

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language has the potential to communicate and build social cohesion if it is used properly. Otherwise, it will become an obstacle to the success of communication and interaction. Linguists define language as "an arbitrary system of sound symbols." Which is then "used by a group of community members to interact and identify themselves" (Chaer, 1994).

According to Martin Joos, (1976) language has five styles. He recognizes five different styles of language, namely: Frozen style, Formal style, Consultative style, Casual style and Intimate style. Holmes (2013, p.1) stated that sociolinguistics is the study of language and society. It affects people in choosing the appropriate language to make communication with other people in the current context differently. It is the nature of making communication. People currently choose the same language to make communication understandable.

Language style is the same as language variation. Both are varieties of language that have the same goal of showing expression in any situation. Language style is very important for people to express their ideas, people use style depending on whom they talk to and where they talk. So that people can adjust the style and the rules well in any kinds of situation. Conversation occurs when two or more people talk about something. They speak the language, of course there are various styles of language there. Thus, figurative language is also found in script dialogue as conversational text.

Linguistics is the scientific study of language. Linguists work on specific languages, but the main purpose of Linguistics is to understand the nature of language in general. According to Abdul Chaer and Leonie Agustina, (1995) these disciplines include anthropology, psychology, and sociology. Multidisciplinary anthropolinguistics is the result of the relationship between anthropology and linguistics, multidisciplinary psycholinguistics is the result of the relationship between psychology and linguistics, and multidisciplinary sociolinguistics is the result of the relationship between sociology and linguistics. Sociolinguistics places the position of language in relation to the use of language in society. This demonstrates that sociolinguistics regards language as a social and communication system that is a part of society and culture.

According to (Iryani, 2017,p.1) language has certain codes or varieties or dialects that are used when communicating, just as what Iryani said, diglossia is almost similar to bilingual, but diglossia has high and low language levels. According to Hanafi, (2017) Language has a variety of verbal and non-verbal communication, the speech community can use language that is formal, informal and non-formal, standard and non-standard based on function and class hierarchy of language speakers. Sunardi, (2018) Diglossia is a language situation in which there is a functional division of language variants or languages in society.

The phenomenon of diglossia requires the speaker to choose the language used when interacting. (Simatupang, 2018,p.2) the object of sociolinguistic study is the choice of language that exists in multi-language communities such as people who master two or several languages that must be chosen when speaking. With the phenomenon of diglossia, we hope that the Indonesian language will continue to be used properly and correctly. Saddhono (2012) says that knowledge of sociolinguistics is also very important for the speaking community so that the use of language in society can work properly and correctly.

Many researchers have analyzed the language style in several sections using many theories. The purpose of this undergraduate thesis is to find the factors that influence the emergence of language style in the video podcast "Mr.Beast: Future of Youtube, Twitter, Tiktok, and Instagram". The reason I choose this data source is because recently there are a lot of news about an influencer named Mr.Beast who

has been highlighted for his kindness to society, and this was very good for researcher to be able to understand the style of language used by the influencer. Then this research uses the style of language theory mentioned in the theory of (Martin Joos, 1976). The data used in this study are the utterances made by the Lex Fridman and MrBeast on the podcast. Language style has an important role in life, especially in socializing in society, therefore this study aims to find the use of good language style in a social environment. For Example, *“Good afternoon Mrs Intan, I am Delita Audri from your Advanced Chemistry class, Ma’am. I am one of the students that are currently taking care of our undergraduated thesis. I would like to know when is our schedule to talk about my thesis? I am currently on my third chapter and I would very much like to consult with you.”*

Another situation is :

Anna “Hey, whats up bro”, Nathan “Hey Anna, long time no see”

These two examples have differences at the speech. For the first situation, the student is talking to the lecturer who is older than her and must be respected, the second situation is a conversation between friends, it is more casual rather than the first situation usually this sentence is used with friends who are of the same age. From these two examples, it can be said that language style is very important because with language style we can adjust our speech in a condition and with whom we speak.

1.2. Limitation of Problem

Based on the background above, the researcher focuses on analyzing the style of language that is most commonly used in screenwriting in one of the Lex Fridman video podcasts on his Youtube channel titled "MrBeast:". The future of Youtube, Twitter, Tiktok and Instagram". The researcher uses Martin Joos' sociolinguistic theory, which discusses his five linguistic styles: Frozen style, Formal style, Consultative style, Casual style, Intimate style. This study is sociolinguistic in nature with an emphasis on language style.

1.3. Research Questions

Based on the background of study above, this research proposes the main problem as follows:

1. How many types of language style that are used in "Lex Fridman Video Podcast" based on Martin Joos theory?
2. What social factors influence the occurrence of certain language style?

1.4. Objective Research

The purposes of this study are described as follows:

1. To analyze the type of language style based on Martin Joos in "Lex Fridman Video Podcast.
2. To find out the social factors that influence the emergence of language style in Lex Fridman Video Podcast.