

CHAPTER I

INTRODUCTION

A. Background of the study

Language is a human communication system expressed through a structured arrangement of sounds or written expressions to form larger units, such as words and sentences. According to Sari & Thamrin (2023), Language is a tool that everyone needs to have in communicating and conveying information to each other. In interacting, individuals have various ways of communicating with others. Language is used as a communication tool to convey wishes, messages, data and ideas to others. Marheni et al (2022) stated that when a person speaks and writes in different ways depending on who he is talking to and what he wants to say. This help researcher understand how people use language and how language changes over time. According to Apriyanto (2022), In communication, humans choose words strategically to achieve goals. Therefore, words, symbols and intonation are not just personal expressions, but are deliberately used for specific purposes. According to Silta et al (2023), The science of language as it relates to society is called sociolinguistics. According to Maharani (2019), Sociolinguistics is a science that usually explores the field of language use by certain society and matters related culture phenomena such as language style.

According to Andriani & Sari (2023), language styles are used to convey different meanings according to the situation. People often mix language styles based on context, creating uniqueness due to each personality and communication situation. According to Cahyanti & Hartono (2021), language style occurs unconsciously in communication. The speaker must consider who and where he is speaking, as the level of formality varies based on the occasion and relationship with the person he is speaking. Maharani & Fadloeli (2021), stated that language style reflects personality, thought patterns and human conditions, and is shaped by the human condition itself. Like the language style used when someone gets the opportunity to host a podcast on a YouTube channel. Silalahi et al (2022) states Podcasts typically feature one or more hosts talking about a topic or current event. The content of the podcast can be a well-prepared discussion or completely improvised. Viewers can listen to or view podcasts on YouTube anytime and anywhere, without needing to be tied to a specific broadcast schedule. Hutauruk et al (2022) stated that YouTube has become daily viewing for most people around the world. YouTube provides useful, up-to-date information and provides entertainment to viewers. It often discusses politics, celebrity gossip, and the real-life experiences of its guest stars. Therefore, many artists or public figures have turned to becoming podcasters on YouTube channels.

Language style has previously been used as a research topic to analyze language styles used in various contexts, such as stand-up comedy

performances, Facebook statuses, talk shows, and interviews (Azhar & Fitrawati (2023)., Indra & Hamzah (2018).,Marheni et al (2022).,Hutauruk et al (2022). It is found three language styles used in Ridwan Lemin's stand-up comedy performances: casual, frozen, formal, and intimate styles. The studies found a dominant language style.

Like the previous studies described above, in this research the researcher will also examine language style as a topic. The researcher chose language style as a topic because the researcher wants to show the language styles used by people from different backgrounds with different problem formulations from previous research. The difference between this research and previous research is that the four studies above only explain the types of language styles and the most dominant language styles. Meanwhile, this research not only explains the types of language styles but also explains the social domain in choosing a language style and the meaning of someone in choosing a language style. Apart from that, this research also uses objects with different backgrounds from previous research. This can influence the results in this research so that they are more detailed and different from previous research.

The researcher pays attention to a posted a podcast and hosted by actor and basketball player Denny Sumargo. This podcast premiered on August 30 2020 by the YouTube account name "CURHAT BANG DENNY SUMARGO". This YouTube account has 5.25 million followers with the largest audience of 25 million viewers. Denny Sumargo himself as the host

always has an interesting background, character and language style to research, apart from that, Denny Sumargo also has interesting themes or topic ideas by presenting viral, informative, educative and inspirational sources so that the public is interested. Seeing each one uploaded to his YouTube account. There are many issues and themes uploaded in each podcast episode. Starting from educational inspiration, controversy, to issues that are currently viral on other social media such as Instagram, TikTok, and Twitter are also discussed in this podcast. Denny Sumargo as the host of the podcast also has his own language style which seems formal and firm in asking questions to the guest so that the audience gets information and clearly understands the essence of the discussion discussed in the podcast. The above is the reason the researcher the language style used by Denny Sumargo in the podcast.

The researcher uses Joss (1967) to analyze the types of language styles used by Denny Sumargo. This theory contains language styles which are categorized into five categories, namely frozen, formal, consultative, casual and intimate styles. The researcher uses Holmes (1992) theory to analyze the social domain because this theory can reveal social factors that influence the use of language styles. Setting, participants, topic and function can influence a person's use of language style. Holmes theory also helps identify the purpose behind the use of language styles. This research uses Yule (1996) theory to analyze the meaning of the language style used by

Denny Sumargo. This theory supports the search for meaning in a language style.

