

## LANGUAGE STYLE ANALYSIS USED BY AGNEZ MO AND RICH BRYAN'S INTERVIEW ON ASIA POP AND BUILD SERIES

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### ABSTRACT

This research is focused on language style analysis used by Agnes Mo and Rich Bryan's Interview on Asia Pop and Build Series. This research aims to classify the type of language style and the most dominant types used by Agnes Mo and Rich Bryan's Interview on Asia Pop and Build Series. The data source of this research was YouTube "AGNEZ MO full length interview on Asia Pop 40" which was aired on September, 29th 2016 and "Indonesian Rapper Rich Brian Chats About His Single, "100 Degrees," & More" which was aired on November, 21st 2019. This research used theories of language styles by Martin Joos. The data was collected from Script of Interview's video by Agnez Mo and Rich Bryan. The researcher applied a qualitative research design to answer the research question. The researcher used documentation as the research instrument. As the result of this research, the researcher found 30 data that contain language style. The researcher did not found frozen style (0) and found 4 types of language style in this research. The styles are formal style 1 data (3%), consultative style 9 data (30%), casual style 19 data (64%) and intimate style 1 data (3%). The most dominant type of this research was casual style.

**Keyword:** Sociolinguistic, Language Style, Interviews.



## 1. INTRODUCTION.

### 1.1. Background Of The Research

Language style is very important to know in primarily an instrument of communication to among human beings. Language style is the way people manipulate others and control people in making interactions, brings the message that usually conveyed in words and done of voice, whether formally or informally. Every people show the different style, they have certain features that are not owned by others. Human uses language as a communication tool as well as a group identity and both are inseparable entities. It cannot be imagined what would happen if human beings had no language. Sociolinguistics is the study of language in a society where the language used is generally different in each place because every society has a different culture. That is why language becomes the identity of society itself. The role of language is to transfer idea or information from speaker to hearer through communication. It has various different styles and its style has an important role to deliver the purpose of social interaction to understand the meaning from the social communication in language. By its style also make it easier to understand it by which the language is spoken. According to Joos in Ukhtin (2021:151), language has five styles. He recognized five different language styles namely: frozen style, formal style, consultative style, casual style and intimate style. For example, formal style will be used when the president have a speech in front of the citizen. It happens because the context is formal, and has special purposes to deliver such kind of information. The condition is completely different when a father talks to a mother. Father usually used intimate language with mother as far as it can be understandable. Intimate language used when both participants have a close relationship. For

example, between spouses, they commonly use the word “honey”, “baby”, or another call name specially used in their environment only.

According to Joos in Ukhtin (2021:151), language has five styles. He recognized five different language styles namely: frozen style, formal style, consultative style, casual style and intimate style. Language style is commonly used for dialogue, but over the times not only dialogue but also in the form of song, musical poetry, poetry, and so on. Nowadays, YT is becoming an everyday program for almost people around the world. The purpose of the YT is to give useful information as well as actual and entertain the audiences. It usually discusses about politics, celebrity gossips and real life experiences from the guests. Asia Pop 40 YT channel is written and produced exclusively by EON Media Group, Singapore on 2013 and that's an Asia's Own Chart Asia's loudest music platform with the latest news, exclusive interviews and all your favorite music - all in one place. For September 28 2016 this channel uploaded a video with Agnez Mo.

Related to the description above, the phenomenon on this research is Agnez Mo and Rich Brian came from Indonesia and was interviewed by foreigners. So, the way they communicate the style of language they use is conveyed according to what they mean so that there is no misunderstanding to the audience in various parts of the world. Ducrot and Todorov as cited in Sapriyani, (2013:58) said language style is the choice among the other alternatives in using language. It refers to the way to convey the same information by using different expression and related to different variations of language that are used in different situation and needs. On the other hand, language style is the way to show our expression whether in formal or in informal situation. In this case, the researcher wants to know the types of language style and which language style is typical to certain context of situation. So, the researcher wants to analyze the language style used by Agnez Mo and Rich Brian's Interview on Asia Pop and BUILD Series.

