



## Language Style Used by Denny Sumargo's Podcast

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### ABSTRACT

This research aims to analyze the language styles used by Denny Sumargo by focusing on three main aspects: identifying the types of language styles used by Denny Sumargo, describing the social domain used by Denny Sumargo in using these language styles, and explaining their meaning. language style. This research uses Joo's theory (1976), Janet Holmes theory (1992), and Searle theory (1976). Descriptive qualitative method is the method used in research. Based on the research results, there are three language styles used by Denny Sumargo in his podcast with 126 data taken from three different videos. There are 49 data for consultative style, 41 data for casual style, and 36 data for intimate style. Next, 5 examples of data from 91 data are displayed which correspond to the 4 social domains used by Denny Sumargo in his conversations with guest stars. Finally, illusory words or actions were found in this study which were aimed at 14 data samples from 51 data that corresponded to 5 illusory actions. Assertive 3 data, directive 3 data, commissive 2 data, expressive 3 data, and declarative 3 data.



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## 1. INTRODUCTION

Language is a human communication system expressed through a structured arrangement of sounds or written expressions to form larger units, such as words and sentences. According to Sari & Thamrin, (2023) Language is a tool that everyone needs to have in communicating and conveying information to each other in social life. In interacting, individuals have various ways of communicating with others. Language is used as a communication tool to convey wishes, messages, data and ideas to others. Marheni et al., (2022) stated that when a person speaks and writes in different ways depending on who he is talking to and what he wants to say. This helps us understand how people use language and how language changes over time. A speaker will pay attention to word choice, grammar and sentence structure according to the context and to whom the speaker is speaking. The science of language as it relates to society is called sociolinguistics. According to Maharani, (2019) Sociolinguistics is a science that usually explores the field of language, society, and matters related to social science, and focuses on language related to social phenomena, culture in a particular society. Speaking and listening styles also affect the communication process. In society there are many variations in the use of language itself. Language variation is a phenomenon in society when speaking. One type of language variety is called language style.

Language style itself is the way a person arranges words and sentences in a unique or creative way. It is like giving words a special touch to make them more interesting, beautiful, or describing an idea in a different way. It also describes a person's personality, mindset, and circumstances. A person can shape their language style. For example, when a president makes a speech in front of citizens using very formal language. It happens because the context is formal, and such information is conveyed with a specific purpose. Differences in language style can also be seen and found in human relationships in society. Like the language style used when someone gets the opportunity to host a podcast on a YouTube Channel. Podcast itself is a form of digital content in the form of audio or video that can be downloaded or watched via the internet. The uniqueness of podcasts lies in their ability to provide information or entertainment in a way that is easily access ible and often more practical than traditional radio or television programs. Viewers can listen to or view podcasts on YouTube anytime and anywhere, without the need to be tied to a specific broadcast schedule. Hutauruk et al., (2022) state that

YouTube has become a daily spectacle for most people around the world. YouTube provides useful, up-to-date information and provides entertainment to viewers. It often discusses politics, celebrity gossip, and the real-life experiences of guest stars. Therefore, many artists or public figures have turned into podcasters on YouTube Channels.

Language style has previously been used as a research topic to analyze language styles used in various contexts, such as stand-up comedy performances, Facebook statuses, talk shows, and interviews. Azhar & Fitriawati, (2023) found three language styles used in Ridwan Lemin's stand-up comedy performances: frozen, formal, and intimate. Casual style dominates with 93.96%. Indra & Hamzah, (2018) found that casual (70%) and intimate (20%) styles were most often used on teenagers' Facebook statuses. Consultative (9%) and formal (1%) styles were also found. Marheni et al., (2022) found that casual style (77%) was most frequently used in the talk show "Late Ends with James Corden". Formal (11%) and consultative (12%) styles were also found. Hutaaruk et al., (2022) found that casual style (64%) was most frequently used in interviews with Agnes Mo and Rich Brian. Consultative (30%), formal (3%), and intimate (3%) styles. The most dominant type of research is casual style.

