

CHAPTER I

INTRODUCTION

1.1 The Background Of Study

Sociolinguistics is a branch of linguistics that studies how language is used and used in social life. Sociolinguistics is also an interdisciplinary science that combines two sciences into one namely sociology and linguistics. Sociology studies human beings in society, institutions, and social processes that exist in society and tries to find out how that society occurs, progresses, and continues to exist. Whereas linguistics is studying language and its processes as objects of study, with the combination of the two sciences giving birth to sociolinguistics which focuses on studying the language used by humans to communicate in a social environment. In its application, sociolinguistics has examined many things, namely, bilingualism, language change, language and gender, language variations, code mixing, language style, etc.

In communication people use language style to communicate with others, both spoken and written language; everyone has their own style when they are communicating to others. They use style so that others can understand what they mean, and get the point of the conversation. Language style used by person, makes someone different from others and everyone has different language style when communicating. Style is related more with the situations than with the speakers themselves (Holmes 2001:223). When we want to talk about style, it

means that we talk about the same speakers who talk in different ways on different situations and not the different speakers who talk in different ways from each other (Bell, ed. Jaworski 1997:240). Speakers will use differences language style when they make a conversation with other people. It depends to the situation that they have, and with whom they speak and where they speaking too.

Youtube is a website for sharing an unlimited number of videos. Youtube is also an application where a person can see a video if he/she is an unregistered user and can upload videos if he is a registered user. YouTube is also one of the media where a person can become famous and known by many people. Many people also have a career from youtube, where someone uploads an interesting video and is watched by many people and they even becomes a subscriber, then that person can make money depending on the viewers and subscribers. Viewers is people who watch a video that is on youtube and subscriber is people who follow a youtube channel. If someone already has a lot of viewers and subscribers, then he will be called a YouTuber.

YouTuber is a term where someone creates creative content on their YouTube channel and uploads it consistently, and that person also has a lot of viewers and followers/subscribers in every content they create, content is a theme created in making videos on YouTube. If you meet requirements such as having a lot of viewers and followers, then someone can be called a Youtuber. Then, the author will examine the language styles used by 2 Youtubers, they are Atta

Halilintar and Ria Ricis. In this case they are said to be YouTube users because they already have a lot of viewers and subscribers.

The writer make this research for as a reference to be able to increase insight in making more interesting content on YouTube,as a reference how to get lots of viewers and subscribers.Writer didn't found specific research related to the use of language styles by YouTubers, so the writer intends to do research on the use of language styles used by YouTubers. Based on this research, it will be known what kind of language style is used by Youtubers in the videos they make. This study uses a qualitative method. The subject studied was a video on the YouTube account, Atta Halilintar and Ria Ricis, where the video under study was a video that had many viewers.

Based on the explanation that has been described, the title of this research is formulated as An Analysis Of The Differences In Languge Style Between Atta Halilintar and Ria Ricis.

1.2 The Problem Of Study

Related to the background of the study above, the problems of the study are formulated as follows:

1. What types of language style are used by Atta Halilintar and Ria Ricis?
2. What is the most dominant language style used by Atta Halilintar and Ria ricis?

1.3 The Objective Of Study

Based on the problem of the study above, the objectives of the study are formulated as follows:

1. To find out the type of language style used by Atta Halilintar and Ria Ricis.
2. To find the most dominant language style used by Atta Halilintar and Ria Ricis.

1.4 The Scope of study

The scope of this study focuses on the language style that is used by Atta Halilintar and Ria Ricis. This research uses theory from Gorys Keraf (2006:130-145) that discusses about twelve types of language style.

1.5 The Significances of Study

The benefits of this research convey both theoretical and practical significance:

1.5.a Theoretical Significance

- 1) The results of this study are expected to contribute to the development of linguistics
- 2) To enrich knowledge about language style

3) Add references to the linguistics on language style analysis

1.5.b Practical Significance

1) For writer, the results of this study are expected to provide information related to the use of language styles by YouTubers.

