

CHAPTER I

INTRODUCTION

1.1 Background

In human life, humans 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, whistles, signs, flashing lights, etc. Oral communication uses language as a tool both orally and in writing.

Language style refers to the language speakers use, typically measured on a formal-informal scale. Language styles vary depending on the context, including subject matter, audience, mode of discourse (speaking or writing), and formality of the occasion. Each language style has unique characteristics. Language use in a variety of contexts. It could be an indication of a hazardous situation.

Meyerhoff (2006) says that a person's language style can also provide information about their condition, thinking style, and personality. A person's language type can be shaped by their human state. For example, a person's normal state will differ from their casual condition. When we view it from the standpoint of language style, that is what is happening in novels and movies.

Holmes (1992: 223) further describes language style as a type of linguistic diversity in which the speaker favors some linguistic forms over others that carry the same information. Following the level of formality, Martin Joos (1993: 45) divides language style into five categories. The five are the frozen, formal, consultative, casual, and intimate styles.

People use a variety of linguistic styles. This study focuses on earlier studies on language style to wrap up the investigation. Many researchers use a variety of theories to examine language style, and they explain their choices.

Many researchers have researched language styles. They analyze language styles from various data sources. First, Maharani, Hanifah D (2020). She is a student at Airlangga University in Surabaya. Her thesis is "*Language Style Used By Rachel Chu And Nick Young As The Main Characters Of Crazy Rich Asians Movie.*" Second, Muziatun, Achmad, S. & Samidu, P.W (2020). They are students at Gorontalo State University. Their thesis, "*Analysis of the Five Language Styles of Presenters on the Talk Show The Tonight Show: Sociolinguistic Analysis.*". Third, Haritsyah, Yevis (2022). She is a student at Andalas University. Her thesis is "The Stylistics Analysis Of Ardhito Pramono's Style In A Letter To My 17-Year-Old Album." The author will use the "NIKI Talks Indigo, 88rising & Head in the Clouds II" YouTube video by Zach Sang Show as a data source to determine whether the video has language variations.

One way to discover what language styles exist is to watch the Zach Sang Show video on YouTube. Besides that, the dialogue in the videos has a different

language style. The researcher is interested in “NIKI Talks Indigo, 88rising & Head in the Clouds II” by Zach Sang Show. The researcher chose the “NIKI Talks Indigo, 88rising & Head in the Clouds II” by Zach Sang Show as a source of the analysis. The “NIKI Talks Indigo, 88rising & Head in the Clouds II” were taken by Zach Sang and distributed by YouTube. This Segment is incredible because Zach is trying to interview famous artists.

Zach Sang joined YouTube on August 25, 2012, and discussed the first video, “Megan and Liz Interview.” 13k people have already watched the video.

This investigation aims to determine what is covered by Martin Joos' five language variants and which language variations are most frequently employed by Niki, Zach, and Dan in the “NIKI Talks Indigo, 88rising & Head in the Clouds II” by Zach Sang Show.

1.2 Limitation of the Problem

This study focuses on analyzing language style only. “NIKI Talks Indigo, 88rising & Head in the Clouds II” is the focus of this research. The data in this study are the type of language style used by Niki, Zach, and Dan. I limit the focus to finding and analyzing what language styles exist. The researcher will use Martin Joos' theory in this YouTube segment to investigate language style types.

1.3 Research Questions

The research questions are as follows, consistent with the topic's backdrop as stated above:

1. What types of language styles are contained in the NIKI Talks Indigo, 88rising & Head in the Clouds II based on Martin Joos's theory?
2. What language style dominates Niki, Zach, and Dan in the NIKI Talks Indigo, 88rising & Head in the Clouds II by Zach Sang Show?

1.4 Objective of the Research

The aims of this study are as follows:

1. To find out what types are contained in the language style by Martin Joos.
2. To find out the dominant language style used by Niki, Zach, and Dan in NIKI Talks Indigo, 88rising & Head in the Clouds II by Zach Sang Show.

