymond estimated Jehian's income that he gets from one of his talents (Jerome) approximately to be two hundred million rupiah. Then, Raymond changed it into five hundred since he thought that it was too low. As a response, Jehian told Raymond to stop increasing the estimated income. The use of "**jangan**" (**don't**) is considered as a straightforward command, indicating that he wanted the host to stop because he might be uncomfortable if his income was revealed.

Example 14

Jehian (1.138) : *Social media team* salah satu yang paling *biggest spending* gue di Menantea.

Raymond : Oh ya? Serius, *social media team*?

Jehian (1.139) : Itu yang gue bilang tadi. Gue *treat my*—lu nyebutnya apa, karyawan, *team* Raymond, dan segala macem. Gue *treat* itu sebagai *talent* di dalam Menantea.

Raymond : Oke.

Jehian (1.140) : Jadi kalo lu liat, istilahnya kan ada Mintea 1, Mintea 2. Gue ama Jerome. Tapi ada Mintea baru. Itu ada karyawan gue, team gue. Yang itu secara gaji lumayan tinggi. Tapi dia *handle* dan jadi persona pengganti gue dan Jerome di Menantea. Dan gue kasih dia tugas bahwa lu **harus (1)** coba gimana caranya gue sama Jerome lebih pasif. Lu **harus (2)** gantiin gue sama Jerome.

In the example above, Jehian explained that he invests a lot in managing his social media team as he considers them as his talents within Menantea. He mentioned that his social media admin, the new Mintea, has quite a high salary. He told the host that he also instructed his team to ensure that Jehian and Jerome can be more passive and their roles can be taken over by the new Mintea effectively. Jehian used the aggravated directives **harus (1, 2)** to emphasize how crucial the social media team's task is. Given Jehian's position as the CEO, he might not be hesitant to express firm directives to his subordinates to ensure that the team's efforts align

with his goals for the company.

In addition, the findings showed that Jehian also used mitigated directives, which mean future action suggestions. Some examples of mitigated directives to lighten the command are “let’s,” “gonna,” “can,” “could,” and “maybe” (Coates, 2013). The writer explains the employment of mitigated directives by Jehian when having conversation with Raymond Chin in examples below.

Example 15

Raymond : Iya gue penasaran nih. Lu bisa bongkar ga *range* nya berapa, gitu. Kan lo ada 2 nih. Sebagai Menantea, sebagai *management*. Lu kasih *range* dong, kira-kira lu berpenghasilan berapa sebelum lu bangun Menantea. Jadi, bisa kasi gue konteks. Gue mau *understand why* membangun Menantea dari sana.

Jehian (1.57) : Hmm.

Raymond : Ayo.

Jehian (1.58) : **Gue coba** bongkar pengetahuan lu tentang *influencer* dulu deh.

Raymond : Boleh, boleh.

In the excerpt, the host asked Jehian to reveal his income range before he created Menantea, but he did not answer him immediately. Instead, he wanted to uncover Raymond’s knowledge about influencers first. However, Jehian softened his request to Raymond by saying “**gue coba**” (*let me try*). Instead of using aggravated directives, for instance by saying “*I want to ...*”, he used the mitigated directive in showing his intention to uncover Raymond’s knowledge about influencers. The reason behind the employment of this mitigated directive might be because Jehian was reluctant to disclose his earnings to Raymond; therefore, he tried to buy time rather than answering Raymond’s questions right away.

Example 16

Jehian (1.59) : Gini, gue jawabnya *yes or no*. Kalo misalnya menurut lu di *scope*-nya, *let’s say* kayak *talent* gue tuh, Jerome, Hansol tuh kan yang udah diatas 3 juta *YouTube viewers*-nya. Kan lu *YouTuber* juga nih. Lu dapet *adsense*, dong? (1) Pasti, dong? (2)

Raymond : Iya.

Jehian (1.60) : Ya, kan? Lu kan juga jual sponsor.

Raymond : Uh-hm.

Jehian (1.61) : Nah **lu bisa ga** estimasi kira-kira berapa. Nanti gue jawab *yes or no* aja. Lebih besar, lebih kecil, atau gimana gitu.

In this example, Jehian was trying to ask the host whether he has knowledge related to influencers or not. Jehian used the mitigated directives "**lu bisa ga**" (*can you*) to Raymond to lighten the command to estimate Jehian's income as an influencer manager. Additionally, he specified that he would only provide a yes or no answer. The directive "**lu bisa ga**" is considered as a mitigated one since it contained the word "**bisa**" (*can*) in accordance with Coates' (2013) theory. In this example, Jehian was still being reluctant in showing his exact income. He uttered another mitigated directive to buy time and specified that he would only provide a yes or no answer.

4.1.6 Swearing and Taboo Language

According to Coates (2013), men are claimed to use more taboo words. In addition, Lakoff (1975, as cited in Coates, 2013) also believes that men use stronger offensive words like "damn" or "shit" (Coates, 2013, p. 97). Moreover, Coates (2013) claims that men tend to incorporate a lot of taboo language while sharing stories, particularly in all-male conversations. In this study, the writer found out that Jehian used a stronger swear word when having conversation with Raymond Chin. The usage of a stronger swear word by Jehian as follows.

Example 17

Raymond : Gini, gue bongkar, lu juga harus bongkar. Contohnya nih, Ternak Uang pas *free event*, kita tau nih, pas *free event*, kita penjualan naik 12 kali lipat di satu hari *free event* itu. Contohnya. Jadi setiap *entrepreneur* kan harus *figure out winning strategy* mereka kan. Kalo *so far* lu udah lakuin kayak gini, naik berapa kali lipat?