### **1.2 Limitation of the Research**

This research is focused on the types of language styles found in Agnez Mo and Rich Brian's interview on Asia Pop 40 and BUILD Series YT channel, it will take 30 data to analyze, and what is the most dominant type of language style found at the interviews both of them. According to Joos in Ukhtin (2021:151), there are 5 types of language style namely: frozen style, formal style, consultative style, casual style, and intimate style.

### **1.3 Problem of the Research**

Based on the background that described about, the researcher formulates the problem as follow:

What types of language style are found in Agnez Mo and Rich Brian's interview on Asia Pop 40 and BUILD Series YouTube channel?

What is the most dominant type of language style found in Agnez Mo and Rich Brian's interview on Asia Pop 40 and BUILD Series YouTube channel?

### **1.4 Objectives of the Research**

Based on the problems of the research, the objectives of research are:

To find out the types of language style are found in Agnez Mo and Rich Brian's interview on Asia Pop 40 and BUILD Series YouTube channel.

To find out what the most dominant type of language style found in Agnez Mo and Rich Brian's interview on Asia Pop 40 and BUILD Series YouTube channel.

### **1.5 Theoretical Framework of the Research**

The theories used in this research proposal are : Afriza (2017), Arikunto (2010), Dhieni et al (2014), Joos in Ukhtin (2021), Muthmainnah (2016), Pradopo (2012), Meyerhoff (2015), Sugiyono (2016), Wardaugh (2010), Yule (2010).

## **2. REVIEW RELATED LITERATURE**

### **2.1 Language and Society**

Language style is the choice among the other alternatives in using language. It means that the speaker can use another language in the same meaning during communication. According to Chaer in

Ivan (2020:7), sociolinguistics is the study of language variation characteristic, the function of language variation, and language usage. These three elements interact and change each other in the speech community, social identity of the speaker, social environment where the speech events occurred, level of variation and linguistic diversity. It can be concluded that the language style means different way in communicating with other by the same meaning.

Language style is an individual's habit in using certain language to communicate with the addressee even though has a same meaning with others. It is very possible to the teacher to use kind of language style during teaching and learning English in the class for making the students understand about the material has been explained because the students came from many background information. According to Chaika in Afriza (2017:19), the language style function is to convey social or artistic effect. It means that language style can be very important factor in group identification, group solidarity and the signaling of differences, and when a group is under attack from outside, signal of difference may become more important and are exaggerated. While Hidayat in Muthmainnah (2016:18) defines the functions of language style as follows:

**1. To increase the Audience's taste:** Using the stylish language can raise the audience's thought toward what is being said the actor, in this case, the actor it will increase the public's opinion about what has been written or said, what it means, purposes, need, and wants.

**2.To create certain mood:** The language style that is used by the actors can influence the audiences feeling and thinking. Thus, how the actors use the language style in their advertisement will create certain mood.:

**3.To persuade the reader:** The functions of language style also can make the audience's sure of what the audience's or speaker has stated. The functions of language style also can make the audience's sure of what the audience's or speaker has stated. Generally, the writer or the speaker attracts the reader using the rhetorical language.

Chaika in Lailah (2015:14) states the function of language style is to convey social or artistic effect. It means that the language styles can be very important factor in group identification, group solidarity and the signaling of differences, and when a group is under attack from outside, signals of difference may become more important and are exaggerated.

## 2.2 Types

Style is often analyzed based on the degree of formality. The researcher used the theory by Martin Joos. According to Joos in Ukhtin (2021:151), language style is classified into five types based on the degree of formality.

**1.Frozen Style:** very formal style which characterized by the very careful, has fix form, and has symbolic and historical nature. This language style is used in a very formal situation or symbolic value, such as in ceremonies and court, constitution and state document. For example in "Undang Undang Dasar 1945". This style involves very large people which known each other. Nevertheless, the reader or the 10 hearers are not allowed to give some questions to the speaker. This type of language style usually uses long sentences and good grammatical structure. Another example is "I should be glad to be informed of the correct time". Joos (1976), said the word "should" require politeness than "will" or "shall". It can be concluded that frozen style is more formal and the highest style.

