CHAPTER I
INTRODUCTION

A. The Background of the Study

Language is a means of communication. On the other hand, communication is the connection between the speaker and the hearer to share information, knowledge and messages. If human beings do not use language to communicate with others, they will get difficulty. Human beings cannot live individually without having relationships with others.

In this modern era, most people use mass media as a way of interaction. Television as the most successful mass media plays a vital role in society. Television can be a source of entertainment, information, and knowledge. According to Srygley (1978:526) the positive values in today’s mass media are also significant. Young people today, without leaving home, can hear the world’s best music and witness superb musical performances, see outstanding drama and dance programs, hear political and governmental leaders of the nation and the world analyze major issues of the day, and learn of specific advances and problems. Mass media bring information, inspiration, and enrichment that potentially improve the quality of our living.

Sociolinguistics refers to study language ‘in society’ or language ‘in its social context’ (Coupland, 2007:4). It means that sociolinguistics is study of
language which is concerned about how language is used in society or social context.

Style refers to ways of speaking, how speakers use the resource of language variation to make meaning in social encounters (Coupland, 2007). Most speakers of a language speak one way with friends, another on a job interview or presenting a report in class, another talking to small children, another with their parents, and so on. These situation dialects are called style or register. Nearly everybody has at least an informal and formal style. In an informal style the rules of contraction are used more often, the syntactic rules of negotiation and agreement be altered, and many words are used that do not occur in the formal style (Fromkin, Rodman, and Hyams, 2003:472).

Informal style, although permitting certain abbreviations and deletions not permitted in formal speech, are also rule-governed. For example, questions are often shortened with the subject you and auxiliary verb deleted. One can ask *Running the marathon? Or You running the marathon?* instead of the more formal *Are you running marathon?* but you cannot shorten the question. *Are running marathon?* Similarly, *Are you going to take the Linguistics 1 course?* Can be abbreviated to *Are gonna take Ling 1 course?* Informal style not anarchy, but the rules are more liberal with regard to deletion, contraction, word choice, and so on, that the grammar rules of the formal language (Fromkin, Rodman, and Hyams, 2003:473).
Somia and Meisuri (2012) found that there are five types of language style in King’s Speech Movie. Consultative style is dominantly used because the fact that the movie deals with the dialogue or consultative between two people. While one is speaking and the others give short responses.

Debora (2013) found that casual style can be applied in teaching process and outside class activities or in daily life. Applying casual style in classroom makes young learners understood the subject. Students will have more motivation to study and keep focusing on the material.

Another journal, Karo and Tangkas (2013) found that Obama dominantly use casual style while SBY dominantly use formal style. Obama is more friendly while SBY is more seriously to answer the interviewer’s questions. It is caused by the levels of formality are influenced by language, culture, social context and personality in order to create a good communication.

Talk shows are a popular vehicle satistify viewers’ needs to feel better about themselves (Frisby, 1997). It means that the function of talk show program is to entertain people, to share information and knowledge, and to increase moral values.

Language style is used in every aspect of human communication. Every person has their own style to express their meaning through language. A talk show represents language that is usually used in daily life. In talk show people can also learn and know how the language style is used by the audiences, the hosts, and the speakers.
The writer took *Mario Teguh Golden Ways* Talk Show to represent the use of language style. *Mario Teguh Golden Way* is one of the famous talk shows in Indonesia. Sis Maryono (well known as Mario Teguh) is a great motivator that always gives advices and motivates to talk about the problem of life and also to entertain the audiences. *Mario Teguh Golden Ways* Talk Show also the writer’s most favorite TV program because the writer gets much inspiration from it to do better life.

The writer focussed on language style is used by Mario Teguh in *Mario Teguh Golden Ways* Talk Show because he always speaks and asks the audiences. As the motivator, he always creates many motivative quotes. The writer used Joos’s theory which divides language style into five, those are frozen style, formal style, consultative style, casual style and intimate style.

**B. The Problems of Study**

Based on the background, the problems of this study can be stated as follows:

1. What type of language style is dominantly used by Mario Teguh in *Mario Teguh Golden Ways* Talk Show?

2. How is the most dominant language style used by Mario Teguh in *Mario Teguh Golden Ways* Talk Show?

3. In what context is the most dominant of language style used by Mario Teguh in *Mario Teguh Golden Ways* Talk Show?
C. The Objectives of the Study

Based on the problems of the study, the objectives of the study are:

(1) To find out the most dominant type of language style used by Mario Teguh in Mario Teguh Golden Ways Talk Show.

(2) To describe how the most dominant type of language style used by Mario Teguh in Mario Teguh Golden Ways Talk Show.

(3) To reason for the use of the most dominant type of language style used by Mario Teguh in Mario Teguh Golden Ways Talk Show.

D. The Scope of the Study

The study focuses on language style in Mario Teguh Golden Ways Talk Show Program in Metro TV. The writer uses Joos’s theory. Joos divided language style into five such as frozen style, formal style, consultative style, casual style, and intimate style. The data are limited to the utterances that are produced by Mario Teguh as the motivator in Mario Teguh Golden Ways Talk Show.

E. The Significances of the Study:

The significance of this study are expected to be useful for:

(1) The students of English Department who study about language style to enrich their understanding about the types of language style.
(2) Other researchers as their additional references to conduct further research in language style.