B. Problem Delimitation

Based on the identification above, researcher limit the problems that arise as follows:

1. The language style that appears in the 3 YouTube videos that the researcher has selected, namely:
 - Denny Sumargo podcast video entitled “TERUNGKAP KURNIA MEGA ISTRI, SUDAH BERCERAI TAHUN LALU?!” Podcast Denny Sumargao with Azhiera Adzka Fathir aired on Maret 10 2024.
 - Denny Sumargo podcast video entitled “NYOKAP GW KATOLIK, BOKAP GW BUDDHA. YANG MENJAWAB PERTANYAAN GW HANYA ISLAM” Podcast Denny Sumargao with Dian Sastrowardoyo aired on Maret 14 2024.
 - Denny Sumargo podcast entitled “TAK KUNJUNG DAPAT ANAK, ADA APA DENGAN DENSU DAN CI OLIV!?” (Curhat Bang)” podcast Denny Sumargo with his wife Olivia Allan aired on March 19 2024.
2. The researcher focuses on the language style, social domain, and meaning used by Denny Sumargo.

C. Problem of the Study

Based on the background of the study, the researcher wants to answer the following questions:

1. What are the types of language style used Denny Sumargo Martin Joos theory?
2. What are social domain of Denny Sumargo in using language style theory Janet Holmes?
3. What are the meaning of language style that used by Denny sumargo theory George Yule?

D. Objective of the Study

Based on the research question above, the objectives of this research are

1. To identifying the types of language styles used by Denny Sumargo Martin Joos
2. To describing the social domain of Denny Sumargo in using language styles theory Janet Holmes.
3. To explaining the meaning of language style that used by Denny Sumargo theory George Yule.

E. Significance of the Study

Theoretically, identifying language styles based on Joos' theory enriches linguistic studies and helps understand variations in language use. This research reveals Denny Sumargo's typical communication patterns, contributes to the language style literature, and clarifies linguistic concepts in real analysis. Denny Sumargo's description of the social domain provides

important insights into the influence of social, situational and relational context on language use in sociolinguistic and pragmatic studies.

Practically, this study is useful for media, communications, and marketing professionals to create effective communication strategies and attract similar audiences. Information about the social domain helps researcher and practitioners adapt language styles to social contexts, improve interpersonal communication and social media skills, and maintain relevance and audience engagement. This research can be presented as material or case studies in sociolinguistics classes.

F. Definition of Operational Term

1. Language style is a way of expressing language used by the speaker.
2. Podcast is a form of digital content in the form of audio or video that can be downloaded or watched via the internet.

G. Review of Literature

1. Language style

Based on theory of Joss (1967) There are five categories of language style groupings based on their level of formality. Certain language styles include frozen, formal, consultative, casual, and intimate language styles.

a. Frozen Style

In language, the term "frozen style" refers to a rigid and fixed form of communication. This speech is characterized by strict rules and conventions that affect the use of language in

specific situations. In a frozen state, the use of language is very formal, the sentence patterns are often stilted and sometimes outdated or out of date. There are several examples of the frozen style, including legal documents, religious writings, national anthems, traditional ceremonies and official statements. Generally, patterns and structures that have been commonly used are followed by this type of communication, and usually any violation of these rules is considered incorrect.

b. Formal Style

Formal language style refers to a way of communicating that is characterized by a serious, professional and orderly approach. Generally, it is often used in official settings, such as scientific writing, corporate communications, official documents, or public speeches. The goal of a formal style is to convey information clearly, follow the rules of grammar, and create an impression of professionalism and respect.

c. Consultative Style

Consultative style refers to a collaborative way of communication and exchanging opinions between the parties involved. In this style of language, emphasis is placed on dialogue, exchange of information, and efforts to reach mutually beneficial agreements or solutions. In a consultative language style, communication is carried out in an open manner, listening

carefully, and giving careful consideration to input from all parties involved. The main goal is to reach a common understanding, solve problems, or make the best decisions by considering the perspectives of all parties.

d. Casual Style

Casual style refers to the use of language that is relaxed, less formal, and more appropriate in the context of everyday conversations or informal social interactions. This style of language is often used between friends, family, or in more relaxed and less serious situations.

e. Intimate Style

Intimate style refers to a form of communication that is highly personal, close, and often used between individuals with a deep emotional connection or strong familiarity. It is characterized by the use of language that reflects a high level of trust, comfort, and emotional intimacy.