**2.Formal Style:** generally used in a formal situation, which there is the least amount of shared background and the communication of this style is least or no feedback from the audience" (Joos, 1976). This language style is often used in ceremony, such as graduation ceremony which is typically in speaking in the large group or medium.

**3.Consultative Style :**kind of language style that often use in semi-formal situation. It is used in transaction, information exchange and operational process. Consultative style is used in such conversation as seller and buyer conversation, doctor and patient also in small group discussion. According to Joos in Ukhtin (2021:153), consultative style is that shown our norm for coming to term with strangers who speak our language but whose personal stock of information may be difference? When the speaker speaks, she/he has to deliver the background topic about. So it is possible to the addressee to give the feedback to the speaker by using simple sentences such as "oh", "yes", "I see".

**4. Casual Style** Joos in Ukhtin (2021:153) claims casual style is used among friends and coworkers when in an informal situation. It is appropriated and desired such as outside the classroom where students have a chat. Casual style is also called as relax language. There are two devices of casual style. First is ellipsis (omission) that usually in the short form of an utterance. For example the utterance is shorter than in consultative style. Here is the differentiation between casual and consultative style “I believe that I can find one” (consultative style).

**5. Intimate Style:** characterized by complete absence of social inhibitions. Talk with family, beloved ones, and very close friends, where you tend to reveal your inner self, it is usually in an intimate style” (Joss in Ivan, 2020:11). The word that generally signal intimacy such as, “dear”, “darling”, and even “honey” or “babe” might be used in this situation. On the other names, nicknames might regularly prove embarrassing to hearer as well as speakers outside of intimate situations.

## 2.2 Interview

“Interviews form the backbone of primary data collection in qualitative research designs. Unlike quantitative studies, the scope of a qualitative study is linked to the agenda of exploring and justifying why a particular phenomenon is the way it is” (Stewart, et al., in Anozie 2017:87). According to Sugiyono (2016:194) interviews are used as data collection techniques to find problems that must be researched and also if the researcher wants to know the things of the respondent that is more profound. In this interview technique, the researcher conducted a question and answer session face-to-face to the company owner Based on their nature, interviews can either be classified as formal or informal” (Adhabi, Anozie 2017:88). Informal interviews are part of the daily lives people experience. There are three common types of interviews include; structured semi-structured and unstructured interviews.

**(1) Structured Interview:** Jamshed (2014) “Analysts acknowledge the fact that no qualitative interview lacks structure”. However, the degree of rigidity in this form of interview is very different. “Structured interviews are fully controlled by the interviewer who possesses much power and as such, gives the interviewee less room to be flexible and casual. Structured qualitative interviews are similar to job interviews”

**(2) Semi-Structured Interviews:** Just like structured interviews, “type of this interview also an outline of topics and questions prepared by the researcher, however unlike the structured, semi-structured interviews had no rigid adherences” (Stuckey, 2013:89).

**(3) Unstructured Interviews:** DiCicco-Bloom & Crabtree in Anabhi, Anozie (2017:90) states based on the current understanding, no interview can be qualified as truly unstructure. However, certain interviews are disjointed in their nature of implementation that they qualify the tag name. This form of interview has its roots in the ethnographic tradition of anthropology. In studying certain aspects of pressing social issues, researchers have to become part of what they are studying.

## 2.4 YouTube

YouTube (YT) is a video sharing service that allows users to watch videos posted by other users and upload videos of their own. It was started as an independent website in 2005 and was acquired by Google. Videos that have been uploaded to YouTube may appear on the YouTube website and can also be posted on other websites, though the files are hosted on the YouTube server. Baskoro in Farid Hamid U et al., (2018:231) said YouTube is reliable video site providing information presented in moving pictures. This site is provided for those who want to search for video information and watch it live. We can also participate by uploading videos to YouTube server and sharing them around the world. “YouTube is the major source of video content as of May 2019 over five hundred hours of video gets uploaded on to YouTube every minute worldwide amounting to 30,000 hours of uploaded YouTube videos per hour” Clement in Buddayya (2019:60).

