

CHAPTER I

INTRODUCTION

This introduction chapter consist of background of the study, research questions, objectives of the study, significance of the study, scope and limitation of the study. This chapter mostly introduced the general understanding of what the analysis of this thesis.

1.1 Background of the study

In human life, language is a crucial element in communication. People used language to interact and respond to each other. By interacting and socializing with other people, a person can be recognized by their existence through their personality, background, character, origin, etc. Therefore, in daily life the use of language among society becomes the important part to express someone desire. There are several forms of language communication, such as asking and requesting something, sharing information, entertaining, discussing, and others. By language, people can understand one another.

Brown (2002, p. 5) states that language is a system of arbitrary conventionalized vocal, written, or gestural symbols that enable members of a given community to communicate intelligibly with one. From the citation above, Brown has introduced that language is human needed. Without language, humans probably cannot communicate and express their thought to one another. So, the use of language has an important role in this human life.

Language also cannot be separated from society, the relation between the two of them are one unity. The study of language that related to society is called as sociolinguistics, sociolinguistics is from the words: *Socio* and *Linguistics*. *Socio* means social or related to society and *Linguistics* means the science of language. Wardhaugh (2010, p. 16) says that sociolinguistics should involve everything from considering “who speaks (or writes) what language (or what language variety) to whom and when and to what end”. Many topics of sociolinguistic study, one of them are language variations. In language variations are divided into four categories. They are dialect, social and regional dialects, registers, and style. One of the terms of sociolinguistics is language style.

Language style is the way of person's style speaking or a variety of communication used by people in daily life, whether the situations in formal or informal conditions. Furthermore, Meyerhoff (2006, p. 27) states that language style also can describe the personality, mindset, and condition of human. The condition of the humans who create the variation of language style. For example, someone will communicate differently to strangers and their families, a client meeting usually used consultative style, a conversation among friends usually used casual language. However, Language is really complex. It is not enough to understand the literal meaning of what the speaker said, but to apprehend the context of situation and the context of culture is needed.

According to Ducrot and Todorov (1993, p. 44), language style is the choice among the other alternative in using language. It means that every human has their own way and style in using language. That is why language style was often found whether in conversation in daily life or others media such as radio, television, social media and many more.

Nowadays, the presence of YouTube as one of the social media platforms becomes the most popular and the third most visited by people in the world (Alexa, 2011). YouTube is a platform of online communication that could connect people around the world. Through the videos shared by content creator, and people could watch and give any response such by giving subscribe, like, and comment. There are many contents or videos on YouTube, for example podcast, daily & travel vlogs, tips and trick, tutorial of making something, beauty & make up, review & unboxing, music, and gaming channel (Eric, 2020).

Therefore, YouTube's contents will be interesting to be analyzed and investigated. The researcher presents a content in YouTube as the data, such as podcast contents. Podcast is the way of communication between two people or more with an interesting topic given by the host to their special guest. Actually, podcast is almost same as talk show on television program. Related to the conversation between the host and their special guest, this study was aimed to analyse the use of language style and what factors that influence the host and the guest to speak in different language style.

In any case, there are many podcast contents now. In this thesis, a podcast from Deddy Corbuzier on his YouTube channel was chosen by the researcher as the main data of this analysis. Deotos Andreas Deddy Cahyani Sunjoyo was well known as Deddy Corbuzier, he born in December 29, 1967. Deddy Corbuzier started his carrier as mentalist, he also becomes a presenter and host in some national TV Programs such as Hitam Putih, World Record,

Indonesia Mencari Bakat, The Next Mentalist, Big Deddy, Deddy's Corner, and many others. In 2017 he was nobbled and appreciated by Panasonic Globe Awards 2017 as Talk show Variety & Entertainment Presenter.