2) For youtubers, as a reference to be able to increase insight in making more interesting content on YouTube.

3) For new YouTubers, as a reference how to get lots of viewers and subscribers.

CHAPTER II

REVIEW OF RELATED LITERATURE

2.1 Sociolinguistics

Sociolinguistics is derived from the words "socio" and "linguistic". Sosio is the same as the social word which is related to the community. Linguistics is the study of and talking about language, especially elements of language and between these elements. According to Nababan (1993: 2) sociolinguistics also studies and discusses aspects of community language, especially the differences contained in language related to social factors. Sociolinguistics is the study of language and society as related entities. It concerns the structure of the language and how language plays its roles and functions in society by considering social aspects lying behind the communication process (Janet Holmes, 1992:1).

Sociolinguistics not only deals with the kinds of language people use in daily life, but also “why” and “how” people use certain styles in communicating with others, this can be influenced by several factors such as to whom to speak, when, where, and other factors such as age, gender, and status. Georgieva (2014:4) states that sociolinguistics explores language in relation to society. This means that it is concerned with language as used for communication among different social groups of people in different social situations. So, sociolinguistics is a study that studies and discusses aspects of

people's language, especially in the differences contained in language related to social factors. Sociolinguistic is also not only related to the type of language people use in daily life, but also how people can use certain styles to explore language in relation to society.

2.2 Language Style

Language style is the way of speaking/writing depending on circumstances of doing that, person (or people) to whom you are speaking or writing. According to Chaika (192: 29) states that language style is the way people use the language in communication, it can be written or oral language. While according to Eckert states (2001:1) Style is the locus of the individual's internalization of broader social distributions of variation. In doing communication people usually use formal or informal language which depend on the situation they are communicating with others. A good style should contain three elements, including honesty, courtesy and interesting. Meanwhile, Romane (1994: 74) argues that styles not only do some of the same linguistic features in pattern of both regional and social dialect differential but they also display correlations with other social factors. So, from statement above, Language style is alternatives tool that used to convey the message in a variety of languages.

Furthermore, according to Keraf (1991:113) said that language style has poetic elements to make sure the readers. The use of language style can give a soul (spirit of life) about difficulties of terms that have a lot of

meaning with simple explanation without getting loss its meaning. Language style actually refers to the selection of linguistics form to convey social or artistic effects. Style also acts as a set of instruction.

According to Gabriela Missikova (2003:16) “language style is a way of speech or a kind of utterance which is formed by means of conscious and intentional selection, systematic patterning and implementation of linguistic and extra-linguistic means with respect to the topic, situation, function, author’s intention and content of utterance”. It means language style is the element and kind of utterance that describe the sentence in speaking the ways that the author uses words.

According to Gorys Keraf (2006: 129-145),that language style such as simile, metaphor, personification, metonymy, innuendo ,paradox, hyperbole, correction, prolepsis, periphrasis, litotes, euphemism.

2.2.a Simile

Comparisons that are explicit or can be interpreted as stating something the same as other things but using conjunctions,the words used are: like, same, as,as if, etc. For example : “*His lips like pomegranate chapped*”

But sometimes the equation is obtained without mentioning the first object to be compared, for example: “*Like water on taro leaves*”

2.2.b Metaphor

An analogy that compares things directly, but in a concise form. A metaphor as a direct comparison, does not use conjunctions, it is different from simile which must use conjunctions. With this metaphor can stand alone as a word, for example: “*The boat sawed the waves*”.

From the sentence above it can be seen that sawed is a word that can stand alone without changing its original meaning.

2.2.c Personification

Style of language that describes inanimate objects or inanimate objects as if they have a human nature. For example: “*The flowers danced together with the grasses*”

From these examples it can be seen that personification is a style of language that uses a choice of words that give atmosphere or human nature to an inanimate object, such as the example above where the flowers danced with the grasses, actually only moves because it is blown by the wind but made as if it were like a human.

2.2.d Metonymy

Style of language that uses a word to express something else, because it has a very close relationship.

