

# CHAPTER I

## INTRODUCTION

### A. Background of the Study

Information is conveyed through language in the form of thoughts, ideas, intentions, and feelings. The primary purpose of language is for communication. Language is evolving at a similar rate to how science and technology, particularly information technology, are advancing in the global period. The main function of language in society is as a means of communication, and it is used in a diverse range of contexts, on various levels, and for a variety of purposes. By allowing individuals to communicate and recognize social groups, language has a social role. Without language, humans are unable to communicate with one another and cannot establish ties or family. Practically everyone speaks to people in order to communicate, whether it be on the phone or in person. People can now communicate virtually, either by speaking in writing or by seeing each other on computer screens (quoted from Suci Erza, Hamzah; 2018:1). Through communication, people can convey their messages to others, such as ideas, feelings, or thoughts.

To establish a dialogue, which is one of the means by which people can communicate with other people, communication is required. It turns becomes a medium for delivering messages or ideas from other human minds during the communication process. Language is made up of phonological building blocks, pictorial symbols, words, and sentences that can be spoken orally or nonverbally. As for verbally, that is, language can be directly uttered to create sounds that

listeners or speaking partners can hear, as opposed to non-verbally, which means language that takes the form of writing or sign language. It is important to understand the situation and cultural context, and to recognize whether the language is being used in a formal or casual setting. People sometimes misunderstand messages in communication because they focus just on the meaning and ignore other elements of language. The solution to this problem comes from understanding how language style is used.

Language style refers to the utilization of everyday language to convey ideas and emotions in a way that showcases the author's ingenuity, individuality, and character, with the aim of producing a certain impression, such as visual appeal or the outcomes of meaning construction. Regardless of their shared language, language style is a crucial aspect of communication that must be given due consideration while addressing diverse subjects. Social media is a form of media that facilitates the expression and exploration of diverse linguistic expressions. As a result, we frequently observe an understanding of linguistic styles among social media users when presenting information. The most popular social media today is YouTube. The number of YouTube users in Indonesia reaches 96%. YouTube social media in Indonesia has grown rapidly with a marked high number of users. YouTube has a very diverse user base and does not have strict restrictions on uploads. One of the contents that is currently growing rapidly on YouTube is podcast content.



Podcasts are audio or video files that are posted online and can be viewed by everyone, no matter if they have a subscription. They can be heard or shown on a


computer or other device. By offering knowledge that can lead to new and wider perspectives, podcasts can provide their users with fantastic opportunities. The genres of entertainment, technology, education, and lifestyle are all present in podcasts. Podcasts are produced by at least two persons talking about predetermined subjects. Basically, podcasts are communication activities carried out by speakers and participants uploaded on social media such as YouTube, in these communication activities, alertness is needed in speaking. A crucial aspect of speaking wisely when communicating on social media is using polite language. The table below show the example of language styles that occurs in Corbuzier's podcast. The benefit of podcasts is that listeners can learn from the information obtained while listening to podcast content. Apart from that, podcasts are also protected from various kinds of annoying advertisements. This way, you can enjoy audio content without any interruption.

The following is data taken using Martin Joos's theory regarding Language Style in Table 1.1

**Table 1. 1 Primary Data of Language Style**

Podcast Clip	Context of Language Style
	<p>Habib Ja'far: <i>"Maksudnya ini menunjukkan keakraban ditengah perbedaan agama...biar orang gak nyangka loginisasi.. login ini masuk keagamanya masing masing bersama dalam kebbaikannya.."</i></p> <p>Onad: <i>"Betul"</i></p> <p>Habib Ja'far: <i>"Ini ga accept pasti"</i></p>
<p>In this video clip there are several examples of Consultative Language</p>	<p>Onad: <i>"Gue accept, itu karena materinya udah gue peluk duluan"</i></p>