Like the previous studies described above, in this research the researcher will also examine language style as a topic. The researcher chose language style as a topic because the researcher wants to show the language styles used by people from different backgrounds with different problem formulations from previous research. The difference between this research and previous research is that the four studies above only explain the types of language styles and the most dominant language styles. Meanwhile, this research not only explains the types of language styles but also explains the social domain in choosing a language style and the meaning of someone in choosing a language style. Apart from that, this research also uses objects with different backgrounds from previous research. This can influence the results in this research so that they are more detailed and different from previous research. One thing that caught the researcher attention was a podcast posted and hosted by actor and basketball player Denny Sumargo. This podcast premiered on August 30 2020 until now with the YouTube account name "CURHAT BANG DENNY SUMARGO". This YouTube account has 5.25 million followers with the largest audience of 25 million viewers. Denny Sumargo himself as the host always has an interesting background, character and language style to research, apart from that, Denny Sumargo also has interesting themes or topic ideas by presenting viral, informative, educative and inspirational sources so that the public is interested. seeing each one uploaded to his YouTube account. There are many issues and themes uploaded in each podcast episode. Starting from educational inspiration, controversy, to issues that are currently viral on other social media such as Instagram, TikTok, and Twitter are also discussed in this podcast. Denny Sumargo as the host of the podcast also has his own language style which seems formal and firm in asking questions to the guest so that the audience gets information and clearly understands the essence of the discussion discussed in the podcast. The above is the reason the author researched the language style used by Denny Sumargo in the podcast.

The researcher uses Joss, (1967) to analyze the types of language styles used by Denny Sumargo. This theory contains language styles which are categorized into five categories, namely frozen, formal, consultative, casual and intimate styles. The researcher uses Janet Holmes' theory to analyze the social domain because this theory can reveal social factors that influence the use of language styles. Setting, participants, topic and function can influence a person's use of language style. Apart from that, Holmes, (1992) theory also helps identify the purpose behind the use of language styles. This research uses Searle, (1976) theory to analyze the meaning of the language style used by Denny Sumargo. This theory really supports the search for meaning in a language style.

## 2. RESEARCH METHOD

This research uses a qualitative descriptive method which is suitable for analyzing and describing language styles in detail. The type of method used in this research is a documentation research method so it is suitable for using qualitative descriptive research methods. The data source in this research are words or conversations taken from three Denny Sumargo podcast videos with guest stars on the YouTube channel "CURHAT BANG DENNY SUMARGO". Research data consists of images and transcripts of comments taken from Denny Sumargo's YouTube videos. The steps taken by the researcher in collecting data in this research were: Transcribing and understanding the conversations in 3 videos on Denny Sumargo's YouTube channel, Understanding the context of the conversations that have been transcribed and the data collected was then classified into types of language styles based on the chosen theory. The data analysis technique used in this research is qualitative data analysis. Using the concept put forward by Miles & Huberman, (1992) explains that qualitative data analysis is carried out interactively and continues continuously until completion. Data analysis uses flow model techniques. Miles and Huberman divide qualitative data analysis into three main steps, namely:

