

AN ANALYSIS OF LANGUAGE STYLES FOUND IN PODCASTS INTERVIEW

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ABSTRACT

The language is used as a means of communicating thoughts, feelings, and ideas. In expressing or delivering ideas in both forms, spoken and written language, people have their own style because it is related to the social contexts. This research on speech styles and functions used qualitative descriptive method in which the data were collected from the scripts of Boy William's utterances on his podcast interviews video. The objectives of this study were (1) to find out the types of language styles used by Boy William on his podcast interviews and (2) to analyze the functions on Boy William's utterances on his podcast interviews. The scope of this research was a study of language styles and functions found in podcast interviews video of Boy William's YouTube channel. From the interviews, 166 utterances containing language styles and functions were collected. Then, these utterances were classified and analyzed by using Martin Joos' (1976) theory about language styles also supported by Holmes' (2013) theory to classify the language functions of the utterances. The research found there were four types of language styles used in Boy William's utterances namely formal, consultative, casual, and intimate style. Besides, there were four types of language functions of his utterances namely expressive, directive, referential, and phatic function. The style that was not found was the frozen style. Meanwhile, the function that was not found were metalinguistic, poetic, heuristic, and commissive function.

Keywords: *Language Styles, Language Functions, Podcast Interview.*

1. INTRODUCTION

Holmes (2013) states linguistics is the scientific study of language. The study of language and how it is used for communication is the subject of linguistics. Language structure and all related topics are also studied in linguistics. On the other hand, the study of language is also open to influence and approach with other sciences. Therefore, in development of linguistics has branches of science that each concentrating on the type of object and approach studied. Wardhaugh (2010) states that basically, linguistics can be divided into two fields main studies, namely: Micro Linguistics and Macro Linguistics.

Micro Linguistics is in charge of the study of internal structural of a language. In line with the language subsystem. In Micro Linguistics there are sub-disciplines of linguistics: phonology, morphology, syntax, and semantics. Macro Linguistics directs its study to the relationship between language with factors outside the language, such as in terms of psychology, social, teaching, medicine, and philosophy. Language style is typically employed to demonstrate a desired social or aesthetic effect. This demonstrates the significance of language choice in establishing shared identities, fostering cohesive groups, and emphasizing distinctions. The pressure exerted by an outside threat can heighten the significance of internal divisions within a group. Holmes (2013), there are six different ways that language styles can be used. These are for expressive, directional, referential, metalinguistic, poetic, and phatic purposes.

The emotional feeling that shows how the speaker feels is called the speaker's "expressive function." The speaker uses the directive function to convince the listener to do something. In a referential function, the utterances convey the information. Metalinguistic purpose is served by expressions that comment on language itself. It can be used to define grammar terms as well as the language itself. The poetic function is rarely used because it focuses on the beautiful parts of language, like a poem, a catchy slogan, or a rhyme. Then, phatic speech is used to show sympathy and understanding for others. Language has the potential to improve communication and bring people closer together. Otherwise, it will hinder effective communication and interaction. Haqo (2016), to achieve effective and fluent communication, certain features of language style must be carefully observed. Style is tied to conditions rather than speakers. This illustrates that when we talk about style, we're talking about the same people who communicate differently in different situations, not distinct people who speak differently from one another. Martin Joos (1976) posited that there are five different kinds of language. He categorized them as follows: The Frozen Style, The Formal Style, The Consultative Style, The Casual Style, and The Intimate Style.

The Frozen Style of communication is used for the most formal of occasions. "Frozen" comes from the fact that the pattern could not be changed. The listener must take this style seriously because its sentences are longer than those of other styles. This style is commonly found in literary works and presidential addresses. The patterns appear to be a standard language used exclusively in formal situations. Sentence sequences are intricately interconnected; this style is typically reserved for highly trained professionals such as lawyers, judges, and public speakers. Historical records, constitutions,

notarial deeds, purchase and sale agreements, and rental contracts all provide examples of this variety in writing. Formal Style refers to a language usage pattern where the speakers take great attention in their word choice, pronunciation, and sentence construction. In serious and significant situations, such as the classroom and formal speeches, formal style is generally used. It is characterized by a single theme, the use of regular forms, and a sentence structure that demonstrates less intimacy between the speaker and the audience. This variant is typically found in state speeches, official meetings, official communications, religious lectures, textbooks, and scholarly works.