Jehian (1.101) : Oke.

Raymond : Oke, makan dulu.

Jehian (1.102) : Oke bentar ya. Lu mau ngeliatnya angkanya dari mana nih?

Raymond : *Gross* aja. rata-rata per *outlet*.

Jehian (1.103) : Oke angkanya gue tau. Tapi kan sebenarnya, kalo gue bisa bilang, si *R&D process* menuju si *marketing* gue ini, menu-menu ini, itu kan setelah PPKM *shit* ini *happening* kan, sebenarnya. Jadi gue metrik membandingkannya itu antara sebelum PPKM atau waktu lagi PPKM ini.

In the example, Raymond asked about the increasing sales of Menantea after the launch of the new menu and its marketing. In response, Jehian explained that Menantea did the marketing for the new menu after the community restriction during the pandemic. Hence, he let the host know that he would compare the sales before the PPKM to the sales after the PPKM. While explaining, he used stronger swear word **shit** to express his frustration about the situation regarding PPKM at that time, which restricted the community activities during the pandemic. The use of a stronger swear word might be because his addressee is also a male speaker who is prone to use stronger swear words as well. Moreover, since their ages are similar, he might not feel the need to filter his language.

4.1.7 Compliments

Coates (2013) points out that women are more likely to be the recipients and the givers of praises than men. Additionally, Coates (2013) states that men prefer to express admiration towards one another based on possessions or skill as opposed to appearance or physical attributes. Based on the findings, Jehian used compliments mainly to praise the host competence. Examples and elaborations of the compliments are provided below:

Example 18

Raymond : Sekarang ini kita boleh bongkar-bongkaran ga? Gue mau bongkar nih. Kita ngomong sedikit keuangan nih. *I wanna know*, karena kebanyakan orang itu membangun ide bisnis, itu karena mereka mau *make a lot of money* dari sana. Tapi, lu sendiri nih, sebelum lu bangun Menantea kan, menurut gue ya, kalo gue prediksi ya, kalo gue prediksi ya.

Jehian (1.55) : Wah, **mantap**.

As shown in the example, the host began to discuss financial and he wanted to predict Jehian's income by saying "*Tapi, lu sendiri nih, sebelum lu bangun Menantea kan, menurut gue ya, kalo gue prediksi ya, kalo gue prediksi ya.*" Then Jehian uttered "**mantap**" to express his admiration for Raymond's skill. Although the host had not said his prediction yet, Jehian praised the host for the fact that he got the confidence in wanting to predict Jehian's income.

Example 19

- Raymond : Iya ini umpamanya Menantea itu bisa jadi *stepping stone* lu berubah, lu jadi *entrepreneur guy* yang orang nggak nyangka. *Boom*, kayak orang-orang kaget gitu. Gila, *the next content, the next big thing* orang nungguin Jehian apa. *What's the next venture* yang dia bikin, gitu. Nah itu keren sih, kalo kayak gitu sih. Dan lu udah nyokong *Forbes 30 under 30*. Itu udah keren banget.
- Jehian (1.169) : **Kalo ga salah gais, ini *sneak peek* ya. Kayaknya tahun depan gais.**
- Raymond : Amin, anjir gila.

In the example above, the host complimented Jehian that being listed among the entrepreneurs in Forbes 30 under 30 was a significant accomplishment. Then, Jehian intended to give back the compliment by saying as in data 1.169 that Raymond might achieve that recognition as well in the following year. The data was clearly directed towards the host because Jehian was using a gesture during the conversation, pointing to the host. Furthermore, Jehian himself had already been included in the Forbes 30 under 30 list, while the host had not. Therefore, Jehian was not talking about himself in the utterance. The compliment Jehian gave to Raymond in data 1.169 might be used to acknowledge Raymond's achievement and skill while pursuing his career as an entrepreneur.

4.2 Language Features Used by Jehian Panangian when Having Conversation with Hermanto Tanoko

This section covers the analysis of the findings regarding the language features used by Jehian Panangian when having conversation with Hermanto Tanoko about Jehian's businesses in the first video podcast. Among the seven types of language features based on Coates (2013), Jehian employed only 5 types in the podcast. Those language features are minimal responses, hedges, tag questions, commands and directives. Jehian did not utilize swearing and taboo language as well as compliments when having conversation with Hermanto Tanoko. Below are the analysis and examples of Jehian's utterances provided by the writer.

4.2.1 Minimal Responses

Coates (2013) defines minimal responses as short utterances such as "*yeah*," "*right*," or "*mhm*" (p. 87). According to Coates (2013), male speakers often use these utterances with a delay to assert their dominance towards the other person. However, the findings showed that

Jehian used minimal responses with the purpose of expressing agreement and attentiveness to the one who is talking.

Example 20

- Jehian (2.9) : Menantea di bulan April tanggal 10. Itu toko pertama kita di Tomang.
Hermanto Tanoko : April, bulan 10?
Jehian (2.10) : Tanggal 10. Bulan April tanggal 10.
Hermanto Tanoko : April tanggal 10?
Jehian (2.11) : **Uh-hm.**

In the podcast, Hermanto inquired from Jehian about the launch date of Menantea. Jehian responded, stating that it was launched on April 10th. However, there seemed to be confusion from the host, saying that April is the tenth month. After that, Jehian repeated the date to clarify and ensure the host's understanding. Hermanto repeated the date back to Jehian, asking "*April tanggal 10?*". In response to that, Jehian uttered "**Uh-hm**", indicating his agreement and confirmation that the date mentioned was indeed correct.

