

ABSTRACT

Fauziyah, A. 190511100045. **An Analysis Of Guests' Speech Styles In The *Fenomena Citayam Fashion Week Talk Show* On TV ONE Youtube Channel.** English Literature Study Program. Universitas Trunojoyo Madura.

Advisor: Misnadin, S.S., M.A., Ph.D.

This research analyzes the speech style of the speakers in the talk show on the TV ONE youtube channel. They come from different backgrounds. For this reason, in this study, the author analyzed the types of speech styles used by the guests and the factors that influence them to use certain types of speech styles. The author uses the descriptive qualitative method because this research data is in the form of utterances. The data of this research is based on the transcripts of speeches by the guests. In analyzing the types of speech styles, the study uses the theory of Joos (1967) and the supporting theories of standard and non-standard Indonesian by Kridalaksana (1992) because this research uses data in the form of Indonesian. The author uses the theory of Holmes (2001) to analyze the factors influencing the speakers' language styles.

The author found four language styles, namely formal style, consultative style, casual style, and intimate style, and there is no data for frozen style as proposed by Joos (1992). From fifty-two utterances, the types of language styles used by the informants are formal style twenty-four utterances or 46.1%, consultative style nine utterances or 17.3%, casual style eighteen utterances or 34.6%, and intimate style one utterance or 1.9%. Based on the theory proposed by Holmes (2001), the findings show that the factors that influence speakers' language style use are the age of the addressee, the social background of the addressee, speech convergence, and speech divergence. Finally, the author suggests that future researchers interested in speech style use other theories, such as Nababan's (1993) or Keraf's theory (2008). Then future researchers can observe or analyze the same hat with different objects and platforms.

Keywords: *Speech styles, Citayam fashion week, TV ONE talk show.*

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Penelitian ini menganalisis gaya bicara para pembicara dalam talkshow di kanal youtube TV ONE. Mereka berasal dari latar belakang yang berbeda. Untuk itu, dalam penelitian ini, penulis menganalisis jenis-jenis gaya bicara yang digunakan oleh para narasumber dan faktor-faktor yang mempengaruhi mereka menggunakan jenis gaya bicara tertentu. Penulis menggunakan metode deskriptif kualitatif karena data penelitian ini berupa ujaran. Data penelitian ini didasarkan pada transkrip pidato para tamu. Dalam menganalisis jenis-jenis gaya bahasa, penelitian ini menggunakan teori Joos (1967) dan teori pendukung bahasa Indonesia baku dan tidak baku oleh Kridalaksana (1992) karena penelitian ini menggunakan data berupa bahasa Indonesia. Penulis menggunakan teori Holmes (2001) untuk menganalisis faktor-faktor yang mempengaruhi gaya bahasa penutur.

Penulis menemukan empat gaya bahasa, yaitu gaya formal, gaya konsultatif, gaya santai, dan gaya akrab, dan tidak ada data untuk gaya beku seperti yang diusulkan oleh Joos (1992). Dari lima puluh dua ujaran, jenis gaya bahasa yang digunakan oleh para informan adalah gaya formal sebanyak dua puluh empat ujaran atau 46,1%, gaya konsultatif sebanyak sembilan ujaran atau 17,3%, gaya santai sebanyak delapan belas ujaran atau 34,6%, dan gaya intim sebanyak satu ujaran atau 1,9%. Berdasarkan teori yang dikemukakan oleh Holmes (2001), temuan ini menunjukkan bahwa faktor-faktor yang mempengaruhi penggunaan gaya bahasa penutur adalah usia mitra tutur, latar belakang sosial mitra tutur, konvergensi ujaran, dan divergensi ujaran. Akhirnya, penulis menyarankan agar peneliti selanjutnya yang tertarik dengan gaya bahasa menggunakan teori lain, seperti teori Nababan (1993) atau teori Keraf (2008). Kemudian peneliti selanjutnya dapat mengamati atau menganalisis topik yang sama dengan objek dan platform yang berbeda.

Kata Kunci : Gaya Ucapan, Citayam Fashion Week, TV ONE Talk Show

TABLE OF CONTENTS	
PRONOUNCEMENT OF THESIS ORIGINALITY	ii
APPROVAL SHEET	iii
APPROVAL SHEET	iv
MOTTO	v
DEDICATION.....	vi
ACKNOWLEDGEMENTS.....	v
PRONOUNCEMENT OF THESIS PUBLISHING AGREEMENT.....	vii
ABSTRACT	viii
ABSTRAK	ix
TABLE OF CONTENTS.....	x
LIST OF TABLES	xii
LIST OF FIGURE	xiii
CHAPTER I INTRODUCTION.....	1
1.1 Background of The Study.....	1
1.2 Problems of The Study	4
1.3 Objectives of The Study	4
1.4 Significance of The Study	4
1.5 Scope and Limitation of The Study	5
CHAPTER II REVIEW OF LITERATURE	6
2.1 Sociolinguistics	6
2.2 Style	6
2.3 Speech Styles	7
2.4 Factors Affecting the Use of Speech Styles.....	12
2.5 The Lexical and Grammatical Characteristics' for Standard Bahasa Indonesia	14
2.6 Talk Show	15
2.7 Previous Studies	15
CHAPTER III RESEARCH METHODOLOGY	18
3.1 Research Design.....	18
3.2 Source of Data and Data.....	18
3.3 Research Instrument.....	19
3.4 Data Collection	19
3.5 Data Analysis	20
CHAPTER IV FINDINGS AND DISCUSSIONS.....	24
4.1 Findings	24

4.1.1 Types of Speech Style Used by Guests in <i>the Fenomena Citayam Fashion Week</i> Talk Show on TV ONE Youtube Channel.....	24
4.1.2 Factors Influencing Guests Used Certain Types of Speech Style.	30
4.2 Discussions	36
4.2.1 Analysis of the types of speech styles used by the Guests in the <i>Fenomena Citayam Fashion Week</i> Talk Show on TV ONE Youtube Channel.....	37
4.2.2 Analysis Factor Influencing Guests Used Certain Types of Speech Style.	48
CHAPTER V CONCLUSION AND SUGGESTIONS.....	55
5.1 Conclusion	55
5.2 Suggestions	57
REFERENCES.....	xiii

LIST OF TABLES

Table 3. 1 Type of speech style used by the guests	21
Table 3. 2 Factors influence the guests to use certain types of speech style...	22
Table 4. 1 Type of speech style used by the guests	25
Table 4. 2 Factors influence the guests to use certain types of speech style...	31

LIST OF FIGURE

Figure 3. 1 Data Analysis (Miles and Huberman, 1992).....	20
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