

CHAPTER I

INTRODUCTION

The first chapter clarifies some points related to the introduction of this research. Some of these things are the research background, research questions, research objectives, research significance, and the scope and limitations of the study.

1.1 Background of The Study

Language is the capacity of people to speak with different people utilizing signs, like words and motions. Language and social interaction are reciprocal: language forms social interaction, and social interaction creates language.

As a means of communication, language has an essential role in human life. The function of language is also very varied, from functioning to sharing ideas, emotions, or feelings with others.

Everyone has different characteristics in communicating ideas, emotions, or feelings to others. Certain people use the language of choice or variation called style. The style is the hallmark of each individual speaking a language when communicating with others. According to Holmes (2001:240), people's speech styles can change depending on several factors, such as the recipient, age, context, and others.

In written and oral discourse, styles can occur. The style that occurs during oral discourse is called speech style. Style of speech includes the language speakers use, characterized by the degree of formality.

Speech style is essential in communicating with different purposes and topics, even though the speakers speak the same language. People can change their style of interacting with others depending on the situation, such as whom they are talking to and where they are talking. They also adapt their style according to their interlocutor or situation and function using speech styles.

According to Joos (1976:153-155), speech styles are divided into five kinds. They are frozen style, formal style, consultative style, casual style, and intimate

style. As a result, there are five communication styles from which individuals can choose when communicating with others. For instance, people interact with their close friends differently than they do with their teachers, parents, and other people. People typically communicate informally when speaking with close friends; however, they usually communicate formally when speaking with their teachers. In conclusion, a speaker's speech style can be influenced by various factors, including the audience, the goal, the setting, and others.

Their purpose influences the speaker's choice of speech style variations. Depending on whom they are speaking to, speakers will select a style. Speakers often use different languages and pronunciations when talking to people from different social classes. Modern society's social, cultural, and educational practices have all been altered by technological advancements. Speech style is a phenomenon that occurs in various media, including radio, movies, talk shows, vlogs, Etc.

Based on the Google study cited in Trentech (2018), YouTube is one of the social media platforms that are more influential in most people's lives than any other. Nowadays, people are more reliant on YouTube for their daily lives. YouTube is a knowledge portal where users can find a wide range of information. Documentaries, tutorials, and lifestyle shows are also available. YouTube is a platform for sharing content repositories; users can determine.

Even the Talk Show program that was previously broadcast on TV is now available on YouTube. So anyone can watch Talk Show reruns on YouTube. Like the TV ONE Talk Show program, this program often uses speakers from various backgrounds to discuss issues currently popular in Indonesia.

In this study, the researcher analyzes the speech style used by the guests in the TV ONE Talk Show program entitled *Fenomena Citayam Fashion Week*.

There are several reasons why the researcher chose the TV ONE Talk Shows TV program entitled *Fenomena Citayam Fashion Week*. The first is that the speakers come from different backgrounds. The speakers came from different social classes, cultural, and social situations. With these diverse backgrounds, there will be differences in speaking styles and language used by each resource person.

The speakers gathered in a forum to discuss the *Citayam Fashion Week* phenomenon, which has become a polemic for a long time from various sources perspectives. Start from the expression in the public space. Many protests came to the action. At first, it was considered a place to show creativity for teenagers. However, as time went on, *Citayam Fashion Week* was considered unethical because it disturbed people's comfort and was colored by the phenomenon of dressing up like LGBT people.

The speakers from various backgrounds provide opinions, input, and criticism of the issue. The difference in the background might be a factor in the differences in language style used by each resource person.

The second reason for choosing TV ONE Talk show content as the object of research is because the YouTube channel program is vital in our society, especially among YouTube users and connoisseurs. Video talk shows on YouTube are longer than other social media platforms. So by selecting the YouTube talk show video, the researcher will get a complete data source.

Many YouTube users like the TV ONE YouTube channel. It shows the subscribers of this program in October 2022, with around 9,700,000 subscribers. The content is always up-to-date, educational, and inspiring, which always discusses the hottest issues and brings in various sources who are experts in their fields. This *Fenomena Citayam Fashion Week* episode has been viewed about 181,000 times until October 2022, since it was first uploaded on July 26, 2022. In this study, the researcher focuses on the speech styles used by guests in the *Fenomena Citayam Fashion Week* TV ONE Talk Show, which lasts 1 hour and 19 minutes, and the factor of the use of language style.

The third reason is that the Talk Show video has gone viral on various accounts on Instagram. Many memes describe one source from a lower social, and educational background than others. It is considered a language gap with other sources because speakers from high social backgrounds often use intellectual or standard language styles. For this reason, the researcher wants to analyze the differences in the style of speech used by the guests in the *Fenomena Citayam Fashion Week* Talk Show on the TV ONE Youtube Channel.

The researcher hopes this research can better understand the style of speech used by guests and recognize the types of speech styles taken in the conversation between the presenter and the resource person. Also, the researcher hopes the reader can better understand the factors influencing the guests to use a certain type of speech style. In addition, this study will enrich research on speech styles.

1.2 Problems of The Study

Based on the background described above, the following research problems are:

- 1.2.1 What types of speech styles are used by guests in the *Fenomena Citayam Fashion Week* Talk Show on TV ONE Youtube Channel?
- 1.2.2 What factors are influence guests to use certain types of speech styles in the *Fenomena Citayam Fashion Week* Talk Show on TV ONE Youtube Channel?

1.3 Objectives of The Study

Regarding the research questions mentioned earlier, the objectives of the research can be clearly described to find, identify and analyze

- 1.3.1 To find out and explain the types of speech styles used by guests in the *Fenomena Citayam Fashion Week* Talk Show on TV ONE Youtube Channel.
- 1.3.2 To identify the factors influencing guests using certain speech styles in the *Fenomena Citayam Fashion Week* Talk Show on TV ONE Youtube Channel.

1.4 Significance of The Study

As stated in the research objectives above, this study intends to provide theoretical and practical significance. For significance theory, this research can enrich scientific knowledge in sociolinguistics, especially about Speech Styles. Moreover, the researcher chose the *Fenomena Citayam Fashion Week* Talk Show on TV ONE Youtube Channel to analyze the speech styles used by the guests. For practical significance, analyze the speech styles used by the guests in the *Fenomena Citayam Fashion Week* Talk Show on TV ONE Youtube Channel. This research

highlights the phenomenon of differences in speech styles from each resource person who comes from different backgrounds and gathers to discuss the same thing. With this, it is expected:

- 1.4.1 The results of this study can be helpful for researcher and other researchers, especially for sociolinguistic studies.
- 1.4.2 This study provides an overview of the speech style used by the speakers
- 1.4.3 Through this research, it is hoped that it can be helpful as a reference in further research.

1.5 Scope and Limitation of The Study

The researcher focuses on sociolinguistic studies, mainly focusing on the phenomenon of differences in speech style used by guests in the *Fenomena Citayam Fashion Week* Talk Show on TV ONE Youtube Channel and based on the background of different sources, providing opportunities to achieve research objectives. This study uses the *Citayam Fashion Week* Phenomenon Talk Show video on TV ONE Youtube Channel, which lasts 1 hour 19 minutes on the link <https://youtu.be/sudVvAb8OrU> as the data source. And the data from this study are in the form of utterances used by informants who are identified using the type of language style according to Joos' theory (1976) and factors that influence the use of language style according to Holmes' theory (2001).