2. Sosial domain of language

Based on Holmes (1992), there are four influencing factors that influence the choice of language style, namely setting, participants, topic, and function.

a. Setting

Setting refers to the physical or situational context in which communication occurs. This includes the place and

time the conversation took place, as well as the social or cultural environment that influenced the interaction. This can influence the language style used because formal settings such as office meetings, seminars, or speeches require a formal and standard language style, while informal settings such as conversations with friends or family allow the use of more relaxed and informal language.

b. Participants

Participants are individuals involved in communication. This includes the speaker and listener, as well as the role or social status of each participant which may influence their choice of language style. The identities and relationships of the participants influence the language styles used due to social relationships and shared knowledge. In conversations with close people, such as friends or family, the language style used tends to be informal and familiar. On the other hand, in conversations with people you have just met or have a higher position, the language style used tends to be more formal and polite. Meanwhile, participants who have shared knowledge about a topic can use shorter language and more abbreviations, because they do not need to explain all the information in detail.

c. Topic

Topic refers to the subject or material of the conversation. Different topics can influence the word choice, style, and sentence structure used by the speaker. The topics discussed in communication influence the language style used. For example: Serious topics such as politics, economics, or health require a formal and informative language style. Light topics such as hobbies, music, or movies allow for more relaxed and humorous language.

d. Function

Function refers to the goal or purpose of communication. The functions of language can be varied, such as to inform, command, entertain, express feelings, or build social relationships. The communication function influences the language style used. When the purpose of communication is to provide information, the language style used is more likely to be clear, concise and objective. When the purpose of communication is to persuade someone, the language style used is more likely to be persuasive and emotional.

3. Speech Acts

Based on Yule (1996), Actions carried out through words are usually called speech acts. Examples could be an apology,

complaint, compliment, invitation, promise, or request. Yule classifies five general types of functions performed by speech acts: representative or assertive, directive, commissive, expressive, and declarative.

a. Representative or Assertive

According to Yule (1996), Assertive is a type of speech action that aims to convey the truth of the speaker. In stating something, the ideas expressed attempt to confirm, report and inform certain things.

Example:

- 1) The earth is flat.
- 2) Chomsky didn't write about peanuts.
- 3) It was a warm sunny day.

b. Directive

According to Yule (1996), directive is a statement intended to order someone to do something. Often used to give orders, make requests, or offer suggestions. It is can be positive or negative.

Example:

- 1) Gimme a cup of coffee. Make it black.
- 2) Could you lend me a pen, please?
- 3) Don't touch that.

c. Commissive

According to Yule (1996), Commissive is a speech that binds the speaker to do something in the future. This speech is often used to make a promise, give a guarantee, or offer something.

Example:

- 1) I'll be back.
- 2) I'm going to get it right next time.
- 3) We will not do that

d. Expressive

According to Yule (1996), Expressive is speech that expresses the speaker's emotions, feelings or attitude towards something. These words do not necessarily aim to change a situation or solve a problem, but rather to convey the internal state of the speaker.

Example:

- 1) I'm really sorry!
- 2) Congratulations!
- 3) Oh, yes, great, mmmm, ssahh!

e. Declarative

According to Yule (1996), Declarative is speech that brings about changes in the state of the world through the act of saying it. This declaration is usually made by someone who has authority in a particular context.

Example:

- 1) Priest: I now pronounce you husband and wife.
- 2) Referee: You're out!
- 3) Jury Foreman: We find the defendant guilty.

H. Research Method

1. Research Approach Types

Research approach is important for research to have a good design. Good design will help researcher achieve their research goals and will also help them collect and analyze data more efficiently. Creswel (2018), emphasized that research design covers the entire research process, from planning to data analysis. The research design should also include detailed data collection and analysis methods.

- a. This research uses a qualitative descriptive method which is suitable for analyzing and describing language styles in detail. The qualitative descriptive method describes and explains the situation that occurs in the analysis of language styles on Denny Sumargo's podcast.
- b. The type of method used in this research is a documentation research method so it is suitable for using descriptive qualitative research methods. The researcher transcribes of the conversation of Denny Sumargo's in his YouTube channel.

2. Source of Data

The data source is the place where the researcher finds the data obtained. According to Creswell (2018), Data source is the place or origin of the information used in research. The data source in this research is words or conversations taken from several Denny Sumargo podcast videos with guest stars on the YouTube channel "CURHAT BANG DENNY SUMARGO".

- Video 1 from Denny Sumargo podcast video entitled "TERUNGKAP KURNIA MEGA ISTRI, SUDAH BERCERAI TAHUN LALU?!" Podcast Denny Sumargao with Azhiera Adzka Fathir which aired on Maret 10 2024 with a total of 7.6 million viewers.

<https://youtu.be/NTNo2HyfRN0?si=LiigME6gDkDIKyza>

This video discusses a sensitive and emotional topic, namely divorce. Topics like these allow for analysis of language styles that reflect emotion, openness, and a careful way of conveying information. Then, analysis of language styles in narratives can reveal how the story is told, how suspension and tension are built, and how emotions are conveyed to the audience. In addition, language style analysis can include the way Denny Sumargo interacts with guests or sources, including the use of questions, responses and body language that can be observed through video.