For example: *“He bought a Chevrolet”*

From this example it can be seen that metonymy is a word that is replaced by another word but is still related, like this chevrolet is a car but is changed to the car brand. But still has the same meaning even though the word is different.

2.2.e Inuendo

Language style in the form of innuendo by understating the actual reality. express criticism with indirect suggestions and that are not offensive.

For example : *“You don't need to cry over him all the time. He is just a man, who don't deserve to be your life's companions”*.

from this example it can be seen that innuendo is a form that is used to insinuate people, but by minimizing the facts such as the example sentence above where someone insinuates the other because only retains a man who always makes her cry even though there are still many men out there who can make her not cry.

2.2.f Paradox

Language style that contains a real contradiction with the facts.

For example: *“He starved to death in the midst of his abundant wealth”*.

From this example, it can be seen that paradox is made which is inversely proportional to reality and can also mean all things that attract attention because the truth of the example sentence above can be seen that there are several statements that can be made, such as :

1. He died not because of hunger, because he was rich
2. He died of starvation, because he did not have wealth

Therefore, paradox is a situation or event that repeats itself without beginning or end.

2.2.g Hyperbole

Language style that contains an exaggerated statement, and exaggerates a thing, for example : *“His good looks and gentleness to me and my family melted my heart”*.

From the example above it can be seen in the sentence that makes someone better, bigger or better than expected. As the example above actually he only appreciates good men and respected but with extreme exaggeration.

2.2.h Correction

Language style, first emphasizes something, but then fixes it, for example: *“I’ve visited the area four times, ah no, five times already.”*

From the example above it can be seen in that sentence that a word is repeated to confirm the word that has been said before.

2.2.i Prolepsis

Language style in which people use words or word before an event or idea actually takes place.

For example: *“The two men along with the prospective killer immediately left the place”*.

From the example sentences above it can be seen that before disclosed events or ideas that occur it begins with words aimed at people, time and even place.

2.2.j Periphrasis

Language style that uses more words than is needed.

For example: *“He has rested peacefully”* (= dead)

From the example above it can be concluded that actually something can be clear with just one word, however, periphrasis explains more broadly and extravagantly in the use of words.

2.2.k Litotes

Language style used to express something with the aim of humbling oneself. Something is stated less than the actual situation. Or a thought is expressed by denying the opposite word, for example: *“What we present is actually meaningless to you at all”*.

From these examples it can be seen that a person is humbled himself when not in accordance with the actual circumstances.

2.2.l Euphemism

Language style in the form of expressions that do not offend people, or subtle expressions to replace references that may be felt insulting, offensive or suggest something unpleasant, for example: *“His father is no longer in their midst”* (= dead)

The example above is a sentence where someone expresses something more subtly so as not to hurt the feelings of the person in question.

2.3 The Differences In Language Style Between Genders

Language style is the way of speaking/writing depending on circumstances of doing that, person (or people) to whom you are speaking or writing.

The term gender is familiar to our ears, but there are still many of us who do not understand the term correctly. Gender is often identified with sex. gender is defined as the visible difference between men and women in terms of values and behavior, but there are also those who interpret it as a grammatical classification of nouns and other words related to it, which are broadly related to gender and absence of gender (or neutrality).

Every speaker, both male and female, has his expertise in speaking especially the topics he is good at. Topic is a subject that is discussed in conversation. Male can speak very fluently about competitive topics like about sports and politics. Meanwhile, the female were over cooperative prefers to discuss topics around family life. This matter shows that women are more open to their feelings meanwhile male prefer topics that cover up their feelings.