Example 21

- Hermanto Tanoko : Oh, iya. Saya juga sempat tadi lihat Menantea punya Instagram.
Jehian (2.61) : Wah terima kasih.
Hermanto Tanoko : Disitu juga saya lihat, wah ini—biasanya yang memakai—*brand* itu kan *engagement* ataupun komennya kan nggak banyak, ya.
Jehian (2.62) : **Betul.**
Hermanto Tanoko : Tapi ini banyak juga!

In the excerpt above, the host was telling Jehian that he had briefly glanced at Menantea's Instagram. Then, the host expressed that usually brands' social media often lack significant engagement or many comments. Jehian responded with a simple "**Betul**" (*right*), indicating his agreement with the host's observation. His utterance also served as encouragement from listener to the host to continue his statement, suggesting that Jehian felt the host might have more to say about Menantea's Instagram. Following Jehian's minimal response, the host stated that, in fact, Menantea does have high engagement from the audience.

4.2.2 Hedges

Based on Coates' (2013) theory, hedges are linguistic tools used by speakers to express the level of uncertainty about the discussed topic. Common examples of hedges include phrases like "*I think, I'm sure, you know, sort of and perhaps*" (Coates, 2013, p. 88). While men generally use hedges less frequently because they tend to avoid sensitive or personal topics (Coates, 2013), this study suggests that even in business discussions, men employ hedges. Below are examples of Jehian using hedges to express uncertainty while conversing with Hermanto Tanoko.

Example 22

- Hermanto Tanoko : Tapi tetap dipertahankan *tea* aja ya? Jadi nggak ke kafe atau ke minuman jenis-jenis yang lain ya?
- Jehian (2.91) : *So far*, iya kita belum. **Paling** yang paling mentok itu, yang ibaratnya bukan *tea* itu, kita ada namanya Menantea Sunset. Itu pakai *blue tea*. Tapi ya kita nyebut ya tetep *tea* sih.

As shown in the excerpt, the host asked Jehian whether he wanted to make other types of beverages besides tea. Then, he answered that he did not have any plan to make another type of drink. He added that Menantea has Menantea Sunset, a beverage that is made of flower petals. The color of Menantea Sunset is a combination of purple and yellow. Although he knows that one of the ingredients of Menantea Sunset is tea, he was uncertain whether people would categorize Menantea Sunset as a tea due to its uncommon colors. Thus, he used the hedges "**paling**" that has similar meaning with "*maybe*" to suggest that perhaps Menantea Sunset is considered as a non-tea drink by the customers.

In addition to showing uncertainty, hedges may also be used to show the speaker's certainty. The use of hedges in showing one's certainty is employed by Jehian as in the following example.

Example 23

- Hermanto Tanoko : Iya. Nah kalau di Menantea-nya gimana jadi, membagi waktu untuk *time management* itu?

Jehian (2.59) : Nah jadi di Menantea-nya itu, karena ibaratnya kita lebih butuh *minds*-nya itu untuk ada di situ, untuk sekarang aku lebih mengalokasikan waktu, atau *at least, my thinking time* itu lebih di Menantea, begitu untuk hal ini. Karena kita banyak sekali hal yang harus diurusin, ***let's say kayak*** Jerome aja belum nyoba, kan? Jadi *we're still thinking of a second wave* gitu.

In the example, Hermanto asked Jehian how he handles his time management in Menantea. He shared that he allocated his thinking time more into Menantea because at that time he had many plans for the business. Furthermore, Jehian mentioned that he had numerous tasks in Menantea that needed his attention. At that moment, he was confident that he had one specific plan for Menantea. He said that his team was preparing for his brother, Jerome, who had not yet tried Menantea's product. Therefore, he used the hedges ***let's say*** and ***kayak*** while saying that agenda.

Moreover, hedges may also be used as a tool to soften the impact of an utterance (Coates, 2013). For instance, by incorporating the word "*like*", speakers can avoid the impression of being boastful or evaluative towards others (Coates, 2013). Below are the examples of Jehian incorporating hedges when having conversation with Hermanto Tanoko to lessen the force of his utterances.

Example 24

Hermanto Tanoko : Kenapa kok pakai nama Menantea ya? Ada ceritanya itu?

Jehian (2.12) : Ada. Soalnya kan Jerome—jadi dia bikin konten YouTube, terus dia nyuruh aku untuk buka toko. Waktu itu, Jerome itu suka banget ngisengin aku kayak (1) "ini nomernya Bang Ian," gitu. "Udah kalian-kalian bilang ke Bang Ian nih," kadang-kadang kayak (2), dulu itu kayak (3) "Bangunin bang ian dong," gitu. "Ga bisa ditelepon". Terus orang-orang ngespam aku. Cuman yang kali ini suruh buka toko. Dan waktu itu spamnya itu *all time high*. Jadi kayak (4) bener-bener nggak pernah setinggi itu. Di chat hp-ku itu ada 32 ribu orang—

Hermanto Tanoko : Wah.

Jehian (2.13) : Yang ngechat berbarengan dan ***kayak (1)*** aku nggak bisa respon ke *brands*, nggak bisa respon ke *clients*, kan? (1) Jadi ada ***kayak (2)***, *urgency*-nya ***kayak (3)***, "Jer, kamu jangan macam-macam." Maksudnya, ini beneran kalo nggak

hilang chatnya, ini kerjaan kita yang *management* itu, Mantappu, nanti hilang semua. Maksudnya soalnya itu memang nomor yang aku pakai buat kerjasama, kan? (2)

In data 2.13, Jehian used hedges to lessen the force of his utterance. As seen in the excerpt above, Jehian was sharing the origin of the name “Menantea” for his beverage business. He said that everything began with Jerome, his brother, who was randomly teasing him. At that time, Jerome told his followers to flood Jehian’s chat, urging him to open a store.

