

CHAPTER I

INTRODUCTION

This chapter will discuss the outline of this study. things that will be discussed include among others, the background of this research and the topic of what problems are the focus of this research. This research is conducted by the author and also has important objectives and will be discussed in this chapter. To make this research focus on the objectives of the research, scope and limitation are also carried out which will be discussed in this chapter.

1.1 Background of the study

In the daily lives of people, speaking a language is a very important aspect of communication between individuals or groups. Language used by humans to communicate, interact with others, and establish social bonds. According to Fromkin, Rodman, and Hyams (2014) in a book entitled *An Introduction to Language*, A social group can communicate by using a system of arbitrary vocal symbols called language. The sounds or motions that make up symbols are used to represent various things, including things, events, ideas, and feelings. Because there is no innate relationship between the symbols and their meanings, the system is arbitrary. The social group's members have agreed upon the symbols, making them customary. In addition to being a tool for communication, language also serves as a tool for social control, building and maintaining relationships, and expressing one's identity. Over time, language developed into a broad science, one of which is the field of sociolinguistics, the discipline of sociolinguistics examines how society affects language. It looks at how linguistic use and usage patterns are affected by social characteristics like ethnicity, gender, age, and culture. The study of sociolinguistics focuses on the role that language plays in upholding social roles in a community. It tries to identify the specific linguistic features that are used in these contexts, which serve to identify the various social relationships among the participants as well

as the important aspects of the situation. To understand how language is employed as a social institution, sociolinguistics also examines language at the national level among sizable populations. It shares a lot of ground with pragmatics and is closely tied to linguistic anthropology. The analysis of linguistic variety in urban settings served as the foundation for sociolinguistics.

Language style is one of the topics in the field of sociolinguistics. Language use in various social contexts is referred to as language style. This can be affected by social, contextual, psychological, and linguistic factors. In sociolinguistics, language style can serve as a marker for an individual's or group's social identity and can reveal how other people perceive the speaker. Due to this, sociolinguistics studies how language styles change and are used in a variety of social contexts, as well as how these changes affect interpersonal interactions and group identities. There are many theories about language style from experts, one of which is Martin Joos. According to Joos (1967) language has five styles namely: *frozen style, formal style, consultative style, casual style and intimate style*. Apart from the social context that causes language style to occur, language style also has a function in communication. According to Holmes (2013), speech function is a way to convey a message that is considered polite in different situations and conditions. There are 6 speech functions introduced by Holmes in his book entitled *An Introduction to Sociolinguistics* 4th edition, namely *Expressive Function, Directive function, Referential Function, Metalinguistic Function, Poetic Function, Phatic function*.

One way to discover or know language styles is by watching podcasts. A podcast is an online audio programme that may be downloaded or watched that consists of a number of audio episodes. It's a type of media material that was created in 2004 that resembles radio programmes. Podcasters, who are the show's hosts, can produce episodes that focus on a certain theme or subject. The audio file is available for download to listeners' devices or for streaming via a listening app. Even though podcasts are largely audio-based, some of them also have a video component. Podcasting is the process of creating and delivering audio files to subscribers' devices using RSS feeds. A podcaster usually purchases this service via a podcast

hosting service, such as SoundCloud or Libsyn. Users can then access these audio files via streaming services like Apple and Spotify on their smartphones or other digital music and multimedia players like the iPhone, courtesy to hosting corporations. A digital audio recording can be readily converted into a podcast, and they can be made profitable through subscriptions, the sale of advertising space, or crowdsourcing websites. In this study, researchers used a podcast from a YouTube channel called HAS creative, with the topic Podcast Warung kopi (PWK). The reasons why researchers chose the Podcast Warung Kopi are. First, the data needed for this research is easy to obtain and analyze. Second, because this podcast channel is on the rise, so this research can provide another view than just a podcast. And the third is because there has been no previous research that discusses this podcast channel.

To support this research, the author reflects on several previous studies on the topic of language style. For example, research conducted by Dinda (2019) with the title, *Sociolinguistics Analysis Of Language Style In "Wild Child" Movie*. The author examines what type of language style is contained in the wild child movie based on the theory of Joos (1967), then what type of language style is dominant. The result of this research found: formal style 65 data, consultative style 61 data, casual style 97 data, and intimate style 21 data. Based on five types of language style, there was only frozen style that cannot be found. The dominant type of language style is casual style which has 97 data and the least data is intimate style.

The second related research is from Rosyda (2021) entitled *An Analysis Of Language Style Used By The Main Character In "Wonder" Movie*. This study aims to find out what language style is used in the movie & what factors cause the characters to speak in different ways. The research found four types of language style used by Auggie in the movie: formal style, casual style, consultative style, and intimate style, while the frozen style was not found in the "Wonder" movie. Second, the researcher found 2 factors that influence the differences in the use of language styles. The first was social factors; they were the participant, the setting and social context of the interaction, the topic, and the function. The second was a

psychological factor; they were fulfilling the speaker's personal need, the feeling and closeness to someone, and the desire to show intimacy.

The two previous studies above have the same topic about language style, and the theory used in analyzing it is from Joos (1967). The significant difference between this research with two previous studies above is from the data and research question. First, the data used is from podcast video while the two previous studies above use movies as a source of data, and the research question as the aim of this research is different from previous studies above .

1.2 Research Questions

Based on the background of the study above this research proposes the main problem as follows:

1. What types of language styles are found in Podcasts Warung Kopi (PWK) ?
2. What are the social functions of language style used in Podcasts Warung Kopi (PWK) ?

1.3 Objectives of The Study

Based on the problems mentioned above, this research has an objective, namely:

1. To analyze the language style found in *podcast warung kopi*
2. To describe the speech function of language style used by speakers in podcast Warung Kopi (PWK)

1.4 Significance of the Study

This research also has useful benefits which are one of the reasons for conducting this research.

1. Theoretically, this research can provide knowledge to readers about the types of language styles and the factors that cause speaking with different

language styles. and again, the author hopes that this research can be useful for the future, especially for the same topic.

2. Practical, hopefully this research is useful for English literature study programs, especially for those who are looking for references, can make this research as a reference for conducting research.

1.5 Scope and Limitation of the Study

So that this research is focused and does not deviate, there are several limitations that are imposed. The scope of this research is sociolinguistic with the discussion of language style. The theory used in analyzing this research is the theory of Joos (1967) which discusses language styles, encompassing: Frozen style, Formal style, Consultative style, Casual style, and Intimate style and theory from Holmes (2013) about social function, encompassing Expressive Function, Directive function, Referential Function, Metalinguistic Function, Poetic Function, Phatic function. The main data used as research material is podcasts taken from the *HAS Creative* youtube channel.