<p>Style/Semi-Formal. One example is played in minute 2.20-2.33</p>	<p>We can classify this sentence into Consultative style because the quote above is classified as a consultative style because the dialogue that used is not very serious/semi formal.</p>
 <p>In this video there are several examples of Casual Language Style. One example is in the minute 04.15 - 04.38.</p>	<p>Indra Sjafri (speaker 1): <i>"...apresiasinya luar biasa karena memang sudah 32 tahun, jadi eee..gak salah juga dia apa senang dan euphoria cuman ya sesuai dengan pertanyaan mas deddy..."</i>  Deddy Corbuzier (Host): <i>"Padahal anda bisa jawab gini ya..emm... 32 tahun menanti karena waktu itu belum ada saya"</i> The data includes casual language variations because the sentences used contain allegro forms, namely the word gak, which is an utterance that is shortened from the word tidak/engga. Besides containing allegro forms, the sentence also contains non-normative language</p>
 <p>In this video there are several examples of Casual Language Style. One example is in the minute 04.15 - 04.38.</p>	<p>Indra Sjafri (speaker 1): <i>"...apresiasinya luar biasa karena memang sudah 32 tahun, jadi eee..gak salah juga dia apa senang dan euphoria cuman ya sesuai dengan pertanyaan mas deddy..."</i>  Deddy Corbuzier (Host): <i>"Padahal anda bisa jawab gini ya..emm... 32 tahun menanti karena waktu itu belum ada saya"</i> The data includes casual language variations because the sentences used contain allegro forms, namely the word gak, which is an utterance that is shortened from the word tidak/engga. Besides containing allegro forms, the sentence also contains non-normative language because it uses the word apahas an ambiguous meaning.</p>

 <p>In this video there are several examples of Formal Language Style. Some examples are in minute 7.00 – 7.02 and 7.27 (data 1), and minute 08.03 – 08.08 (data 2).</p>	<p>Mr. Prabowo: <i>“Pak Jokowi sayakira di lingkungannya juga banyak yang gak setuju....”</i>(data 1)</p> <p>Deddy Corbuzier: <i>“Tapi artinya, ketika Pak Jokowi mengambil keputusan itu Dia juga menurunkan egonya sama-sama menurunkan egonya”</i> (data 1)</p> <p>Deddy Corbuzier: <i>“Saya salut sama bapak nih, tapi masyarakat ada yang marah”</i> (data 2)</p> <p>Mr. Prabowo: <i>“Nah kita harus berani untuk menjelaskan, saya jelaskan kepada pengikut-pengikut saya, bener gak?”</i></p>
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Many previous studies on language style have focused on language and linguistics, but most of the research has focused on YouTube due to the richer data gathered. As a result, the purpose of this study is to provide more information on language style in YouTube, as this area still requires documentation to understand the concept of impoliteness in new social media.

## B. The Problems of the Study

Problem formulation is a process toward the crystallization of various things which is in the background. Problems arise because there is no match between theoretical expectations and reality. For problem-solving to be complete and not misguided, the scope of the problem must be limited and stated and defined formulated the description above; the writers set the problem in this thesis as follows:

1. What types of language style occur in Deddy Corbuzier's YouTube video?
2. How the types of language style occur in Deddy Corbuzier's YouTube video?

### **C. The Objectives of the Study**

The following goals can be pursued based on how the situation was stated above:

1. To find out the types of language style occur in Deddy Corbuzier's YouTube video
2. To identify the function of language style, occur in Deddy Corbuzier's YouTube video

### **D. The Scope of the Study**

This study discusses Language Style Analysis of Deddy Corbuzier's YouTube video. There are five types of language style in Martin Joos's theory (2001) Language Style is classified into five types based on the degree of formality. They are frozen style, a formal style, a consultative style, a casual style, and intimate style. The researcher focused on analyzing Formal, Casual, and Consultative language style used on Deddy Corbuzier's YouTube video on his YouTube Channel. Then this research data was taken from that YouTube videos uploaded by

Deddy Corbuzier on May 20th, 2022, and May 7th, 2023.

### **E. The Significance of the Study**

Scientific research must provide theoretical and practical benefits to the quality of research conducted by the study. Language Styles on Deddy Corbuzier's YouTube Channel Video is expected to be able to provide help. The benefits that can be provided by this research are as follows:

1. Theoretically, this study is expected to spark a discussion about language style usage in the discipline of linguistics. Therefore, it is hoped that this research would make it simpler for someone to understand language style.
2. Practically, the findings of this study can be utilized as a guide for students at Universitas Negeri Medan, particularly those studying English Literature, to gain more understanding of how language is used and how it functions in other social media.