

Ainun Nadhifah. 2020. *Variasi Bahasa Pada Ceramah Kiai Haji Anwar Zahid: Kajian Sociolinguistik*. Skripsi, Program Studi Pendidikan Bahasa dan Sastra Indonesia, Fakultas Ilmu Pendidikan, Universitas Trunojoyo Madura. Pembimbing: Ika Febriani, S.S., M.Pd; Ayyu Subhi Farahiba, S.Pd., M.Pd.

ABSTRAK

Abstrak: Perkembangan di era globalisasi, dakwah berkembang dalam penyampaian atau medianya. *Youtube* dijadikan media dakwah, salah satunya adalah Kiai Haji Anwar Zahid menggunakan variasi bahasa saat berceramah yang berkenaan di masyarakat. Hal itu dikaji menggunakan sociolinguistik. Penelitian ini mendeskripsikan bentuk dan faktor yang melatarbelakangi variasi bahasa pada ceramah Kiai Haji Anwar Zahid. Sumber data berupa enam video. Pendekatan yang digunakan deskriptif kualitatif. Data dikumpulkan menggunakan teknik dokumentasi, simak (bebas libat cakap, catat, dan sadap), lalu dianalisis dengan teknik reduksi data, penyajian data, penarikan simpulan dan verifikasi data. Hasil penelitiannya bentuk variasi bahasa yang digunakan Kiai Haji Anwar Zahid terdiri atas empat macam. *Pertama*, segi penutur kategori idiolek ditemukan ciri khas bahasanya, kategori dialek menurut tempat berceramah, kategori sosiolek berkenaan kelas sosialnya. *Kedua*, segi pemakaian kategori keagamaan, penelitian, hukum, kecantikan, dan pementasan ditemukan untuk bidang tersebut. *Ketiga*, segi keformalan kategori ragam baku ditemukan gaya bahasa formal, kategori santai ujaran yang dipendekkan, kategori akrab bahasanya tidak lengkap. *Keempat*, segi sarana dengan jalur lisan dihasilkan dari alat ucap. Adapun dua faktor yang melatarbelakanginya yakni faktor sosial (status sosial, tingkat pendidikan, tingkat ekonomi, usia, dan jenis kelamin) dan faktor situasional (siapa berbicara, dengan bahasa apa, kepada siapa berbicara, di mana, apa yang dibicarakan, dan bilamana).

Kata kunci: *Dakwah, Kiai Haji Anwar Zahid, sociolinguistik, variasi bahasa, youtube*

Ainun Nadhifah. 2020. *Language Variations in Kiai Haji Anwar Zahid's Talk: A Sociolinguistic Study: Thesis, Indonesian Language and Literature Education Study Program, Education Faculty, University of Trunojoyo Madura*. Advisors: Ika Febriani S.S., M.Pd.; Ayyu Subhi Farahiba, S.Pd., M.Pd.

ABSTRACT

Abstract: *Developments in globalization era affected to the delivery and the dakwah media. Youtube has been converted into the dakwah media, for example haji kiai anwar zahid, he used a variety of language during public talks. It studied as a sociolinguistic in this research. The study described the forms and factors behind the language variations in haji anwar zahid's talk. The data source were six videos. Qualitative descriptive was used as An approach in this research. Data collected by documentation, look up (competent, noted, and saddled), and analyzed with data reduction, data presentation, verification withdrawal and verification of data. The result of this research showed that there were four variety of languages that kiai haji anwar zahid used. First, the grammetric term was found in his language, the dialect according to the place of talks, the sociolek category on the social class. Second, it was found for the use of religious categories, research, law, beauty, and performances. Third, the formal levels of freezing broad categories have been found in formal speech styles, shortened speech categories, familiar language are incomplete. Fourth, the facet of oral transmission was produced from the speech. There were two underlying factors, there were social factors (social status, educational level, economic level, age, and gender) and situational factors (who speaked, what language, to whom speaked, where, what was spoken of, and when).*

Keywords: *Dakwah, Kiai hajj anwar zahid, language variations, sociolinguistics, youtube.*