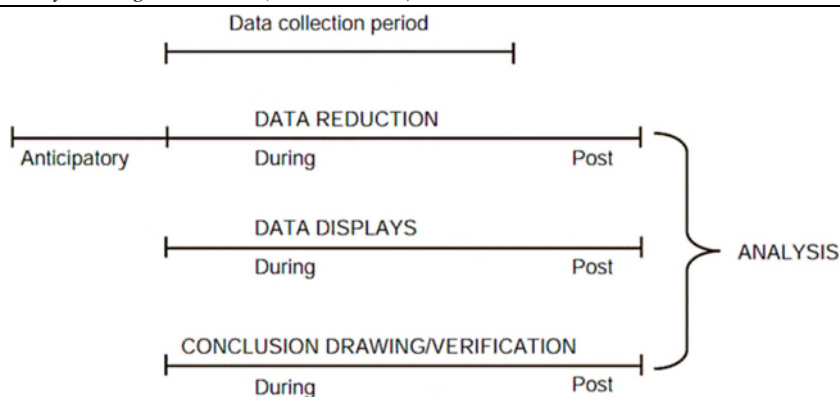


Figure 1. Flow Model Miles and Huberman

Based on the image above, the first step taken is data reduction. Miles&Huberman (1994) explains that data reduction is the process of selecting, focusing, simplifying and abstracting data. The data reduction process for this research began by watching video interviews on Denny Sumargo's podcast to understand the context more deeply. Data presentation is the process of organizing data into a form that is easier to understand, for example in the form of text, tables or graphics. Researcher transcribe every sentence Denny Sumargo said to guest stars to analyze the type of language style. Then, group the sentences from the transcribed video and then classify the utterances according to the language style used according to Joss's (1967) theory which discusses five types of language styles. Drawing conclusions/verification is the process of drawing conclusions from data that has been analyzed. The conclusions drawn must be supported by existing data. Researcher draw strong conclusions not from the results of all the data collected.

### 3. RESULTS AND ANALYSIS

In this section, the results of the research are explained and a thorough discussion is provided.

#### 3.1. Types of Language Style.

The researcher shows the results of the analysis of the types of language styles found by the researcher. Researcher identified the types of language styles used by Denny Sumargo in his podcast with guest stars using Martin Joss's theory, there are five language styles, namely frozen style, formal style, consultative style, casual style and intimate style.

##### 1. Consultative Style.

According to Martin Joss' theory, consultative style refers to a collaborative way of communication and exchange of opinions between the parties involved. In this style of language the emphasis is on dialogue, exchange of information, and efforts to reach mutually beneficial agreements or solutions. Based on data analysis, here is example data that can be grouped as a consultative language style used by Denny Sumargo in his podcast with guest stars.

##### Cons/1/V1/ at 4:45

Denny Sumargo : “jadi permasalahan paling besar yang kamu lihat akhirnya kalian itu enggak bersepakat gitu akhirnya ada di mana?”

*(So the biggest problem you see is that in the end, you guys don't agree, so where does it end up?)*

Azhiera Adzka : “dititik endorsan oh awalnya”

*(Initially, it was because an endorsement.)*

Denny sumargo : “awalnya disitu?”

*(Initially, because of it?)*

Azhiera Adzka : “Heeh gitu jadi akhirnya dia memberi statement lah kalau ya apa yang Ega hermansa aku yang pegang katanya Bukan dia lagi segala macam jadi kalau mau yang hubungin dia ke ini ini ini ini, karena kami sudah bercerai gitu setatementnya muncul dari mulut dia nih Yang aku tahan-tahan nih gitu barulah aku dihujat Wah dihujat parah lah aku sih enggak masalah ya Kak kalau dihujat gitu Tapi kalau udah ketika anak yang digituin Wah udah enggak bisa toleransi”

*(Yeah, so eventually, he made a statement saying that the account under the name of Ega Hermansyah was handled by me, and all that stuff. So, if anyone wants to contact him, they should go through these channels, because we are already divorced. That is the statement that came out of his mouth. I have been holding back, you know, and then I got slammed. I got slammed hard, but I don't mind being slammed, you know. But when it comes to my children being treated like that, I can't tolerate it anymore.)*

The sentence above is considered a consultative language style because Denny Sumargo, as host of the event, wants to dig up information from the guest star with the aim of getting feedback that can help the guest star in clarifying or straightening out the confusing news circulating on social media regarding the guest star.

## 2. Casual Style

According to Martin Joss's theory, casual style refers to the use of language that is relaxed, less formal, and more appropriate in the context of daily conversation or informal social interaction. Based on data analysis, here is example data that can be grouped based on the relaxed language style used by Denny Sumargo in his podcast with guest stars.