- Video 2 from Denny Sumargo podcast video entitled “NYOKAP GW KATOLIK, BOKAP GW BUDDHA. YANG MENJAWAB PERTANYAAN GW HANYA ISLAM” Podcast Denny Sumargao with Dian Sastrowardoyo which aired on Maret 14 2024 with a total of 3,0 million viewers

https://youtu.be/WV_chQ8Syh4?si=2jFQR5D2RmC23M8e

The interview between Denny Sumargo and Dian Sastro provides concrete examples of how questions and answers are structured, including the use of formal and informal language, as well as rhetorical strategies used to elicit information and share personal experiences. This includes analysis of intonation, speed of speaking, and use of body language. Considering Dian Sastro's different cultural and religious background, this video provides an opportunity to analyze how culture and personal background influence language style and message delivery.

- Video 3 from Denny Sumargo podcast entitled “TAK KUNJUNG DAPAT ANAK, ADA APA DENGAN DENSU DAN CI OLIV!?! (Curhat Bang)” podcast Denny Sumargo with his wife Olivia Allan which aired on March 19 2024 with a total of 5.0 million viewers

<https://youtu.be/CSSSED8klYFU?si=8w5gpAtkfhIMeeHD>

This video discusses a very personal and sensitive issue, namely difficulties in having children. Language style analysis can reveal how Denny Sumargo and Olivia Alan convey this topic with empathy, caution and respect. Interviews between husband and wife provide insight into the communication dynamics in their relationship. Language style analysis can include how they interact, support, and express their feelings for each other. In interviews discussing personal issues, an empathetic and emotional style of language is often used. Analysis can focus on the use of language that conveys support, understanding, and emotional involvement, and how this influences the conversation.

3. Data Collection Technique

Data collection techniques are the researcher's way of collecting data. To collect data, researcher uses the documentation technique. According to Sugiyono (2013), Documents are records of past events. Documents can be in the form of works of art such as pictures, sculptures, films, and so on. The research data is in the form of transcription taken from Denny Sumargo's YouTube videos. The steps used by researcher in collecting data:

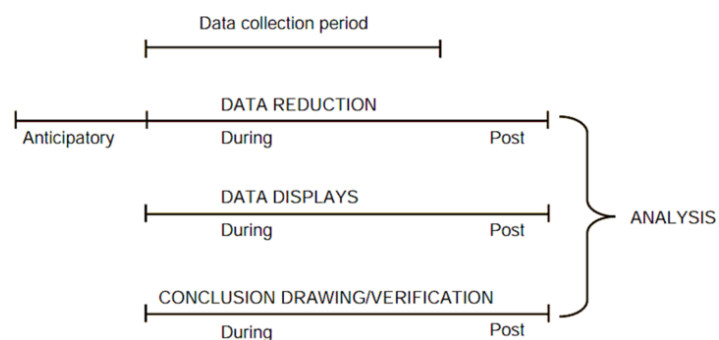
- a) Transcribing the conversations in 3 videos on Denny Sumargo's YouTube channel.

- b) Understanding the context of the conversation that has been transcribed.
- c) Classifying into types of language styles based on the chosen theory.

4. Data Analysis Technique.

The data analysis technique used in this research is qualitative data analysis. Using the concept put forward by Miles & Huberman (1992), explains that qualitative data analysis is carried out interactively and continues continuously until completion. This means that qualitative data analysis is not carried out linearly, but is interrelated and overlapping. Data analysis using flow model techniques. Miles and Huberman divide qualitative data analysis into three main steps, namely:

Figure 1. 1 Flow Model



a) Data reduction

Data reduction is the process of selecting, focusing, simplifying and abstracting data. The goal of data reduction is to make data easier to manage and understand. The data

reduction process for this research began by transcribing and eliminate data trash of term.

b) Data presentation

Data presentation is the process of organizing data into a form that is easier to understand, for example in the form of text, tables or graphics. The purpose of presenting data is to make it easier for researcher to understand the data and draw conclusions. At this stage the researcher presents data regarding language style in a complete and detailed manner. Researcher use tables to present classification of language style:

Table 1. 1 Data Display

No	Time	Data	Language style				
			FS	FoS	CoS	CS	IS
1.		Sentences					
2.		Sentences					

Notes:

Frozen Style: FS

Formal Style: FoS

Consultative Style: Cos

Casual Style: CS

Intimate Style: IS

c) Drawing conclusions/verification

Drawing conclusions/verification is the process of drawing conclusions from data that has been analyzed. The

conclusions drawn must be supported by existing data. The Researcher make strong conclusions not from the results of all the data collected. The data that is the focus of this research is obtained through documentation on Denny Sumargo's YouTube podcast account, especially related to sentences spoken by Denny Sumargo with guest stars. Conclusions are the deciding stage in data collection, where researcher begin to evaluate important variables that support drawing conclusions. In this way, the final conclusions produced can be relied upon and are supported by valid evidence and are consistent with the research process.