## Previous Related Research

First is Sipahutar, I. Y (2018). “Language Styles In “Love Rosie” Movie: A Sociolinguistic Analysis” contains of a study about language style. The analysis is based on the five language styles using Martin Joss theory. They are frozen style (oratorical style), formal style (deliberative style), consultative style, casual style and intimate style. This language styles can be identified through situations when the speaker speaks, whether formal or casual, general or secret, who is listening to us when we are speaking, whether it is our friend, parents, or strangers. The method is used in analyzing is a qualitative descriptive method. In this thesis there are thirty nine (39) data from the conversation in the movie to show the language styles. And after doing this research, the result can be concluded that the types of the style occurs dominantly in the movie is intimate style which represents 23 cases

(59%), next followed by casual style is 11 cases (28%), formal style is 3 cases (8%), consultative style is 2 cases (5%), and frozen style is 0 case (0%).

The similarity between Sipahutar's research and this research are both use the Martin Joos theory, have the same research objectives and use qualitative descriptive methodology. The differences between Sipahutar's research and this research are the object of Sipahutar's research is Movie but in this research, the object is a video interview of Agnez Mo and Rich Bryan. Sipahutar's research takes 39 data to analyze and this research takes 30 data.

Second is Sari (2007) which title *Speech Style Used by Actors and Actresses in "Jomblo" Movie*. Sari chooses them speech style in that movie because that movie told about interaction through mixed sex conversation. The objective of the study is to know in what context the kind of speech style used by actors and actresses in "Jomblo" movie and the research used descriptive qualitative methodology. It gives contribution towards this research in which the speech style is similar to the language style. In this study she found that the man speakers in this movie use more often speech feature such as tag question, swearing and taboo language, directives, compliments, and non-standard speech than the women speakers do. They use the kinds of speech style more often to show uncertainty, politeness, power and status. Besides, she found that man used more the kind of speech style which is usually used more often by women.

The similarity between Sari's research and this research are both use the Martin Joos theory and use qualitative descriptive methodology. The differences between Sari's research and this research are the object of Sari's research is Movie but in this research, the object is a video interview of Agnez Mo and Rich Bryan.

The third is "An Analysis of the Five Language Styles Found in the Movie *Brokeback Mountain*" by Gultom (2007). He concluded that to understand a language, the hearer can not only know meaning that a speaker says but also the situation whether it is public or private situation, formal or informal situation, who's being addressed and who might be able to overhear. The analysis is focused on the context of situation, subject matter, the audience and the mode of discourse in dialogue that can be found in the movie. And the data are classified based on their type. The film showed that language styles and vocabulary have a strong and good relationship.

### **3. METHODOLOGY OF RESEARCH**

#### **3.1 Design Of The Research**

A research method used qualitative. Bogdan and Biklen in Silalahi (2015:63) stated that qualitative research is where data are collected in form of the word or picture rather than number. The researcher used this qualitative research because the researcher wants to analyze and describe the types of language style and the most dominant types found in interview's video by Agnez Mo and Rich Brian on Asia Pop and Build Series and will be explained in the form of word. Furthermore, Purba and Herman (2020:25) stated that qualitative approach is used to describe the data. One of the characteristics of the qualitative method is to see the process we have to deal with according to the setting; the place where the research will be carried out.

The researcher is design of library research because the writer studies about interview's video by Agnez Mo and Rich Brian. According to George, that library research is not a mystery or a lucky dodge, but an investigation you control from start to finish, even though you cannot usually tell what sources you will discover. It is a form of structured inquiry with specific tools, rules, and techniques. However library research is a research uses library as a source of to get a data. In this research the researcher give limitation the study on library because the research is done through collecting data from various references and the data does not from the field. Then, to analyze the language style, the researcher used Discourse Analysis to analyzed text and the researcher tries to find the dominant types of language style used by Agnez Mo and Rich Bryan on Asia Pop and BUILD Series.