The way people use language can be related to the social network they belong to, their habitual activities, their identities as particular kinds of people and their status relative to others. Each of these things is potentially affected by gender divisions which are characteristics of our society. As

Cameron (2000) claims, there is a complex relationship between language and gender in the academic studies of language and gender. Holmes (cited in Bergwall 1999) formulates six candidate universals regarding language and gender:

1. Women and men develop different patterns of language use
2. Women tend to focus on the affective functions of an interaction more often than men do.
3. Women tend to use linguistic devices that stress solidarity more often than men do.
4. Women tend to interact in ways that will maintain and increase solidarity, while especially in formal contexts men tend to interact in ways that will maintain and increase their power and status.
5. Women use more standard forms than men from the same social group in the same social context.
6. Women are stylistically more flexible than men.

Although there are dangers in seeking generalizations as above, Holmes's formulations support the common assumption that there may be some common ground underlying the linguistic positions of women and men in the world (Bergwall, 1999).

From the explanation above, language style is different from gender, but gender affects language style because gender relates to men and women.

2.4 Youtuber

YouTube has become the third most visited website in the world behind Google and Facebook. 2005 was the starting point for the birth of the video upload site YouTube.com which was supported by 3 (three) employees of the online finance company PayPal in the United States. They are Chad Hurley, Steve Chen, And Jawed Karim. The name YouTube itself was inspired by the name of a pizza shop and Japanese restaurant in San Mateo, California.

A year since its inception, in 2006 YouTube.com has become a fast growing website. With the upload of 65,000 new videos and up to 100,000 videos by July 2006 to the YouTube video site. This record was able to penetrate the 5 most popular sites on the Alexa.com site, far beating the MySpace.com site. In June 2006 The YouTube video site entered into a marketing and advertising partnership with NBC.

YouTube is Many Things to Many People. However, to some, YouTube is seen as a website full of amateurs wasting their time posting poorly made videos, while others see YouTube as their chance at stardom, their most understanding teacher, or their meeting place with closest friends. YouTube does allow for all these things to happen. It serves as a

virtual coffee house where people can share ideas and gather with like minded and contrasting individuals to discuss ideas, art, and music.

Youtube is also an application where a person can see a video if he/she is an unregistered user and can upload videos if he is a registered user. YouTube is also one of the media where a person can become famous and known by many people. Many people also have a career from youtube, where someone uploads an interesting video and is watched by many people and they even becomes a subscriber, then that person can make money depending on the viewers and subscribers. Viewers is people who watch a video that is on youtube and subscriber is people who follow a youtube channel. If someone already has a lot of viewers and subscribers, then he will be called a YouTuber.

The name "youtuber" refers to an individual whose main or only platform is the youtube channel. a youtuber also known as a youtube content creator or a kind of videographer who creates videos for various youtube video websites, sometimes supported by the network. Some of the YouTube personalities also have corporate sponsors who pay for product placement in their clips or online video production.

YouTubers have become an important source of information and entertainment for millennials. Influential YouTubers are often described as micro-celebrities, because YouTube is widely understood as a bottom-up social media video platform, microcelebrities don't seem to be involved with

the commercial systems and established celebrity culture but rather appear to be self-governing and independent. YouTubers are seen as more relatable and authentic which is also fostered by the direct connection between the artist and the audience using the youtube media.

YouTubers also don't only come from famous people, but many from the common people. By becoming a YouTuber and producing creative content, someone who is not originally a famous person will become famous and have an income from every video he uploads via YouTube media. YouTubers must also be consistent so that the audience continues to increase, and most importantly the content must attract the attention of the audience. where at this time the content most watched by the public is beauty, food and traveling.

2.5 Previous Research

Related to language style phenomenon, there are many researches that have been conducted:

- Mohammad Kharisma Pujangga Putra (Maulana Malik Ibrahim State Islamic University Of Malang , 2017) The purpose of the research, entitled "*The Analysis of Language Style in Scorpion's Song*", is to find out the style of language used in the lyrics of the song Scorpions. Data were analyzed using descriptive methods and using theories from GorysKeraf. The results of the research can be concluded, there are 14 language styles that exist in the Scorpion's lyric, namely simile, metaphor, synecdoche, irony, symbolism,

personification, hyperbole, metonymy, allegory, repetition, apostrophe, paradox, underestimation, and pleonasm.

