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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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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Jakarta, August 14th, 2023

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TABLE OF CONTENTS

FORM OF RATIFICATION iii
FORM OF PLAGIARISM STATEMENT iv
ACKNOWLEDGEMENTS v
TABLE OF CONTENTS vii
ABSTRACT ix
CHAPTER I 10
INTRODUCTION 10
1.1 Background of the Study 10
1.2. Limitation of Problem 14
1.3. Research Questions 14
1.4. Objective Research 14
CHAPTER II 15
REVIEW OF RELATED LITERATURE AND THERETICAL FRAMEWORK . 15
2.1. Review of Related Theories 15
2.1.1 Variation of Language 15
2.2. Social Dimension 17
2.2.1 Solidarity or social distance scale 17
2.2.2 Power Status or Scale 18
2.2.3 Formality Scale 19
2.2.4 Functional scale: referential and affective 20
2.3. Podcast 21
2.4 Sociolinguistics 22
2.5 Language Style 23
2.6 The Classifications of Language Style 24
2.6.1 Frozen Style 25
2.6.2 Formal Style 25
2.6.3 Consultative Style 27
2.6.4 Casual Style 28
2.6.5 Intimate Style 29

2.7 Previous Studies 30
2.8 Theoretical Framework 32
CHAPTER III 33
RESEARCH METHODS 33
3.1. Research Approach 33
3.2. Data and Source Data 33
3.3. Technique of Collecting Data 34
3.4 Technique of Analyzing Data 35
CHAPTER IV 36
ANALYSIS DATA AND FINDING 36
4.1. Language style analysis and findings 37
CHAPTER V 94
CONCLUSION AND SUGGESTION 94
5.1. Conclusion 94
5.2. Suggestions 96
REFERENCES 97
APPENDICES 99
CURRICULUM VITAE 141

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