### 3.2 Data Source of the Research

"Data in qualitative researcher were interested in accessing experiences, interactions and documents in their natural context and in a way that gave room to the particularities of them and the materials in which they are. In taking data, the researcher needed sources to get the available data" (Flick, 2018). The object of this research is interview's video by Agnez Mo and Rich Bryan. So, the data in this study will be taken from interview's video in Asia Pop and BUILD Series YouTube Channel. (<https://www.youtube.com/watch?v=5MtNl9ayMZ0>, [https://www.youtube.com/watch?v=WL\\_Z0j\\_mJQ4](https://www.youtube.com/watch?v=WL_Z0j_mJQ4))

### 3.3 Instruments of the Research

Research instrument is very important to obtain the data of research for it is a set of method which is used to collect data. Arikunto (2013:134) revealed that instrument in collecting data is a tool that is used by researcher to help them in collecting data in order to make it more systematic and easy. The primary instrument of this research is the researcher itself as human instrument who selected, collected, and analyzed the data, and also reported the result of the research. Because of the data source is a video, the researcher needs a script and laptop or computer (as nonhuman instrument) as a media to analyze the interview's video by Agnez Mo and Rich Bryan on Asia Pop and BUILD Series. Therefore, the researcher used the Asia Pop and BUILD Series YouTube Channels as instruments to search the data.

### 3.4 Technique of Data Collection

The data of this research were collected by used document technique. Sugiyono (2008:240), claims documentation can be written and picture by someone that can be used to obtain information. The researcher classified them based on language style by Martin Joos which discusses the language style. In analyzing the data, the procedures are also conducted as follows:

Searching and downloading interview's video by Agnez Mo and Rich Bryan on Asia Pop and BUILD Series from YouTube.

Listening to the interview's video by Agnez Mo and Rich Bryan on Asia Pop and BUILD Series from YouTube.

Searching and typing for script of interview's video by Agnez Mo and Rich Bryan on Asia Pop and BUILD Series.

Downloading the script from <https://anthiago.com/desgrabador/>.

Listening to the video over and over again while reading the script.

### 3.5 Technique of Data Analysis

According to Sugiyono (2013:334), analysis data is a process to find and arrange the data systematically taken from the result of the interview, observation, and documentation. In analyzing the data for this study, the researcher decides to do several techniques to get any data to make an accurate data analysis. The first step is the researcher list the data which contain language style used in interview's video by Agnez Mo and Rich Bryan on Asia Pop and BUILD Series. Then, the researcher classifies them based on language style by Martin Joos theory. In analyzing the data, the procedures are also conducted as follows:

1. The data will collect from the YouTube.
2. The data will select and grouped into five language style.
3. The data will be classified and identified based on their styles.
4. The last, the researcher drawing the result of the analysis to make the conclusion.

### 3.6 Triangulation

The validity of the data is needed in qualitative research. The use of validity in qualitative research is to define as the degree of confidence in the data from the study conducted by Researcher

and it can help the Researcher to check the data analysis in order to reduce the Researcher's biases and prejudices. In this research, the researcher will apply triangulation technique to support the validity of the data. Triangulation is a technique that utilizes data validity checking something else. In addition, Denzim and Yuonna (2009:271), propose that triangulation technique is divided into four types: data triangulation, investigator triangulation, theory triangulation, and methodological triangulation. To make these types of triangulation clear, here the explanation of them:

1. Data triangulation: Triangulation of data comprises in various sources of data are collected. The variety of sources can refer to time, space, and person.
2. Investigator triangulation: Investigator triangulation involves multiple Researchers in an investigation to check the same data. This type of triangulation helps to moderate and understand the observer's prejudice. As the example, two or more Researcher might analyze the open response question of questionnaire, then they will make conclusion based on the data from what they were got.
3. Theory of triangulation: Theory of triangulation involves using more than one theoretical scheme in the interpretation of the phenomenon. For instance, in analyzing the error analysis to the point of view is by interviewing.
4. Methodological triangulation: This triangulation types, it involves using more than one option to gather data. As the example, in collecting the data by using different methods, the Researcher can use interviews, observations, questionnaires, and documents.