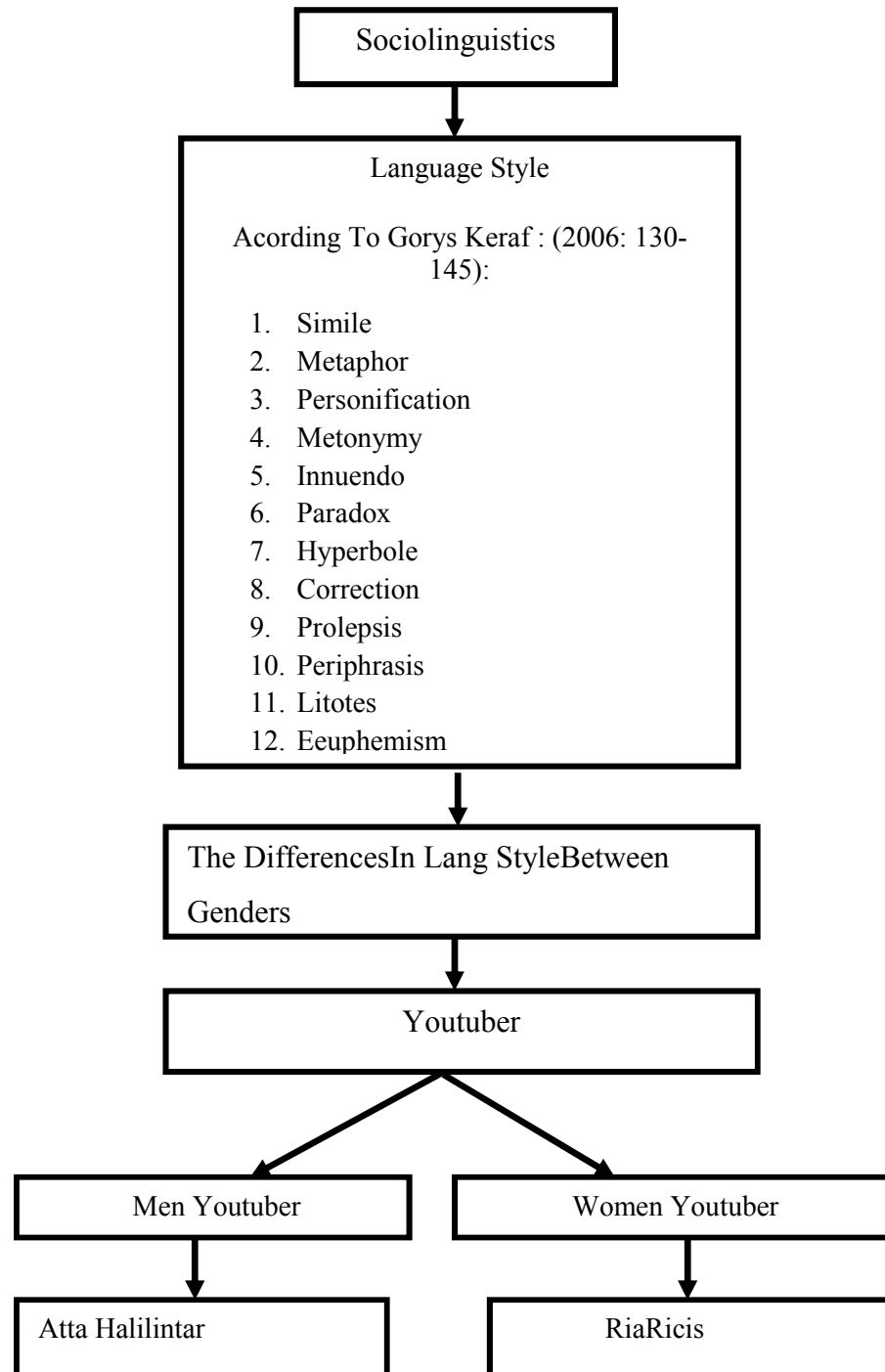
- Baeza Hapsah (English Letters Department Letters And Humanities Faculty Stte Islamic University "Syarif Hidayatullah" Jakarta ,2008) The research entitled "*The Analysis Of Language Style In Headline Of English Magazine's Advertisement*", aimed to analyze language styles in headline which is often used in advertisements taken randomly from different edition such as Cleo magazine in September 2007, Vogue magazine in July2006, and Cosmopolitan magazines in April 2005. The writer uses 15 advertisements as the object of her research analyzed by using the theory of stylistics and figure of speech approach about language style. The first step that she does is to classify the language styles that are about personification, alliteration, assonance, hyperbole, ellipsis, and simile that are mostly used in advertisements. The second step is analyze all language styles applied in every word on the headlines. From the research, it is found personifications mostly appears five times, alliteration which appears four times, assonance and hyperbole are appears twice, ellipsis and simile have the same proportion, because they appear once from 15 advertisements.
- Hafif Helmi Hajam (Universitas brawijaya, 2014) Their research entitled "*Language Style Used By Mario Teguh In His Motivational Pictures About Love*" aims to see the style of language used in Sampoerna's advertising slogan in terms of its diction and sentence structure. The theory used in this study is the theory of language style proposed by KerafGorys (2010), Wales

