

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

There are several conclusions from analyzing the language style types found in the Zach Sang Show YouTube Channel. There are 30 pieces of data in this research. Researchers analyzed data based on five language style types from Martin Joos' theory. The five types of language styles are Frozen Style, Formal Style, Consultative Style, Casual Style, and Intimate Style. Each language style is identified and analyzed.

In conclusion, the researcher found only three language styles in Niki's video interview with Zach Sang: Formal, casual, and intimate. The language style that researchers find most is Casual Style. Because this interview is set in a semi-informal setting, the topics are varied; therefore, there are many casual types. Meanwhile, this research found no evidence of consultative or frozen styles.

The researcher found that the language style occurs because of the reasons and purposes for using the language. Language styles vary depending on the context, including subject matter, audience, mode of discourse (speaking or writing), and formality of the occasion. Several social factors, such as background and language, influence these reasons.

5.2 Suggestion

The researcher hopes that this research can be a reference for students of the English literature study program so that they can analyze the five types of language styles from Martin Joos' theory in other research from sources other than YouTube videos. Researchers expect other students to carry out more ideal research than this. The object used in this research is the Language Style used By Niki, Zach, and Dan on the Zach Sang Show YouTube channel. The thing of this research could be more ideal and perfect. Researchers hope that with this research, there will be other research that will be much more ideal, wider, deeper, and better than this research and hope that many people will be able to raise the topic of sociolinguistics so that many people can understand that studying sociolinguistics can make someone wise at socializing and interacting with many people. Researchers also hope Niki will be better known to many people, especially in Indonesia, because of her beautiful songs and voice.

