



**A SOCIOLINGUISTIC ANALYSIS OF LANGUAGE
STYLE USED BY NIKI, ZACH, AND DAN ON ZACH SANG
SHOW YOUTUBE CHANNEL**

Undergraduate Thesis
Submitted in partial fulfillment of the requirements
for Sarjana Sastra (S.S)

EGIDYA AZZAHRA

202003516053

**ENGLISH LITERATURE STUDY PROGRAM
FACULTY OF LANGUAGES AND LITERATURE
UNIVERSITAS NASIONAL**

JAKARTA

2024



**A SOCIOLINGUISTIC ANALYSIS OF LANGUAGE
STYLE USED BY NIKI, ZACH, AND DAN ON ZACH SANG SHOW
YOUTUBE CHANNEL**

Undergraduate Thesis
Submitted in partial fulfillment of the requirements
for Sarjana Sastra (S.S)

EGIDYA AZZAHRA

202003516053

**ENGLISH LITERATURE STUDY PROGRAM
FACULTY OF LANGUAGES AND LITERATURE
UNIVERSITAS NASIONAL**

JAKARTA

2024

FORM OF APPROVAL

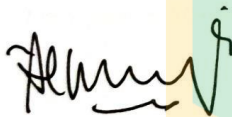
We hereby certify that MISS **Egidya Azzahra**, a registered student of this university and having completed the writing of her Undergraduate Thesis in accordance with her requirements of the University, is declared ready for defense.

Title of Undergraduate Thesis:

A SOCIOLINGUISTIC ANALYSIS OF LANGUAGE STYLE USED BY NIKI, ZACH, AND DAN ON ZACH SANG SHOW YOUTUBE CHANNEL.

Head of English Study Program

Advisor



Dr. Siti Tuti Alawiyah, S.S., M. Hum.

Tri Rahayu Mayasari, S.S., M. Hum.

Jakarta, February 19th, 2024

Jakarta, February 19th, 2024

FORM OF RATIFICATION

Examined on this day, February 19th, 2024 by:

The Board of Examiners:

1. Dr. Siti Tuti Alawiyah, S.S., M.Hum.

Chairman

2. Maftuchah Dwi Agustina, S.S., M.Hum.

Secretary

3. Tri Rahayu Mayasari, S.S., M.Hum.

Advisor



Ratified on this day, February 19th, 2024 by:

Head of English Study Program

Dean of the Faculty of Languages

Dr. Siti Tuti Alawiyah, S.S., M.Hum.



Dr. Drs. Somadi Sosrohadi, M.Pd.

FORM OF PLAGIARISM STATEMENT

The undersigned,

Name : Egidya Azzahra

Student's Number : 202003516053

Study Program : English Literature

declares that, apart from properly referenced quotations, this Undergraduate

Thesis entitled:

“A SOCIOLINGUISTIC ANALYSIS OF LANGUAGE STYLE USED BY NIKI, ZACH,
AND DAN ON ZACH SANG SHOW YOUTUBE CHANNEL.”

is my own work and contains no plagiarism, it has not been submitted previously for any other
assessed unit on this or other degree courses.

I have read and understood the University Regulations on Conduct of Examinations.

Jakarta, February 19th, 2024



Egidya Azzahra

202003516053

ACKNOWLEDGEMENTS

Alhamdulillah Rabbil-'alamin, the researcher expresses her highest gratitude to Allah S.W.T for blessing, love, opportunity, health, and mercy to complete this undergraduate thesis. This undergraduate thesis entitled "A Sociolinguistic Analysis of Language Style Used by Niki, Zach, and Dan on Zach Sang Show Youtube Channel." is submitted in partial fulfillment of the requirements for the *Sarjana Sastra (S.S)* at Faculty of Languages and Literature Universitas Nasional.