After retiring from television program, Deddy Corbuzier was focusing on his YouTube channel. His YouTube was popular especially about his podcast content, even now he has 15.8 million subscribers on his YouTube channel. The researcher used Deddy Corbuzier podcast as the data because his podcast was interactive and really good to discuss, moreover many interesting guests was invited by Daddy to his podcast. One of podcast with Nadiem Makarim entitled “Kuliah Tidak Penting (College is not Important)” was chosen by the researcher. Thus, this podcast becomes an interesting object for this thesis.

Izar et al (2020) state that the communication will be understood if the speaker and the partner of speech know the context of conversation clearly. The conversation or dialogue below is the example of language style produced between Daddy Corbuzier as the host and Nadiem Makarim as the special guest who was invited to the podcast.

Deddy: hahaha. Nah itu dia, I like this, I like you. Justru kan judul gue adalah kuliah penting yah dan itu pertanyaanya. *(ha ha ha. So that's it, I like this, I like you. In fact, my book's title is an important of college, and that's the question)*

The sentence above is categorized as casual style. Joos (1976) in his book Five Clocks says that language style means the form of language that a speaker uses and it is characterized by a degree of casualty. Casual style is used among friends, co-worker, or strangers when an informal atmosphere. It is also desired such as the communication between your family or friend in certain activities. Those happen in casual situation. Then, the casual style mostly used in order to make the conversation more enjoyable.

As the data taken from YouTube of Deddy Corbuzier channel, the researcher needs to transcribe the conversation among the host and the guest from video form into textual form. This data is analysed using language style based on Martin Joos' theory, Language style is divided into five styles such as frozen style, formal style, consultative style, casual style, and intimate style. The researcher also rewatches the podcast and collects enough data to get valid analysis.

Basically, language style has a relation with communication. The researcher concerned with a podcast content as data of the thesis. A podcast is one of communication media that

presenting social reality. Moreover, a podcast conversation is not on the text, but it happens naturally between the host and the guests. Then, the researcher wants to know and analyse the language style in a podcast conversation between Deddy Corbuzier and Nadiem Makarim entitled “Kuliah tidak Penting (College is not Important).

Furthermore, in this research the researcher wants to solve and find out the language style used by Deddy Corbuzier and Nadiem Makarim. The researcher will categorize words in Deddy Corbuzier podcast with Nadiem Makarim from five types of language style according Martin Joos’ theory. Afterwards, the researcher analyses what influence Deddy Corbuzier and Nadiem Makarim used that language style using Holmes’s theory. The reason why the researcher chooses a podcast content by Deddy Corbuzier with Nadiem Makarim as the source of data because the topic of the podcast is related to academic issues.

1.2 Research Questions

Based on the background of study above, the researcher formulates two main problems to be solved, the question as follow:

1. What are kinds of language style used by Deddy Corbuzier and Nadiem Makarim in Corbuzier podcast?
2. What are the factors that influence Deddy Corbuzier and Nadiem Makarim to speak in different language style?

1.3 Objectives of the study

Based on the research questions, the researcher wants to accomplish the questions that are described as follows: To identify the type of language style based on Martin Joos in Corbuzier Podcast. To explain the factors that influence Deddy Corbuzier and Nadiem Makarim to speak in different language style.

1.4 Significance of the Study

This study of language style provides some important knowledge that must be considered by the reader to improve their knowledge level in a certain way. The researcher will divide the significant contribution of this study into theoretical and practical significance. Theoretically, this analysis will be useful for the reader in understanding what the language style is and what function of the use of language style, especially that the language style also can be analysed and implemented in the podcast.

Practically, his analysis can be advantageous to the reader as the references in analysing the language style, especially to the English study program students who are interested to sociolinguistics and its aspect.

1.5 Scope and Limitation of the study

This research focuses on analysing the type and factors the language style used by Deddy Corbuzier and Nadiem Makarim on his podcast entitled “Kuliah Tidak Penting (Collage is not Important)”. This analysis uses the theory proposed by Joos, (1976) for the language style. Then the other theory is proposed by Holmes (2013) about what ways the use of language style. The researcher hopes the analysis of the language style as the understanding reasons for using the language in the text through an in-depth analysis.