

CHAPTER I

INTRODUCTION

A. The Background of the Study

In this global era, people prefer used electronic media such as television and radio to update their information. Even, by watching television people can gained information, but not every people have time to sit on chair and picked up remote. For some adult people, most of their time spend at the office and most of students spend their time for studying at school and represent it at home with a lot of homework. Radio was the best solution to gained information. The students can be able to doing their homework while listening to the radio and the worker doing their activity and getting information at the same time.

Radio is audio-nonvisual media which is produce sound without any picture and graphic. Crisell (1994) states that radio is a *blind* medium. Radio just giving the information using a language. Each person use the language in different way. When people talking about serious topic, the language they used would be more polite and using formal style. From the statement “*Unjuk rasa dilarang tapi sebaiknya saya ingin kepala desa betul-betul mengurusinya, sebagaimana yang saya lihat kemarin sebagai contoh, kepala desa di Haurwangi di Kabupaten Cianjur*”, that was a part of SBY’s utterance in SBY’s interview, the language style was formal style that usually used by the president to show the charismatic when they are listened to many people. It proved that language exists in context, dependent on the speaker who is using it, and dependent on where it is being used

and why as the Tagliamonte statement in 2006. Speakers mark their personal history and identity in their speech as well as their sociocultural, economic and geographical coordinates in time and space. Sociolinguistics itself has a meaning as the study of language which is related to social community. Wardhaugh (2006: 13) states that sociolinguistics is concerned with investigating the relationships between language and society with the goal being a better understanding of the structure of language and of how languages function in communication; the equivalent goal in the sociology of language is trying to discover how social structure can be better understood through the study of language.

Couplan (2007) states that style refers to a way of doing something. But in Sociolinguistics, Style is well known as variety of language, style refers to ways of speaking, how speakers use the resource of language variation to make meaning in social encounters. The distinctive manner in which people express themselves in a particular situation. Style plays an important role conveying a message. The using of style will influence the meaning and certain due to the situation.

Most of people used the mass media as a communications and exchange information. Mass media was a public consumption, which the public can see, read, and hear. Radio was a part of such mass media besides television and newspaper that was chosen by many people to gained information. Fleming (2002: 1) states that “Nine out of ten people in the UK listen to radio every week for an average of three hours a day, representing over one billion listening hours a week”.

Fleming (2002: 44) states that every radio station strives to achieve an identifiable style. It means that every Radio stations have their own style in

delivering their programs. KISS FM is one of many radio that airing in Medan. KISS FM in broadcasting fill about spot, adlibs, interview, quiz, games, interactive, music and also live report. The writer chose this radio station because in Rosalia (2012) article titled "*Faktor faktor penting daya tarik stasiun radio bagi pendengar radio di kota Semarang*", based on Nielsen data, KISS FM stand on the top as the most wanted radio station in Semarang. So that, the writer assumed that it would not have a significant differences, and concluded that KISS FM exactly has good rating in Medan too.

This thesis was analyzing the language style in interview on KISS FM radio. Tolson (2006: 7) states that talk is central to broadcasting, on radio as well as television. He also added that one corollary of the distance between stars and ordinary people is our preoccupation with the question of what the former are 'really like'. To some extent this is simply an interest in the public figure's private life, which it is the function of subsidiary print media and gossip columnists to cater for. The interview happened on December 17th, 2013 in KISS FM radio on program "*Nisa on the Radio*" between the KISS FM's radio caster named "*Nisa*" and the interviewee "*Fatin*". This research analyzed the utterances in the interview used the theory purposed by Martin Joos (1967: 153-155) which was discusses the five language styles. They are; frozen style, formal style, consultative style, casual style, and intimate style.

Karo (2013) on her article titled "*Levels of Formality in Obama's Interview and SBY's Interview*", claimed that Obama used casual style dominantly in other hand SBY using formal style dominantly. She concluded that the level of formality

was influenced by language, culture, social context, and personality in order to create a good communication. Based on the research above, the writer assumed that the result would be casual style, because the interview of President Barack Obama that would be happened in formal situation still used casual style as the dominant language style.

Aini (2003) on her article titled "*Language Used in Business E-Mail*", claimed that she received the responses from a number of company using a formal and informal style. In her journal, she concluded that in business, style is not important. The most important thing was the message can be conveyed. Based on the statement above, the writer assumed the language style in radio interview would be informal or casual style, because the audiences are teenagers.

Salehi (2012: 52) on his article "*Are Youths and Teenagers Satisfied with Colloquial Style of talking?*", states that more than half of youths and teenagers said they were not satisfied with the colloquial language style used in the program on Javan radio. Based on the recently observation above, the writer assumed that the KISS FM radio would not using colloquial style in delivering their programs because the listeners of KISS FM radio most of them are youths and teenagers.

Doing research about language style can enhanced and deepen of our understanding about the usage of language style on radio. So that it will be known what is language style that used by the host and the interviewee.

B. The Problems of the Study

Based on the background, the problems were formulated as the following:

1. What types of language style are used by host and interviewee?
2. What type of language style is dominantly used by host and interviewee?

C. The Objectives of the Study

Based on the problems of the study, the objectives of this study were:

1. To find out the types of language style used by host and interviewee.
2. To find out the most dominant type of language style used by host and interviewee.

D. The Scope of the Study

The study focused in analyzing what types of language style used by host and interviewee in the radio “KISS FM”. The dialogue was held on December 17th, 2013 on program “*Nisa on the Radio*”. The name of the host was “*Nisa*” and the interviewee was “*Fatin*”, the winner in the first season of the Indonesian version of the *X Factor* on May, 2013.

E. The Significances of the Study

Findings of the study are expected to give some knowledge:

1. The findings are expected theoretically to give information about how to analyze language style in Radio Program,
2. The findings will hopefully give practically benefit to the students and readers who want to know about the way of analyzing Language style.