All of the language styles outlined by Martin Joos (1976) found in everyday discourse, literature, movies, and social media. People use and utilize social media in the present day. Social media facilitates the dissemination of information. People can use social media to share and express their thoughts and opinions about their daily activities and lives. There are numerous social media platforms, such as Facebook, Instagram, Twitter, and YouTube. Users can utilize YouTube to get many effects, share and publish various video formats, and create their own private channel. YouTube becomes one of the most popular social websites worldwide. People can view a variety of interesting videos on YouTube and upload their own videos to the website. YouTube is a website for video sharing that allows users to watch, upload, and comment on videos. YouTube is one of the most popular platforms for publishing and sharing videos, creating personal channels, and directly broadcasting to organizations. Basenko & Baskakova (2021) states that YouTube will be the most popular website for viewing videos and uploading content. More than 30 million people from all around the world have signed up for an account, and anyone with an internet connection can watch the video they have posted. Individuals who have uploaded videos to YouTube are referred to as vloggers, particularly in Indonesia.

Yaacob et al (2021), Indonesians who use YouTube get more than just entertainment. They can also get information or learn something from content that is tailored to their interests. In general, Indonesian YouTube users believe it is simple to locate engaging content on a variety of topics. Indonesian internet users are viewing more videos on YouTube, which benefits Indonesian content creators. Since a YouTuber's revenue might be quite considerable if they have a large number of subscribers, their content can still be used to locate jobs and launch new careers. Habiba (2021), to become a YouTuber with a large subscriber base, content creators must increase their creativity and output to attract more viewers and customers. Youtubers not only need to be creative with their content, but they also need to be good at speaking in order to make content that is interesting, fun, and easy to understand. McClung & Johnson (2010), being a YouTuber necessitates the ability to compete with tens of millions of other YouTubers; consequently, it is crucial for YouTubers to emphasize their unique qualities. It will be challenging to identify and grow a YouTube channel without a distinguishing trait.

Yoestara & Putri (2019), YouTubers must also be able to create a unique tagline in the form of a few short sentences that characterize the individual. By including a tagline, the published content will be easier for viewers to remember and enjoy. A unique tagline can be an effort to build personal branding so that it is recognized more quickly and channel consistency and credibility are increased. There are numerous well-known YouTubers in Indonesia. The YouTube channel of Boy William is one of them.

Boy William is an Indonesian actor and public figure who is active on YouTube and is bilingual in English and Indonesian. Boy William has been a member of YouTube since October 15, 2016, when he began uploading video blog content. His YouTube channel has 375 videos, 5,4 million subscribers, and 786.161.135 views.

Boy William is classified as an inspiring YouTuber since he comes up with innovative and inventive ways to create video content for his YouTube channel. Boy William incorporated characteristics of Western culture, such as the use of the English language, into his content. Boy William's videos are intriguing to the researcher because the speakers typically speak Indonesian and English. By studying this research, we can gain a deeper understanding of language style, as well as discover why so many people in the modern era communicate in both Indonesian and English. In addition, he has several hashtag-marked segments on his content, including #NebengBoy, #UNBW, and #DrinksWithBoy. On YouTube Indonesia, these three segments are frequently trending and gets a lot of viewers. In one of his #DrinksWithBoy segments, Boy William invited Choi Siwon, an actor who is almost universally renowned. People said that Boy William and Choi Siwon have a similar appearance. Boy William was able to garner over 2,2 million views in less than two weeks since September 22nd until October 4th, 2022 for his Exclusive Interview with Choi Siwon.