In arranging this thesis, a lot of people have provided motivation, advice, and support for the researcher. In this valuable chance, the researcher intended to express her gratitude and appreciation to:

1. My mother and Father, thank you for always supporting me. Thank you for helping me to be able to study at university, giving me what it means to struggle to get everything I want, and giving me all your love and your prayers.
 2. Mama Kirana and Om Toto, thank you for always supporting me in everything.
 3. Dr. Drs. Somadi Sosrohadi, M.Pd, as the Dean of Faculty Languages and Literature Universitas Nasional.
 4. Dr. Siti Tuti Alawiyah, S.S., M.Hum, is the Head of the English Literature Study Program. Thank you for your guidance and all the information you provided us.
 5. My Advisor, Tri Rahayu Mayasari, S.S., M.Hum. Thank you for being the best Advisor for me and helping me to complete my thesis. Thank you for all the guidance, support, and encouragement so that I can complete this thesis on time.
- I am eternally grateful to you.

6. My Academic Supervisor, Maftuchah Dwi Agustina, S.S., M.Hum. Thank you for being my academic supervisor these three and a half years.
7. All the English Literature study program lecturers have taught me the best lessons and guided me while I studied here.
8. My little brother, Bayu Aditya Putra. Thank you for trusting me as a good and not stingy older sister. Even though you didn't help me in working on this thesis, you are still my best and most annoying little brother.
9. My lovely college friends, Muhammad Daffa Rianto, Muhammad Uefho Choky Allamsyah, Fajar Fadillah, Kairul Rizal, Zakky Muflih Kadavie, Mohammad Alfian. Thank you for always being here since the first semester, accompanying me during this lecture period, and accepting me as your friend even though I'm chatty and noisy. I love you guys so much!
10. My childhood friends were Putri Vanya Azzahra, Rafifah Salsabila Putri, Zahwa Putri Ramadhani, Syifa Indah Sahrani, and Sabrina Nur Pratiwi. Thank you for always supporting and accompanying me when I was stuck with my thesis problems and sharing good memories.
11. Special for my crazy friends. Harits Satrio, Jordan Sabat, Aldi Putra P, Raka Angkasa W, Nadila Putri, Jagad Adi Pradana, Raihansyah, Grandtria Audinar Rani, Dhiyana (Naya) and many more I can't mention them all, and it won't be enough Hehe. Thank you for all your support, you were always there when I needed someone to play with, and someone to talk to. Thank you for help me stay sane.

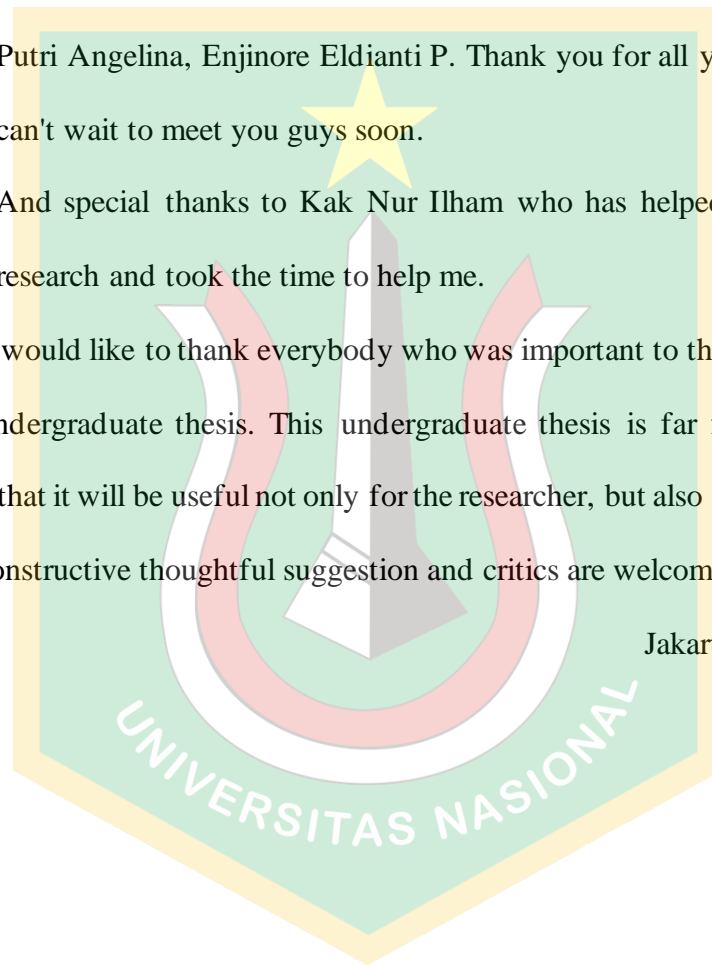
12. My Senior high school besties. Hannah Faradilla W, Gelba Anggina A, Sinta Kusuma A, Luthfida Wyne Novita D, Aureel Safina. Thank you for all of your support and love for me. I love you even though we were like in a love-and-hate relationship. I can't wait to meet you guys soon!