Moreover, in data 2.13, Jehian expressed that the spam messages made it difficult for him to respond to his clients, and that he would tell Jerome not to mess around because it could raise serious consequences. However, Jehian used the hedges **kayak (1, 2, 3)** to avoid appearing excessively irritated about the situation. These hedges serve to soften the impact of his statement, even though he was addressing a serious case in his business operations.

Example 25

Hermanto Tanoko : Rata-rata berapa pendapatan dari 1 *outlet*-nya?

Jehian (2.38) : Waduh.

Hermanto Tanoko : Ada jaminan nggak dari Menantea-nya?

Jehian (2.39) : Nggak, kita tapi ada skema, *let’s say, high, mid, and low*, gitu sih. Memang kan kita—

Hermanto Tanoko : Oke. Kalau *average*-nya berapa?

Jehian (2.40) : Oke. **Let’s say (1)** kalau *talking about own-store* aja ya. *Own store* kita yang di Tomang itu 1 hari itu bisa *double digit* juta. Kalau 1 bulan ya, **let’s say (2)** *around several hundred million* lah, gitu.

The excerpt above is another example of hedges used to soften the force of an utterance, particularly to avoid boasting. Initially, Hermanto inquired about the average income of one outlet to Jehian. However, Jehian cautiously answered the average of his income while incorporating hedges **let’s say (1, 2)**, possibly recognizing the sensitivity about the discussion related to income. By employing these hedges, Jehian might want to avoid potentially negative perceptions of the listeners that he might be boasting about his earnings. Thus, he used the hedges to steer away from the sensitive topic and refrain from boasting.

Example 26

Hermanto Tanoko : Berarti berapa? 200?

Jehian (2.41) : Bisa 300.

Hermanto Tanoko : 300 itu di *high* atau *medium*, atau *low*?

Jehian (2.42) : Itu bisa dibilang begini sebenarnya, Pak Hermanto. Karena kita itu beda dengan *coffee shop*, dimana, ***let's say, kayak (1)*** kita sebut *brand mungkin kayak (2)* Janji Jiwa gitu ya. *The people needed to run the store* itu sebenarnya nggak terlalu banyak. Karena ibaratnya mereka *espresso-based*, kan. Sedangkan kita itu banyak banget pakai buah-buahan beneran. Jadi untuk *running store* itu, kadang-kadang kita butuh 5-7 *employee*, di dalam satu *stand* itu, kalau misalnya mau *high-speed*. Nah kadang-kadang, dan itu—*problem* kita sampai sekarang adalah, kita kadang-kadang kewalahan di *speed*-nya.

In data 2.42, Jehian incorporated hedges to avoid being evaluative towards another brand. The host previously asked whether their average income, which is three hundred million rupiah, belongs to the high, medium, or low category. However, Jehian did not explicitly answer Hermanto's question. In data 2.42, Jehian aimed to draw a comparison between a coffee shop that primarily serves espresso-based beverages and their own store, which specializes in drinks made with fresh fruits. Jehian shared his idea that coffee shops typically require fewer employees due to the simplicity of espresso-based drinks. Meanwhile, Menantea needs around five to seven employees to achieve high-speed performance. Jehian also adds that they were still struggling when it was related to the speed of their operations.

In the conversation, Jehian carefully avoided sounding critical of the brand he mentioned, Janji Jiwa. Hence, he used all the hedges before naming the brand as his example. The use of hedges signaled his intention to reduce the impact of his statement towards Janji Jiwa. Perhaps, Jehian might not want to force the idea that Janji Jiwa and other coffee shops definitely have faster operations solely because they serve espresso-based drinks.

4.2.3 Tag Questions

Derived from Coates (2013), tag questions encompass formal tags like "..., isn't it?" as well as informal ones such as "..., right?" and "..., OK?" (p. 91). Tag questions serve two main purposes (Holmes, 1984, as cited in Coates, 2013). They can express modal meaning, indicating

the speaker's level of certainty about a statement and typically require confirmation from the addressee (Coates, 2013). On the other hand, tag questions can convey affective meaning, which can be divided into two subtypes: facilitative tags and tags that soften the impact of the statements.

When conversing with Hermanto Tanoko, Jehian solely used tag questions with modal meaning. The examples of tag questions used by Jehian to express his level of certainty are as follows.

Example 27

Hermanto Tanoko : Wah.

Jehian (2.13) : Yang ngechat berbarengan dan kayak (1) aku nggak bisa respon ke *brands*, nggak bisa respon ke *clients*, **kan? (1)** Jadi ada kayak (2), *urgency*-nya kayak (3), “Jer, kamu jangan macam-macam.” Maksudnya, ini beneran kalo nggak hilang chatnya, ini kerjaan kita yang *management* itu, Mantappu, nanti hilang semua. Maksudnya soalnya itu memang nomor yang aku pakai buat kerjasama, **kan? (2)**

Hermanto Tanoko : Iya.

The context of the excerpt above is when Jehian discussed the spam messages he received from Jerome's followers. In data 2.13, Jehian used the tag question **kan (1)** when expressing that he was unable to respond to other brands that were contacting him. Moreover, the tag question **kan (2)** was also employed when he mentioned that his phone number was the one that he used to contact collaborators. The use of both tag questions showed Jehian's certainty of the fact that his business number was spammed by message to the point that he cannot really respond to his clients. The tags might also be employed to prompt the host's justification for his concern of the potential loss of business-related chats with important people if random people spammed him. In response to Jehian's utterance, the host eventually said “Iya”, indicating that his concerns were valid.