As well as Choi Siwon, Boy William often invite and collaborate with other international actors/actresses that have amassed hundreds of thousands even millions of views and those videos are frequently trending on the Indonesian YouTube homepage. Chris Evans, Calum Scott, Rita Ora, Jessie J, and Hailee Steinfeld are some examples of those international guests he invites and collaborates with. Of course, Boy William has his own method of connecting with his guests to make them feel comfortable and delighted to be on the podcast. For example, in the Exclusive Interview of Choi Siwon in Boy William's YouTube Channel, Boy William speaks in a variety of styles, including: casual and intimate style. For instance, he said "How are you, man?", "Let's sit", and "Gimme my cellphone". This example involves in casual style, which is appropriate for communicating with people we already know. The style is typically informal and relaxed, but not "rude" or impolite. Boy William used this language style because he already knew Choi Siwon and they had been brand ambassadors for the same product. Based on the above explanation, the researcher is interested in conducting a study with the following title: "AN ANALYSIS OF LANGUAGE STYLES FOUND IN PODCASTS INTERVIEW".

2. Research Method

The researcher employed a qualitative descriptive approach in this study because this study focuses on the analysis and interpretation of the written material in context. The design use is content analysis as one of the qualitative research designs which study about the existence of a communication, the meaning and messages of the content of the communication, and the background of the interactions that occur in the communication. This study focused on a selection of YouTube videos from Boy William's YouTube Channel. In this study, two different types of instruments were used: human and non-human instrument. The researcher herself, as a human instrument, is the main tool in this study. She chose, gathered, evaluated, and reported the data as well as revealed the study's findings. In addition, non-

human instruments in this study are: transcripts of Boy William video analyzed and a table. The transcripts are used to find out types and functions of language style in Boy William's utterances and the table used to make it easier for researcher to assess the data that were discovered. The instrument used to collect the data were watching video, transcribing all the utterances of Boy William Podcasts Interview video analyzed, then identifying and classifying the data into the types of language style. In order to be easy to analyze, the researcher uses a table to make it easy to share the data that are found, Finding out the language functions utterances found in Boy William Podcasts Interview video, finally, drawing and verifying the findings.

3. RESEARCH FINDING AND DISCUSSION

In findings, the researcher interpreted the data to find out the types of language styles from the utterances of Boy William and also the factors affecting him to use those utterances. There were 166 utterances found in the 4 podcast interviews video of Boy William that being analyzed in this research. According to Joos (1976) describes that there are five styles of language, they are: frozen style, formal style, consultative style, casual style and intimate style. The researcher found that Boy William did not use the frozen style on his utterances since the conversation between Boy William and the guests did not discuss about things that have symbolic value as well as the characteristics of the frozen style itself. Formal style also characterized by having a single topic, using a sentence structure that shows less intimacy between the speaker and hearer, and using standard forms. The researcher totally found 3 formal style in Boy William's utterances of his 4 podcast interviews video, they were:

1. *"I am sitting with one of the uprising biggest stars in the world right now, Hailee Steinfeld."*

Boy William used a careful utterance to show his respect when introducing Hailee Steinfeld to the audiences that indicates this utterance contains the formal style.

Consultative style is a business language that is frequently employed between two parties. While one person speaks, the interlocutor responds or provide explanations. The researcher totally found 67 consultative style in Boy William's utterances of his 4 podcast interviews video analyzed. Some of them were in the following description, while the rest can be found in the appendix.

2. *"We're all introduced you when you were in "Pitch Perfect 2", right? That's when your name pretty much blew up, in my country at least."*

Boy William gave his statement about Hailee's career journey especially her popular movie that indicates this utterance contains the consultative style.

Casual style is often marked by the use of slang or idioms and by other linguistic colloquial speech characteristics such as quick pronunciation and deletion of subject or auxiliaries. The researcher totally

found 82 casual style in Boy William's utterances of his 4 podcast interviews video analyzed. Some of them were in the following description, while the rest can be found in the appendix.

1. *"You have no idea. Lemme tell you something, man!"*

Boy William used quick pronunciation and slang on his utterances that indicates the conversation was in a relaxed setting and contains the casual style.

