

CHAPTER I

INTRODUCTION

This chapter presents the general issues to present study. This chapter covers the background of the study, research questions, objectives of the study, significance of the study, scope and limitation.

1.1. Background of the Study

Language is a symbol or sign of a desire created from the mind. So that language becomes a tool of communication for humans. Then Brown (2002) 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 another. So, language is a tool to communicate with each other.

Language is closely related to emotions so that when people say something it is certain that they will involve their emotions in speaking the words. According to Hornby (2000) language is the system of communication in speech and writing that used by people of particular country and the way of expressing ideas and feeling using movement, symbol and sound. Language also has the potential to develop feelings of familiarity and comfortable and fluent communication when used correctly. On the other hand, if it is done in the wrong way, there will be unclear communication or it is usually called miscommunication.

Humans usually communicate using language. This happens from young to old, rich or poor and several other social variations. People socialize and communicate using language as the main basis in their conversations to express what they want and find out what other people want. The study of this is called Sociolinguistics. Socio means social or something related to society, while linguistics is something related to language or the study of language. Fishman in Wardhaugh (2011) says that

who speaks (or writes) what language (or what language variety) to whom and when and to what end.

One of the fields of Sociolinguistics is language style. According to Meyerhoff (2006), language style also describes the personality, mindset, condition of human. The influence of a person's condition has an impact on the use of spoken language. For example, "Mr. Jhon, may I ask a question?" and the teacher might reply with, "Yes, Mark, go ahead." A student will use formal language towards his teacher. This will occur if in formal or serious conditions that have a specific social purpose. On the other hand, someone will use casual language when talking to their friends because of the closeness they have. For example, "Hey, what's up bro?" and the other people answered "Not much just chilling". Because the main goal in communicating is to understand each other.

The writer is interested in discussing language style because Indonesian proverb says *bahasa mencerminkan bangsa* which means that a person's words can reflect a person's identity, even their personality. This is also a benchmark in testing presidential candidates in terms of representing their wishes. Moreover, a leader, president and king become the face of a country in representing its people.

However, there are several styles of communication and each style has its own advantages in conveying information in the form of words. According to Joos (1967), language has five styles, namely: frozen style, formal style, consultative style, casual style and intimate style. The application of this theory is to analyze someone's speech.

Moreover, we can find differences in social class in everyday life, starting from educational, economic and other aspects. According to Marx and Engels (1955), Social Class is divided into 3 types, Upper Class, Middle Class, and Lower Class. Each social class has its own characteristics. This also causes differences in the language used by each social class. The phenomena about language can be found in various existing media such as YouTube.

The data taken from this research comes from a YouTube video from the Metro TV channel. This video is the first debate of the Indonesian presidential candidates in 2024 namely; Anies Baswedan, Prabowo Subianto and Ganjar Pranowo. The video above discusses the ideas that the presidential candidates put forward when they became president. This needs to be asked as a form of promise that must be kept or someone's seriousness in carrying out their mandate. Each candidate explains their respective ideas in this video.

The writer chose the video about first debate as subject of this research because the video is the first debate in which all candidates prepared everything they needed to show in public. In this debate, the audience can solidify their choices to lead the country in the future. Because this event can provide a good or bad view for the Indonesian people. The aim of this study is to determine the use of language styles applied by Indonesian presidential candidates in 2024 and the influence of social class differences that occur because of it. Therefore, the writer wrote this research by analyzing the subject with related theories.

1.2. Research Questions

1. What are types of language style used by Indonesian presidential candidates in 2024?
2. What are the types of social class influenced by the language style used by Indonesian presidential candidates in 2024?

1.3. Objectives of the Study

1. To describe the types of language style of the presidential candidates in 2024.
2. To describe the types of social class influence by the language style used by Indonesian presidential candidates in 2024.

1.4. Significance of the Study

Theoretically, the results of this research are expected to provide a significant contribution to readers regarding understanding the language styles, especially of the three presidential candidates and in other social

contexts. Practically, it is hoped that this research will provide benefits to someone interested in linguistics or politics such as students and politician. In addition, the reader also will know the influence of social class on the use of language styles.

1.5. Scope and Limitation of the Study

This research specializes in the field of Sociolinguistics, especially language styles based on Martin Joos theory. There are five language styles, namely; frozen style, formal style, consultative style, casual style, and intimate style. Along with the influence of social class consisting of; upper class, middle class and lower class regarding the choice of language style. The writer focuses on explaining the statements of the three presidential candidates, namely; Anies Baswedan, Prabowo Subianto, and Ganjar Pranowo in the first debate session on December 12th, 2023 via Metro TV's YouTube channel with more than two hours.