4.2.4 Questions

Coates (2013) claims that questions are employed by speakers as a way to elicit a response from the addressee. Additionally, male speakers with higher status often use questions to challenge the addressee (Holmes, 1995, as cited in Coates, 2013). However, in the

conversation between Jehian and Hermanto Tanoko, Jehian only used questions to the host to prompt responses. To be specific, the questions were aimed to seek clearer information regarding the host's inquiries. Below are examples of questions posed by Jehian.

Example 28

Hermanto Tanoko : Nah untuk orang yang ingin menjadi franchise itu berapa sekarang ini?

Jehian (2.33) : **Apanya nih, *leads*-nya, atau?**

Hermanto Tanoko : Meski bayar *fee*-nya berapa?

Jehian (2.34) : Oh, harganya? Kita ada, ya itu tergantung proposalnya yang paling *update*. Kita berubah-ubah. Tapi *it's around one hundred*.

In the example, the host asked Jehian "*Nah untuk orang yang ingin menjadi franchise itu berapa sekarang ini?*". Then, Jehian posed a question as shown in data 2.33 to make sure whether the question 'how much' was referring to the leads (potential customers) or to the price of opening a franchise. This utterance is considered as a question used by Jehian to elicit clearer information of the host's question. Then, the host answered "*Meski bayar fee-nya berapa?*". From the host's response, it turned out that the host was referring to the fee of opening a franchise, not their leads.

4.2.5 Commands and Directives

Directive is a language feature used by speakers "to get someone to do something" (p. 94). According to Coates (2013), men typically use straightforward or aggravated commands like "*Gimme*" or "*get off*", followed by statements of their intentions (Coates, 2013). When conversing with Hermanto Tanoko, the findings showed that Jehian did use the aggravated directives. However, the directives were not used to command the host to do something. Instead, Jehian used the aggravated directives when he was telling the requirements for people who wanted to be his partners and when he was sharing his story on how he would give command to Menantea's employees. The examples of aggravated directives used by Jehian are as follows.

Example 29

Hermanto Tanoko : *One hundred?* Dan harus ada syarat mempunyai *location* yang strategis, atau luasnya berapa?

Jehian (2.35) : Benar, strategis. Terus, **harus (1)**, *let's say (1)*, ada bukti lah bahwa dia memang serius, dan udah **harus (2)** ada *location* yang dia udah pasti dapat, *let's say (2)*, *at least* 1 tahun atau 2 tahun, gitu.

In this example, the host asked Jehian the requirements that people must meet if they want to join as a franchisee. As a response, Jehian explained about the requirements by using **harus (1)** to say that individuals should have proof that they are serious. Moreover, he used the **harus (2)** to say that individuals must have a fixed location for at least one or two years. The word “**harus**” indicated a straightforward command rather than just a suggestion since it is related to a business contract or agreement.

Example 30

Hermanto Tanoko : Disitu juga saya lihat, wah ini–biasanya yang memakai–*brand* itu kan *engagement* ataupun komennya kan nggak banyak, ya.

Jehian (2.62) : Betul.

Hermanto Tanoko : Tapi ini banyak juga!

Jehian (2.63) : Iya.

Hermanto Tanoko : Saya ngomong wah ini istimewa sekali ini.

Jehian (2.64) : Kita bikin *personality* untuk *admin* yang *handle* itu. Karena kan awalnya kan aku sama Jerome. Kita kasih nama Mintea 1 sama Mintea 2. Waktu kita *hire social media admin* baru, kita berpikir bahwa kita **nggak boleh** sembarangan *hire* orang, karena bisnis ini itu adalah bisnisnya *netizen*, gitu kita bilang. Jadi orang baru ini **harus** bisa diterima sama *audience* kita, sama *market* kita. Jadi kita bikin *story*, gimana pelan-pelan caranya akhirnya bisa diterima dan sekarang ya dia bisa jadi Mintea baru gitu. Nah Mintea baru itulah yang *handle* social media dan lain-lain.

As shown in the excerpt, the host previously stated that Menantea’s social media unexpectedly has high engagement compared to other businesses. Consequently, Jehian elaborated the reason behind their high engagement from their audience. He stated that it is because they managed to build a personality for their social media administrator. Furthermore, he used the directives “**nggak boleh**” to ask his team not to carelessly hire people as the administrator because he said that the business is also the netizen’s business. Not only that, but

he also used *“harus”* to say that the team must do something so that the person they hired can be accepted by their market. The directives were rather straightforward because he said what he really wanted. His instructions were not suggestions but something that must be done for the sake of business.

4.3 The Differences and Similarities between the Language Features Used by Jehian Panangian when Having Conversations with Raymond Chin and to Hermanto Tanoko

In this section, the writer highlights the differences and similarities between the language features used by Jehian Panangian when having conversations with Raymond Chin and Hermanto Tanoko. This section is further divided into two subsections. Subsection 4.3.1 covers the differences between the language features, while subsection 4.3.2 covers the similarities between the language features employed by Jehian to Raymond Chin and Hermanto Tanoko. As claimed by Coates (2013), the language features include seven types, which are minimal responses, hedges, tag questions, questions, commands and directives, swearing and taboo languages, and compliments. Table 4.1 below presents an overview of the language features used by Jehian when having conversations with Raymond Chin and to Hermanto Tanoko in the podcasts.