### Cas/1/V2/6.32

- Denny Sumargo : “rumah gua enak aja, Lu pikir gua sekaya lo?!”  
(*My house is fine. Do you think I am as rich as you?!*)
- Dian Sastro : “apaan suka merendah untuk meroket banget padahal banyak tuh propertinya”  
(*What do you mean? You like to play down your wealth even though you have a lot of properties.*)
- Denny Sumargo : “kagak ada wak disini yang ada cuma prestasi itu lihat”  
(*There is nothing here but achievements. Look!*)
- Dian Sastro : “Masuk Masuk Masuk”  
(*Come in, come in, come in!*)

The conversation above is considered a casual language style because the conversation seems relaxed and contains jokes that describe the closeness between Denny Sumargo and Dian Sastro as old friends.

## 3. Intimate Style

According to Martin Joss's Theory, Intimate style refers to a form of communication that is highly personal, close, and often used between individuals with a deep emotional connection or strong familiarity. Based on data analysis, here is example data that can be grouped as the Intimate language style used by Denny Sumargo in his podcast with guest stars.

### Int/1/V3/6.10

- Denny Sumargo : “kamu ngomong kamu bilang gini yang kamu nyender tapi enggak nangis “aku bingung” terus gua ngelihat “bingung kenapa?” “aku belum bisa mencerna ini semua aku harus ngapain Ya” gitu terus gua ngelihat oh terus Kepalanya kan kamu tahu apa yang harus kamu lakukan “apa yang” kamu masuk ke kamar jangan keluar-keluar 3 hari kamu nonton film Korea yang sedih-sedih nangislah sebanyak-banyaknya gua bilang”  
(*As you sat there, not crying, you said something like this, “I am confused,” and I asked, “Confused about what?” and you said, “I can't process all of this yet. What should I do?” And then I said “Oh, you know what you have to do, right?” “What is it?” “Go to your room and don't come out for 3 days. Watch sad Korean dramas and cry as much as you want.*)
- Olivia Allan : “ya tapi aku gak nonton drakor”  
(*Yes, but I don't watch Korean dramas*)

The sentence above can be grouped into intimate language style because the conversation above occurred between a husband and wife. Apart from that, in the conversation above, Denny Sumargo and his wife Olivia Allan discussed their first experience of being pregnant and experiencing a miscarriage. This is in accordance with the intimate style, referring to a form of communication that is very personal, close, and frequently used between individuals who have a deep emotional connection

or strong familiarity. It is usually characterized by the use of language that reflects high levels of trust, comfort, and emotional intimacy.

The following table displays the results of the analysis of the language styles used by Denny Sumargo in his language style podcast. This aims to describe the dominant language style used by Denny Sumargo.

| No                | Types of Language Style | Data Analysis |
|-------------------|-------------------------|---------------|
| 1.                | Frozen Style            | -             |
| 2.                | Formal Style            | -             |
| 3.                | Consultative Style      | 49            |
| 4.                | Casual Style            | 41            |
| 5.                | Intimate Style          | 36            |
| <b>Total Data</b> |                         | 126           |

Table 3. 1 Type of language style result

According to the data, researcher found 126 data from the three videos analyzed. Then, there are 49 data that are categorized as consultative style. There are 41 data that are categorized as casual style. There are 36 data that are categorized as intimate style. In the selected videos, the researcher did not find data that constituted language style categories such as frozen style and formal style.

### 3.2. Social Domain of Language Style.

This section displays the social domains contained in Denny Sumargo's conversation with guest stars. Researchers chose Janet Holmes' theory to analyze the social domain because this theory can reveal social factors that influence the use of language styles. Accordance with Janet Holmes' theory (1992). There are four factors that influence the choice of language style, namely setting, participants, topic, and function.

