

## ABSTRACT

**Mastura, Raydito, Registration Number 219322002, Language Styles On Deddy Corbuzier's Youtube Channel Video, A Thesis. English and Literature Department. Languages And Arts Faculty, Universitas Negeri Medan. 2024.**

People's thoughts on a particular topic are represented through language style. This research aims to investigate the types and functions of language styles in Dedy Corbuzier's podcast on YouTube. By discussing linguistic elements, this research provides insight into the various communication approaches used in the Deddy Corbuzier Podcast. The objectives of this research include identifying the various types of language styles used and determining the dominant style in the podcast. Apart from that, in this research used qualitative content analysis methods to analyze the language styles commonly used in the Deddy Corbuzier podcast. Using Martin Joo's (2001) theory, the results of this research identified and categorized five languages style, namely: Frozen Style, Formal Style, Consultative Style, Casual Style and Intimate Style. There were 16 (10,5%) used the the frozen style language, 30 (20%) formal style language, 43 (28,5%) consultative style, 52 (35%) casual style, and 9 (6%) intimate style. Through the analysis of three selected episodes, it can be seen that the relaxed style dominates, with 52 (35%) of the 150 data observed. This research hopes to improve language education by promoting the integration of diverse language styles through podcasts into the curriculum. The results of this research also aim to provide practical real-world examples, which deepen students' understanding of the dynamics of communication, thus forming a more effective language learning experience.

**Keywords:** *Language Style, Podcast Analysis, Youtube Channel*