Table 4.1

Table of Findings

Video Podcasts	Language Features						
	MR	H	TQ	Q	CD	STL	C
Jehian with Raymond Chin	32	46	12	5	19	1	2
Jehian with Hermanto Tanoko	7	40	4	1	7	-	-

Abbreviations:

MR: Minimal Responses

H: Hedges

TQ: Tag Questions

Q: Questions

CD: Commands and
Directives

STL: Swearing and Taboo
Language

C: Compliments

Table 4.1 shows that Jehian utilized all seven types of language features towards Raymond Chin, the addressee who is of the same age and social status as Jehian. On the other hand, Jehian employed five out of seven types of language features to Hermanto Tanoko. Jehian did not use swearing and taboo language as well as compliments when conversing with Hermanto Tanoko, the addressee who is older and holds a higher social status. In addition, based on its frequency, the most frequently used type when having conversation with both hosts was the same: hedges. However, Jehian used more minimal responses, tag questions, and commands and directives when having conversation with Raymond than with Hermanto. Meanwhile, the less frequently used type of language feature was also the same for both hosts: questions. The writer provides further details of the differences and similarities in the use of language features by Jehian to Raymond Chin and to Hermanto Tanoko below.

4.3.1 The Differences between the Language Features Used by Jehian Panangian when Having Conversation with Raymond Chin and to Hermanto Tanoko

In this subsection, the writer presents nine differences in the way Jehian employed language features when having conversations with Raymond Chin and Hermanto Tanoko. The first two differences are the language features that were observed in Jehian's conversation with Raymond but absent in the conversation with Hermanto, that are swearing and taboo language as well as compliments. The next three differences highlight the language features that Jehian used more when having conversation with Raymond than with Hermanto, which are minimal responses, tag questions, and commands and directives. The sixth and seventh differences are about the same language features but with different expressions employed by Jehian towards Raymond Chin and Hermanto Tanoko, which are minimal responses and tag questions. Additionally, the last two differences cover the same language features but with different functions employed by Jehian towards Raymond Chin and Hermanto Tanoko, which are questions, as well as commands and directives.

First of all, Jehian employed the swearing and taboo language feature when having conversation with Raymond (1 time). The word "*shit*" was uttered by Jehian when he was expressing his frustration towards the community activities restrictions enforcement, or PPKM, due to the COVID-19. Jehian might use the swear word since male speakers indeed tend to use this language feature in their conversations. Also, Raymond shares the same age as Jehian. Thus, Jehian might feel that he is free to show his emotion through cursing. In contrast, Jehian did not

use any swearing or taboo language when he was having conversation with Hermanto because he might want to prevent being rude to older people.

Furthermore, Jehian employed compliments (2 times) directed at Raymond but not at Hermanto. Jehian occasionally complimented Raymond regarding his skill instead of his appearance. This aligns with Coates' (2013) theory that men tend to give compliments to each other based on their skill or possession. Jehian said *"mantap"* to praise the host's confidence when the host initiated to predict Jehian's income. Not only that, Jehian also said *"Kalo ga salah gais, ini sneak peek ya. Kayaknya tahun depan gais"* in acknowledging Raymond's success and wishing Raymond to get into the list of Forbes 30 Under 30. By having the same status as Raymond, Jehian might think that he and Raymond more or less have similar experience in the business industry. Consequently, he did not hesitate to give compliments to Raymond as an acknowledgement of his skills and accomplishments. In contrast, Jehian did not give any compliment to Hermanto. It is possible that Jehian regarded himself as someone who has lower status and has not enough experience, making him think that he may not be qualified enough for giving praise or acknowledgement to Hermanto.

Third, Jehian used more minimal responses when having conversation with Raymond. It can be seen in Table 4.1 that Jehian used a higher frequency of minimal when having conversation with Raymond (32 times) than with Hermanto (7 times). Based on the findings, Raymond often made long statements, which influenced Jehian to give brief replies to show agreement and awareness as a listener. In contrast, when conversing with Hermanto, the host asked more questions that required detailed answers. Therefore, Jehian provided answers that were more elaborate rather than minimal responses.

Fourth, Jehian used tag questions more frequently when having conversation with Raymond (12 times). This could be because Jehian felt more comfortable in expressing his confidence with someone of similar status. With Raymond, Jehian emphasized his points confidently and sought Raymond's agreement through the use of tag questions. In contrast, Jehian used fewer tag questions when conversing with Hermanto (4 times). The reason is perhaps because he wanted to show respect and avoid appearing overly confident in the presence of someone who is supposed to possess more experience in the field.

Fifth, Jehian used more commands and directives when having conversation with Jehian (19 times) rather than with Hermanto (7 times). Jehian used less commands to Hermanto possibly because commands and directives are rather to be used by people with a higher status

(Coates, 2013). Thus, Jehian gave orders more frequently to Raymond, who has similar status with him.

Table 4.2

Table of Similar Language Features with Similar Functions but Different Expressions

Language Features	Video Podcasts	Functions	Expressions	
			Formal	Informal
Minimal Responses	Jehian with Raymond Chin	to show agreement and to express attentiveness as a listener	- <i>betul</i> - that's right - <i>iya</i> - yes	- <i>oke</i> - <i>yoi</i> - <i>uh-hm</i> - <i>itu bener banget</i> - <i>bener</i> - <i>yup</i>
	Jehian with Hermanto Tanoko		- <i>betul</i> - <i>tepat sekali</i> - <i>iya</i>	- <i>uh-hm</i> - <i>bener</i>
Tag Questions	Jehian with Raymond Chin	to show certainty or confidence and	- <i>kan?</i>	- <i>dong?</i> - <i>bener ga?</i>
	Jehian with Hermanto Tanoko	to ask for confirmation	- <i>kan?</i>	

Next, Jehian used more casual expressions of minimal responses when having conversation with Raymond Chin. Based on Table 4.2, Jehian used words such as “*yoi*” and “*yup*” when responding to Raymond’s statements. These expressions suggested that Jehian considered talking to Raymond as if having a conversation with a same-age friend, prompting him to employ an informal tone. Meanwhile, Jehian used formal expressions of minimal responses such as “*tepat sekali*” and “*betul*” when having conversation with Hermanto since Hermanto is older than him.