#### SD/1/V1/4:45

Denny Sumargo : “jadi permasalahan paling besar yang kamu lihat akhirnya kalian itu enggak bersepakat gitu akhirnya ada di mana?”  
(*So the biggest problem you see is that in the end, you guys don't agree, so where does it end up?*)

Azhiera Adzka : “dititik endorsan oh awalnya”  
(*Initially, it was because an endorsement.*)

Denny sumargo : “awalnya disitu?”  
(*Initially, because of it?*)

Azhiera Adzka : “Heeh gitu jadi akhirnya dia memberi statement lah kalau ya apa yang Ega hermansa aku yang pegang katanya Bukan dia lagi segala macam jadi kalau mau yang hubungin dia ke ini ini ini ini, karena kami sudah bercerai gitu setatementnya muncul dari mulut dia nih Yang aku tahan-tahan nih gitu barulah aku dihujat Wah dihujat parah lah aku sih enggak masalah ya Kak kalau dihujat gitu Tapi kalau udah ketika anak yang digituin Wah udah enggak bisa toleransi”  
(*Yeah, so eventually, he made a statement saying that the account under the name of Ega Hermansyah was handled by me, and all that stuff. So, if anyone wants to contact him, they should go through these channels, because we are already divorced. That is the statement that came out of his mouth. I have been holding back, you know, and then I got slammed. I got slammed hard, but I don't mind being slammed, you know. But when it comes to my children being treated like that, I can't tolerate it anymore.*)

The psychological setting in this conversation includes sadness and concern over the confusing news of divorce experienced by the guest star which has an impact on children. The participant in the conversation above is Azhiera Adzka, the ex-wife of footballer Kurnia Meiga. The topic in this conversation discusses the divorce issue between Kurnia Meiga and Azhiera Adzka which has been in the spotlight a lot on social media. Then the function of the conversation above is to clarify confusing news on social media in order to get clear information from Azhiera Adzka regarding this problem.

#### SD/2/V2/2.02

- Denny Sumargo : itu jadi kayak itu, Iya oke lu manggil gua Kang Mas kita main film Kartini kan kang Mas dan dia senang gitu loh ketika ngerjain orang nih salah satu orang jahil dia nih menurut gua  
(*So, it's like this, okay, you called me Kang Mas when we were working on the movie Kartini, right? And she was happy to mess with people. She is one of the most mischievous people I know.*)
- Dian Sastro : Iya iya lu dulu suka enggak Ayu dong Ayu tuh Adik lo yang lebih jahil daripada gue  
(*Yeah, yeah, you used to... No, it's Ayu right? Ayu is your younger sister and she is even more mischievous than me.*)

The psychological setting of this conversation includes being cheerful and relaxed discussing the guest star's mischievous behavior. The participant in the conversation above is Dian Sastrowardoyo, who is a friend of the artist or film actor Denny Sumargo. The topic in this conversation discusses Dian Sastro's mischievous nature when she was on the set of the film Kartini. The function of this conversation is a flashback of the past when Dian Sastro and Denny Sumargo played a film together.

It can be concluded that there are four social factors in each comment, namely participant, topic, setting, and function. These four factors are interrelated with a person's context in using language. In the conversation data above there is the same setting, namely Denny Sumargo's podcast studio which is published on Denny Sumargo's personal YouTube channel with different titles, times and guest stars. Then no cultural setting was found in the conversation data above. Meanwhile, the psychological settings in the conversation data above have different psychological settings which have been explained in the data examples above according to the context in which the conversation was held. Researchers found 3 participants. The first participant was Azhiera Adzka or the ex-wife of a footballer. The second participant is Dian Sastrowardoyo. Then the third or final participant was Olivia Allan, Denny Sumargo's wife. Then, the 3 videos analyzed had different topics according to the context of the language and the participants invited to the podcast. Finally, the conversation data above of course also has different functions according to the purpose and context in which the conversation occurs.

### 3.3. The Meaning of language Style.

In this section the researcher explains the grouping data and the meaning of the analysis used by Denny Sumargo. The researcher revealed the meaning used by Denny Sumargo through conversations with different guest stars, in accordance with Searle's (1976) theory of classifying different illusory actions, namely assertive, directive, commissive, expressive and declarative.