(2010) and Chaer (2006). Research data were collected from the internet and some from television and newspapers. This research uses qualitative analysis. The results showed that of 20 slogans analyzed based on Lexicon, the writer found that there were seven slogans categorized into formal language style and there were 13 slogans categorized into informal language style. Based on sentence structure, from 20 slogans, it was found out that there are 11 slogans of climax, four slogans is anticlimax, one slogan is antithesis and four slogans is repetition . The theory used in this study is the theory of language style that proposed by KerafGorys (2010) and supported by theories proposed by Trudgill& Pratt (1980) and Abdul Chaer (2006). From 20 motivational images analyzed based on word choice, the researcher found that there were eleven texts included in the formal language category, seven texts included in the informal language style category and two texts included in a combination of formal and informal language styles. Based on the sentence structure, nine texts were found in the climax category, four texts were in the anticlimax category, two texts were in the parallelism category, three texts were in the antithesis category and five texts were in the repetition category.

The research that will be made by the writer is different from previous research, but uses the same theory. Previous research examined advertisements in magazine's, songs and also the language style used by Mario Teguh.

Therefore, the researcher raised a different theme from the others, where this theme had never been used before. The research that will be made is about the language style used by YouTubers, namely Atta Halilintar and Ria Ricis in the videos they make for their YouTube account.

2.6 Conceptual Framework



An Analysis Of The Differences In Langue Style Between A Male And Female Youtubers. Meli Agustaria (2021)

CHAPTER III

RESEARCH METHODOLOGY

3.1 The Research Methods

This research is Descriptive Qualitative Method. According to Lambert (2012:7) “Descriptive qualitative method is purely data-derived in that codes are generated from the data in the course of the study. Like other qualitative research approaches, qualitative descriptive studies generally are characterized by simultaneous data collection and analysis”. The goal of Qualitative Descriptive studies is a comprehensive summarization, in everyday terms of specific events experienced by individual of group of Individual. As the writer conducts her research about language style on youtube video, the data in the form of utterances, instead of numbers.

3.2 The research Of Data

The research of data in the study will be taken from youtube, that the videos made by Atta Halilintar, and Ria Ricis, on their YouTube account.

3.3 Technique Of Collecting Data

In collecting the data, the writer used 3 steps as follow:

1. Watch videos on YouTube created by Youtubers that will be analyzed.
2. Make a transcript of every word spoken in the video.
3. Underline the language style used in the video created.

3.4 Technique Of Analyzing Data

After collecting the data, the writer analyzed them by:

1. Identifying the language styles in accordance with twelve styles Gorys Keraf.
2. Classifying the language styles in the video made by Atta Halilintar and Ria Ricis into their types.
3. Making conclusion.