13. My Junior high school besties. Keyshalea Diva M, Zoya Aurelryana, Galuh Putri Angelina, Enjinore Eldianti P. Thank you for all your support and love. I can't wait to meet you guys soon.

14. And special thanks to Kak Nur Ilham who has helped me a lot during this research and took the time to help me.

Finally, I would like to thank everybody who was important to the successful realization of this undergraduate thesis. This undergraduate thesis is far from perfect, but it is expected that it will be useful not only for the researcher, but also for the readers. For this reason, constructive thoughtful suggestion and critics are welcomed.

Jakarta, 19th February, 2024



Egidya Azzahra

TABLE OF CONTENTS

FORM OF APPROVAL.....	iii
FORM OF RATIFICATION.....	iv
FORM OF PLAGIARISM STATEMENT.....	v
ACKNOWLEDGEMENT.....	vi
TABLE OF CONTENT.....	ix
LIST OF TABLES.....	xi
ABSTRACT.....	xii
ABSTRAK.....	xiii
CHAPTER I INTRODUCTION	
1.1 Background	1
1.2 Limitation of the Problem.....	3
1.3 Research Questions.....	4
1.4 Objective of the Research.....	4
CHAPTER II REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK	
2.1 Review of Related Theories.....	5
2.1.1 Sociolinguistics.....	5
2.1.2 Language Style.....	5
2.1.3 Kinds of Language Style	7
2.1.3.1 Frozen Style	7

2.1.3.2 Formal Style	8
2.1.3.3 Casual Style	8
2.1.3.4 Consultative Style	9
2.1.3.5 Intimate Style	9
2.1.4 YouTube.....	10
2.1.4.1 The Definition of YouTube	10
2.1.4.2 Zach Sang Show YouTube Channel	10
2.1.4.3 Nicole Zefanya	11
2.2 Previous Studies.....	12
2.3 Theoretical Framework	15
CHAPTER III RESEARCH METHOD	
3.1 Research Approach	16
3.2 Data and Source of Data	16
3.3 Technique of Collecting Data	17
3.4 Technique of Analyzing Data	17
CHAPTER IV DATA ANALYSIS	
4.1 Types of Language Styles found in Niki, Zach, and Dan	19
4.2 The dominant language styles found in Niki, Zach, and Dan	47
CHAPTER V CONCLUSION AND SUGGESTION	
5.1 Conclusion	49
5.2 Suggestion	50
REFERENCES	51
CURRICULUM VITAE	

LIST OF TABLES

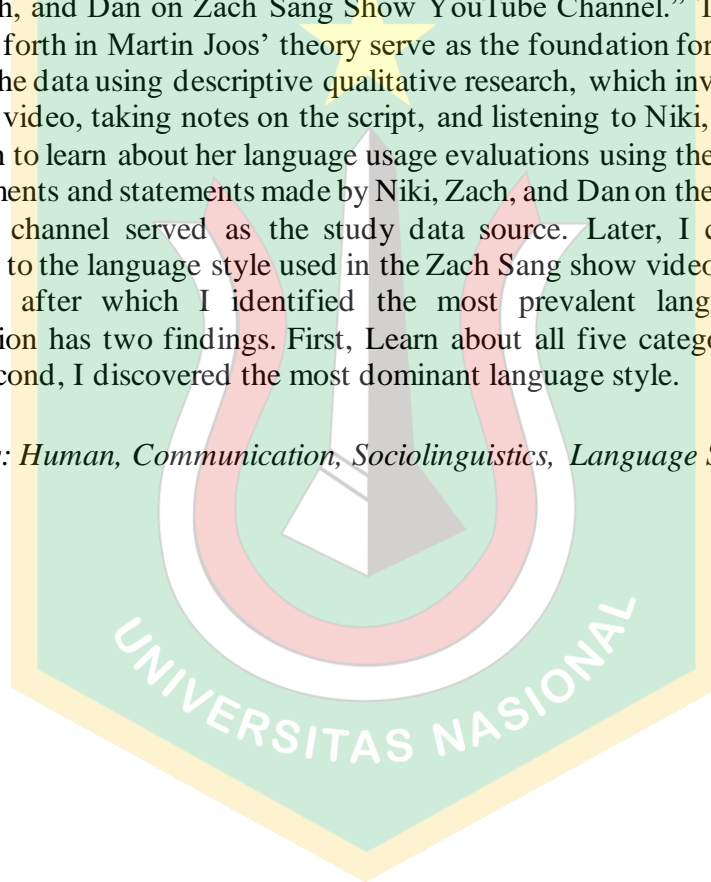
Table 4.1	Language Style Found in the Category of Joos' Theory	19
Table 4.2	Total of Language Styles that found	47