In this research, the researcher use triangulation data to check the validation of the data. The researcher choose the data triangulation, triangulation of data comprises in various sources of data are collected. The variety of sources can refer to time, space, and person. The other sources data will be taken from MTV ASIA YouTube channel. This research will comprises the primarily data source and the other source data to find out the validity of the data. The researcher collect the data by used documentation which could provide evidence if the data is proper to be used as a subject of research.

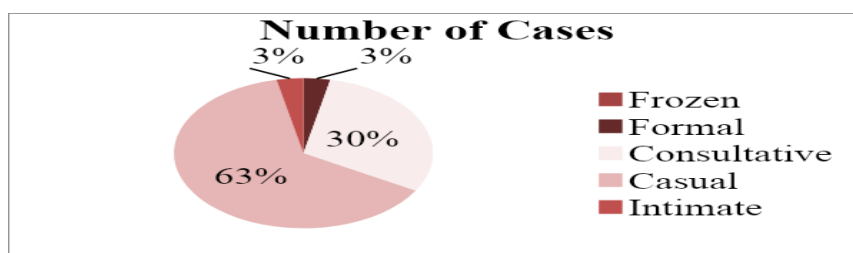
#### 4. Reserch Findings

1. There are 30 data containing language style. The table below shows the data of language style which present in total number and frequency of each other

No	Types of Language Style	Number of Cases
1	Frozen	0
2	Formal	1
3	Consultative	9
4	Casual	19
5	Intimate	1
<b>Total</b>		<b>30</b>

Based on the table above, the researcher did not find the frozen style and found four types of language styles, they are formal style, consultative style, and casual style. Frozen style usually found in very formal situations which characterized by the very careful, has fix form, and has symbolic and historical nature (Joos in Ukhtin, 2021:151) while the situations in these videos interview were semi-formal and informal. It was the reason why more casual styles found in these conversations It concluded the data that found type of casual style with 19 data, while the least found was the type of formal and intimate style each with 1 data. After the researcher analyzed the data and found the types

of language styles used by Agnez Mo and Rich Bryan, all of these types were shown in chart to find out the frequency with each other in the form of percentages.



- Based on the analysis from column above, the researcher decided that the most dominant type of language style used by Agnez Mo and Rich Bryan on Asia Pop and Build Series in this research was casual style with 19 data (64%).

## 5. Conclusions And Suggestions

### 5.1 Conclusions

Based on the findings and discussions, the researcher concluded as follows:

- Objective of this research of this research is to analyze the types of language style used by Agnez Mo and Rich Bryan on Asia pop and Build Series. Researcher used Joos' theory in classified types of language style into 5 types. They are frozen, formal, consultative, casual and intimate style. From those types, researcher found there was no data of frozen style (0%), formal style 1 data (3%), consultative style 9 data (30%), casual style 19 data (64%) and intimate style 1 data (3%).
- In this analysis, the most dominant types of language style used by Agnez Mo and Rich Bryan on Asia pop and Build Series was casual style with 19 data (64%).

### 5.2 Suggestion

Considering the conclusions, the researcher gives some suggestions as follows:

- For the readers: This research is beneficial to be learned by reader to know more about language style. With reading this research, the reader can understand and enrich the language style to get the deep meaning or the purpose of the interview video has been made
- For students: It is good to learn by student to learn more about language style to know the best style used in daily activities to be implicate.
- For the next researchers: In this study the researcher gives suggestions for everyone interested in language style who wants to research about language style should understand and enrich comprehension about each types of language style to avoid misconception of the types.

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