The researcher totally found 14 intimate style in Boy William's utterances of his 4 podcast interviews video analyzed, they were:

1. *"One thing before you go, I have a confession. I really like you."*

Boy William tried to depict an intimate situation by confessing his feelings to Hailee that indicates this utterance contains intimate style.

2. *"No, no, no. I don't think you understand. I like you."*

Boy William tried to depict an intimate situation by confessing his feelings to Hailee that indicates this utterance contains intimate style.

3. *"Hyung! Choi Si-won, finally."*

Boy William tried to have a close relationship and develop private language during the conversation by calling "hyung" to Si-won that indicates this utterance contains intimate style.

These words serve to convey the speaker's emotions. With various chosen words and intonations, they utilized to express their personal feelings, thoughts, ideas, and opinions. The researcher totally found 25 expressive function in Boy William's utterances of his 4 podcast interviews video analyzed, they were:

1. *"They're obsessed with you! For real!"*

Boy William express the feelings of his friend toward Hailee that indicates this utterance contains the expressive function.

2. *"Your dad? That's cool! When you here?"*

Boy William show his compliment toward Hailee's father that indicates this utterance contains the expressive function.

Directive function is an effort to persuade, influence and manage someone to do action. Directive function giving orders or making requests by using imperative statements. The researcher totally found 11 directive function in Boy William's utterances of his 4 podcast interviews video analyzed, they were:

1. *"Come on, Hailee! We need it now!"*

Boy William show his effort to influence Hailee to release her new album as soon as possible that indicates this utterance contains the directive function.

2. *"Pick up, man!"*

Boy William show his effort to influence Hailee's father that indicates this utterance contains the directive function.

Herbet, (2011) stated that the referential function corresponds to the factor of message and describes a situation, object or mental state. The researcher totally found 106 referential function in Boy William's utterances of his 4 podcast interviews video analyzed. Some of them were in the following description, while the rest can be found in the appendix.

1. *"I am sitting with one of the uprising biggest stars in the world right now, Hailee Steinfeld."*

Boy William conveyed information toward the audience that indicates this utterance contains the referential function.

Phatic function is one of the most common speech acts that is utilized to create a social bond in everyday interactions; it consists of greetings, saying farewell, complements, even gossip. The phatic function helps speakers stay in touch with each other physically and emotionally. Without really conveying any significant information, the phatic function is utilized to create a social bond. The researcher totally found 23 phatic function in Boy William's utterances of his 4 podcast interviews video analyzed, they were:

1. *"How are you?"*

Boy William greet Hailee Steinfeld and try to build a conversation with her that indicates this utterance contains the phatic function.

2. *"I am good, too."*

Still, this utterance consists of greetings that indicates this utterance contains the phatic function.

4. CONCLUSION

Based on the research analysis, some conclusions can be drawn to answer the research problems. The conclusions were presented as follows: The researcher used Joos' (1976) theory to analyze the types of the language styles which consists of frozen, formal, casual, consultative, and intimate style. The types of language styles found in Boy William's utterances were formal, casual, consultative, and intimate. The casual style was found to be dominant compared to the other styles. This is due to the interviewee that was not really different in age with Boy William. Besides, the podcast interview was set in such a relaxed atmosphere such as combinations of musical themes with comedy, gossip, and lifestyle which allows Boy William tend to speak casually. On the other hand, the type of style that was not found in Boy William's utterances was the frozen style.

The researcher used Holmes' (2013) theory to analyze the types of the language functions which consists of expressive, directive, referential, metalinguistic, poetic, phatic, heuristic, and commissive function. The types of language functions that Boy William produced on his utterances were expressive, directive, referential, and phatic. The referential function was found to be dominant compared to the other function. This is due to the podcast interview of Boy William was intended for conveying, requesting, and outlining information and details of the interviewee as well as the subject matters during the interview. On other hand, the type of function that was not found in Boy William's utterances were metalinguistic, poetic, heuristic, and commissive function.

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