ABSTRACT

In human life, human will always communicate with other human beings. Speaking is the main factor in starting a conversation between 2 or more people. By using language, humans can share, socialize, and express their feelings to each other. In communication, humans have various kinds of language variations. The use of language includes sounds, gestures, and cues with patterns and meanings. There are two types of communication: verbal and nonverbal. Without sound, nonverbal communication can be hand gestures, signs, flashing lights, etc. Oral communication uses language as a tool both orally and in writing. The subject of this study was published in “A Sociolinguistic Analysis of Language Style Used by Niki, Zach, and Dan on Zach Sang Show YouTube Channel.” The five language styles put forth in Martin Joos’ theory serve as the foundation for the examination. I collect the data using descriptive qualitative research, which involves watching a YouTube video, taking notes on the script, and listening to Niki, Zach, and Dan’s discussion to learn about her language usage evaluations using the script as a guide. The comments and statements made by Niki, Zach, and Dan on the Zach Sang Show YouTube channel served as the study data source. Later, I categorized them according to the language style used in the Zach Sang show video with Niki, Zach, and Dan, after which I identified the most prevalent language style. This investigation has two findings. First, Learn about all five categories of language styles. Second, I discovered the most dominant language style.

Keywords: Human, Communication, Sociolinguistics, Language Style.



ABSTRAK

Dalam kehidupan manusia, manusia akan selalu berkomunikasi dengan manusia lainnya. Berbicara merupakan faktor utama dalam memulai percakapan antara 2 orang atau lebih. Dengan menggunakan bahasa, manusia dapat berbagi, bersosialisasi, dan mengungkapkan perasaannya satu sama lain. Dalam berkomunikasi, manusia mempunyai berbagai macam variasi bahasa. Penggunaan bahasa meliputi bunyi, gerak tubuh, dan isyarat yang mempunyai pola dan makna. Ada dua jenis komunikasi: verbal dan nonverbal. Tanpa suara, komunikasi nonverbal dapat berupa isyarat tangan, isyarat, kilatan cahaya, dan lain-lain. Komunikasi lisan menggunakan bahasa sebagai alatnya baik secara lisan maupun tulisan. Subyek penelitian ini dipublikasikan dalam “Analisis Sociolinguistik Gaya Bahasa yang Digunakan oleh Niki, Zach, dan Dan di Saluran YouTube Zach Sang Show.” Lima gaya bahasa yang dikemukakan dalam teori Martin Joos menjadi landasan pengujiannya. Saya mengumpulkan data menggunakan penelitian deskriptif kualitatif, yang melibatkan menonton video YouTube, mencatat naskah, dan mendengarkan diskusi Niki, Zach, dan Dan untuk mempelajari evaluasi penggunaan bahasanya dengan menggunakan naskah sebagai panduan. Komentar dan pernyataan Niki, Zach, dan Dan di channel YouTube Zach Sang Show dijadikan sebagai sumber data penelitian. Nanti saya kategorikan menurut gaya bahasa yang digunakan dalam video acara Zach Sang bersama Niki, Zach, dan Dan, setelah itu saya mengidentifikasi gaya bahasa yang paling umum. Investigasi ini memiliki dua temuan. Pertama, Pelajari tentang kelima kategori gaya bahasa. Kedua, saya menemukan gaya bahasa yang paling dominan.

Kata Kunci: Manusia, Komunikasi, Sociolinguistik, Gaya Bahasa.