Furthermore, Jehian also used informal tag questions like “*dong?*” and “*bener ga?*”, as shown in Table 4.2, towards Raymond Chin but not to Hermanto Tanoko. Both expressions have similar meaning, that is “*right?*”. However, these expressions are often used in conversations between friends rather than with older people. That is why Jehian only employed it when having

conversation with Raymond. Conversely, Jehian used formal tag questions to Hermanto because Hermanto is way older than Jehian. Jehian used expression “*kan?*” which means “*right?*”, and it is more formal than “*dong?*” and “*bener ga?*”.

The eighth difference refers to the additional functions that were used by Jehian when having conversation with Raymond, and not to Hermanto. In addition to using questions to prompt responses from the host, Jehian also used this feature to challenge the host (Coates, 2013). Jehian posed a critical question to test the host regarding his knowledge about influencers. He asked Raymond “*Berapa tuh? Cukup? Berapa tuh?*” to test whether Raymond could accurately predict Jehian’s income. The reason Jehian employed questions with this function might be because Jehian and Raymond share similar status. Therefore, he might feel comfortable in giving a question to the host, leading to a more interactive discussion since Jehian can contribute his own questions. On the other hand, Jehian might not use this function of question because Hermanto has higher status than him. It could be perceived as disrespectful for Jehian to challenge someone who has more experience and authority. Therefore, he may have opted not to use this approach and used questions only to initiate responses when having conversation with Hermanto.

Jehian also used questions with the function of initiating a new topic when having conversation with Raymond Chin. When Raymond was curious about Jehian’s marketing strategy for Menantea, Jehian did not provide an answer but passed the conversational floor back to Raymond by employing a question. Jehian asked Raymond what distinguishes him as a talent manager, and the answer was actually because he is also an influencer. The use of question here eventually allowed Jehian to explain his expertise, that he applied his strategy of being an influencer and having an audience as a strategy to manage Menantea.

The last difference lies in the use of commands and directives language feature. Jehian employed another type of directive when having conversation with Raymond Chin that he did not utilize when having conversation with Hermanto Tanoko. According to Coates (2013), another type of directive other than aggravated directives is the mitigated directives. This type of directive is characterized by phrases such as “*gonna,*” “*can,*” “*could,*” and “*maybe*”. Mitigated directives function to lighten the speakers’ demand and make it as a suggestion (Coates, 2013). In the findings, Jehian used mitigated directives towards Raymond to convey his requests as suggestions. Some of the examples were “*lu bisa ga*” (*can you*) and “*gue coba*” (*let me try*). Sometimes, Jehian also used mitigated directives to Raymond to buy time and to convey that he was reluctant in discussing particular topics like his income. Meanwhile, Jehian did not use

mitigated directives to Hermanto possibly because commands and directives are rather to be used by people with a higher status (Coates, 2013).

4.3.2 The Similarities between the Language Features Used by Jehian Panangian when Having Conversations with Raymond Chin and to Hermanto Tanoko

The writer found seven similarities in the way Jehian utilized language features when having conversations with Raymond Chin and Hermanto Tanoko. As provided in Table 4.1, the dominant or the most frequently used type of language feature towards both hosts is hedges. Additionally, the less frequently used type of language feature towards both hosts is questions. Moreover, the similarities are observed when Jehian employed five similar types of language features with similar functions to both Raymond Chin and Hermanto Tanoko. The five types employed by Jehian are minimal responses, hedges, tag questions, questions, as well as commands and directives.

Firstly, hedges was the dominant type of language feature that was frequently used by Jehian towards both Raymond and Hermanto (46 times to Raymond and 40 times to Hermanto). This similar frequency might indicate that the difference in the hosts' age and status did not influence Jehian's use of this feature. Based on the findings, the use of hedges was rather influenced more by the topic of discussion.

The second similarity is the less frequently used type of language feature by Jehian towards both Raymond and Hermanto, which is questions. Jehian posed questions 5 times to Raymond, and 1 time to Hermanto. Jehian possibly used questions only in situations when he did not understand what the hosts had said and needed further explanation. If he understood their statements, he refrained from asking questions.

The next similarity is in the use of minimal responses when having conversations with Raymond and Hermanto. In contrast to Coates' (2013) claims that male speakers tend to use delayed minimal responses to discredit the current speaker, the writer observed that Jehian did not employ this function to both hosts at all. Instead, the minimal responses utilized by Jehian functioned as his way to show agreement when the hosts were stating his opinions (Coates, 2013). Moreover, Jehian sometimes used minimal responses to express his attentiveness as a listener (Coates, 2013). As a guest, he gave signals to both hosts that he was paying attention to them, and he wanted the hosts to continue the conversation. Some examples of the minimal responses include "*betul*," "*uh-hm*," and "*oke*".

The fourth similarity lies in Jehian's employment of hedges when engaging with both hosts. Jehian used four similar functions of hedges when he was having conversations with Raymond Chin and Hermanto Tanoko. He often employed hedges such as *"kayak," "let's say," "mungkin"* and *"kind of"*. Firstly, he used the hedges in expressing his uncertainty when they were discussing Menantea, his business. These hedges might indicate his lack of confidence in the industry of food and beverage business. As mentioned in the first podcast (Chin, 2021) and the second podcast (Tanoko, 2021), Jehian had just run the business for four months. Therefore, he might still need further exploration to give him a deeper understanding and build his confidence.

