An Analysis of Language Style used in Lex Fridman Podcast YouTube Channel entitled "*Mr.Beast: Future of YouTube, Twitter, Tiktok and Instagram"*

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

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JAKARTA
2023

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declares that, apart from properly referenced quotations, this Undergraduate Thesis entitled:

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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.

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ACKNOWLEDGEMENTS

Alhamdullilahi rabil ‘alamin, first of all, thanks to Allah SWT because of the help of Allah, the researcher finished writing the paper entitled ***"Lex Fridman Podcast YouTube Channel MrBeast: Future of Youtube, Twitter, Tiktok, and Instagram"*** right in the calculated time.

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. Rector of Universitas Nasional.
2. Dean of Faculty of Language and Literature.
3. Head of English Literature Study Program.
4. Intan Firdaus, M. Hum. as the advisor who has spent her time guiding, helping, and advising the researcher seriously and patiently. The researcher feels very thankful for the lessons and encouragements which are helpful to complete this paper.
5. All lecturers of English Department for Bachelor’s Degree Programme (S1) who have given the writer all of the necessary knowledge.
6. I dedicated this thesis to my beloved family. To my parents, Mom and Dad who believed in me, and taught me to strive and be strong in life. To my sister who always encourages me to finish my study and to become a successful person. Alhamdulillah, I feel so grateful to have them in my life.
7. My Husband, Bagus Aji Pradana who always supports and be a good listener for every problem that I have.

8. My college friend, Rafelia Elsa Davistasya, who always supports and helps me through all the semester in college.
9. My cousin, Meivanza Dwi Aurellia, who always supports and helps me to finish this thesis.

Finally, I would like to thank everybody who was important to the successful realization of this undergraduate thesis. The researcher expects that this research will be useful not only for the researcher, but also for the readers. For this reason, constructive thoughtfull suggestion and critics are welcomed.

Jakarta, 14 August 2023

Delita Audri Syfani Azara

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ABSTRACT

The language style can influence the way people speak in different situations. This research focuses on the language style used in the *Lex Fridman Podcast YouTube Channel "MrBeast: Future of Youtube, Twitter, Tiktok, and Instagram"*. The purpose of this research is to find out the type of language style used by the main character in the Lex Fridman Podcast. By watching the podcast and reading the script, it helps the researcher find out the situation and style of speech that Lex Fridman used in the video. Martin Joos' theory mentioned that language style is divided into five types: frozen style, formal style, consultative style, casual style, and intimate style. In this research, the researcher explains the style of language that influences the way someone communicates in a certain situation. In this study the researcher analyzes the dominant style of language used by Lex Fridman in his Podcast video. This study employs qualitative approaches to assess the data; the research focuses on analyzing and explaining the data rather than its quantity. In this research, I find one hundred data (100) in which for the casual style there are thirty data (30), the formal style is five data (5), consultative style is sixty two data (62), intimate style is three data (3) and it can be concluded that the most dominant style is consultative language because in this Podcast the host and the guests exchanging questions and answers, which is included in the characteristics of the consultative style.

Keywords: Language Style, Linguistcs, Sociolinguistics, Lex Fridman Podcast on YouTube Channel