Moreover, there were few times when Jehian also used hedges to show his certainty. He used this function when he was confident and knew that his statements were not wrong, for instance, when discussing his plans for Menantea or the talents that he managed.

In addition to expressing uncertainty and certainty, Jehian also used hedges to prevent being boastful to both hosts. Despite the relatively young age of his business, Jehian has successfully managed it to the extent that he has obtained numerous partnerships and achieved significant income. However, Jehian might perceive that the discussion about his earnings is a sensitive topic. That is why he attempted to avoid appearing overly confident and tried to get away from it, stimulating him to use hedges towards Raymond Chin and Hermanto.

The last function of hedges used by Jehian when having conversations with Raymond Chin and Hermanto Tanoko is to avoid being evaluative or critical towards other people. This employment of this function emerged when he was talking about other businesses or brands with Raymond Chin and Hermanto Tanoko. Since his opinions towards other businesses might offend them, he tried to mitigate the impact of his utterance by using hedges.

Furthermore, the writer found the fifth similarity in the utilization of tag questions by Jehian towards Raymond Chin and Hermanto Tanoko. Jehian used the tags which have modal meaning to show his certainty of the discussed topic in his utterances (Coates, 2013). It can be seen in the findings that Jehian employed tag questions which are *"kan?"*, *"bener ga?"*, and *"dong?"* to emphasize the confidence in his statements. At the same time, Jehian used the tag questions to ask for confirmation from both hosts in regard to his statements.

Sixth, Jehian also used questions with a similar function towards both hosts. Jehian used questions as a way to encourage responses from the hosts (Coates, 2013). In particular, Jehian used questions every time he did not completely understand the hosts' prior questions. Jehian might need more explanations or information regarding the hosts' inquiries; therefore, Jehian

posed questions back to both hosts. For instance, Jehian asked *“Lu mau ngeliatnya angkanya dari mana nih?”* to Raymond Chin, and *“Apanya nih, leads-nya, atau?”* to Hermanto Tanoko.

Lastly, the seventh similarity lies in the usage of commands and directives by Jehian during his conversations with both Raymond Chin and Hermanto Tanoko. Throughout the podcast, Jehian used the aggravated directives, that are a more straightforward or explicit type of commands. He employed phrases such as *“harus”* (*have to*) and *“nggak boleh”* (*cannot*) which indicated the use of directives. The similar point in the employment of aggravated directives by Jehian is when he was discussing with both hosts how he would instruct his employees in managing his business. The use of explicit directives towards his employees is due to his authority as the superior within his business (Holmes, 2013). In his role as the CEO of Menantea, he holds the authority to give orders towards his subordinates.

4.4 Interpretation

This section highlights some interesting findings of the collected data. The discussion is presented within two other factors influencing Jehian’s use of particular language features, which are the hosts’ style and the topic of discussion.

4.4.1 The Host’s Style

From the findings, it was disclosed that the host’s style during the conversation with Jehian affected Jehian’s use of minimal responses. Specifically, Jehian used a greater frequency of minimal responses towards Raymond than towards Hermanto. Minimal responses are typically very brief replies that consist of single words or short phrases. In the conversation with Raymond, the host often made long statements and shared his opinions with Jehian. Consequently, Jehian often provided brief answers as a response to show his agreement and awareness as a listener. However, when having conversation with Hermanto, less minimal responses were employed because Hermanto often gave him more questions that needed more explanation. Thus, instead of answering briefly within single words, Jehian opted to deliver more elaborate responses. He answered Hermanto’s questions through longer utterances whilst showing his competence as well.

4.4.2 Topic of Discussion

The writer discovered other interesting findings that the topic of the discussion was actually influential in Jehian’s use of hedges, commands and directives, and tag questions. First

of all, when the topic was about Menantea (Jehian's business), Jehian often used hedges with the function to express his uncertainty. This could happen given that the business had only been operating for four months. Consequently, he might not have developed a high level of confidence in his food and beverage business yet.

Furthermore, during discussions about income with both hosts, Jehian employed hedges to prevent being boastful. As stated by Coates (2013), hedges are commonly utilized in discussions involving sensitive topics. Jehian possibly regarded the conversation about his earnings as sensitive, fearing it might portray him as overly confident. Therefore, he tried to steer away from this topic by employing hedges when speaking to Raymond and Hermanto. Moreover, Jehian also used mitigated directives as a way to buy time when Jehian was discussing his earnings. He might imply that he was actually reluctant to discuss and even to disclose the amount of his income.

Another topic of discussion about other businesses or brands also influenced Jehian's use of hedges when he was having conversations with Raymond and Hermanto. Jehian utilized the hedges with the purpose to mitigate the impact of his utterance as he was aware that his personal opinions might offend those associated with the businesses. Thus, he used the hedges to deliver his opinions considerably towards other brands.

The last influential topic was related to all about influencers. When talking about everything that was related to influencers, it affected Jehian to use a greater number of tag questions with modal meaning when having conversation with Raymond rather than with Hermanto. Modal tag questions were used to show Jehian's confidence in sharing his knowledge or expertise in that industry because he is an influencer himself, and he manages other popular influencers under his talent management company, Mantappu Corp. Some examples of the discussions related to influencers involve content creators, branding, *YouTuber* (*AdSense* and sponsorship). Since Jehian already has much experience in this area, he could show his confidence in his statements. Conversely, there were not many conversations with Hermanto related to influencers or branding. Therefore, the tag questions were less employed by Jehian when having conversation with Hermanto.