#### 1. Assertive.

According to Searle, (1976), Assertive is a type of speech action that aims to convey the truth of the speaker. In stating something, the ideas expressed attempt to confirm, report and inform certain things.

##### Data example 1

“aku ini agak sangat syok Ya maksudnya kamu datang ke sini terus kamu cerita in semua saya, saya begini loh Posisi saya itu adalah saya enggak mau menjatuhkan orang lain punya kekurangan ya dan kehidupan dia Ya saya juga sangat bersimpatilah makanya saya itu dari tadi muka saya tu Maaf ya bukan saya enggak percaya kamu ya saya yakin kamu punya kebenaran kamu gitu”.

(*I'm a bit really shocked. Yes, what that means is that you came here and then you told me all of this, I'm like this, you know. My position is that I don't want to bring down other people's shortcomings and their lives. Yes, I also really sympathize, that's why I've had that face on my face. Sorry, it's not that I don't believe you, I'm sure you have your truth.*)

Based on sample data 1, the statement above was taken from a video uploaded by Denny Sumargo with the title “TERUNGKAP KURNIA MEGA DAN ISTRI, PASTI SUDAH BERCERAI TAHUN LALU?!” at 20.00. The participant in the conversation was Azhiera Adzka, Kurnia Meiga's ex-wife. The statement above is categorized as Assertive because it has meaning which aims to provide a response or opinion regarding the divorce issue between Kurnia Meiga and Azhiera Adzka as the podcast owner or host Denny Sumargo does not want to bring anyone down.

#### 2. Directive

According to Searle, (1976), directive is a statement intended to tell someone to do something. They are often used to give orders, make requests, or offer suggestions.

##### Data Example 2

“Lu jangan bohong majalah aneka lu masuk majalah aneka segala macam awal-awal ngerintis senang lah?”

*(Don't lie, aneka magazine, you were happy when you entered the aneka magazine when you first started it, right?)*

Based on data sample 2, the statement above was taken from a video uploaded by Denny Sumargo with the title "NYOKAP GW KATOLIK, BOKAP GW BUDHA, YANG MENJAWAB PERTANYAAN GW CUMA ISLAM" at 7.00. The participant in the conversation was Olivia Allan, Denny Sumargo's wife. The statement above is categorized as a Directive because it has the meaning of asking Dian Sastro to be honest about Dian Sastro who is amused or disgusted if she sees her face displayed in a large photo or poster in her house.

### 3. Commissive

According to Searle, (1976), Commissive is a speech that binds the speaker to do something in the future. This speech is often used to make a promise, give a guarantee, or offer something.

#### Data Example 3

"udah rilis? bilang aja lu mau dipromoin di mana video video? video.com nonton Ratu Adil"  
*(has it been released? just say you want to be promoted, where? videos videos? video.com watch Ratu Adil)*

Based on data sample 3, the statement above was taken from a video uploaded by Denny Sumargo with the title "NYOKAP GW KATOLIK, BOKAP GW BUDHA, YANG MENJAWAB PERTANYAAN GW CUMA ISLAM" at 7.30. The participant in the conversation is Dian Sastro. The statement above is Commissive because it has the meaning of asking to offer or promote the series starring Dian Sastro which is broadcast on video.com to the podcast viewers.

### 4. Expressive

According to Searle, (1976), Expressive is speech that expresses the speaker's emotions, feelings or attitude towards something.

#### Data Example 4

"demi anak kau, hebat juga kau sebagai wanita ya Nah kamu kan tahu kan sekarang Mas mega tuh jualan kerupuk gitu kita kan Kalau lihat kan kasihan?"  
*(For the sake of your child, you are a great woman too! Well, you know that now Mas Mega sells crackers like that, right? If you look at it, don't you feel sorry?)*

Based on data sample 9, the statement above was taken from a video uploaded by Denny Sumargo with the title "TERUNGKAP KURNIA MEGA DAN ISTRI, PASTI SUDAH BERCERAI TAHUN LALU!?" at 26.45. The participant in the conversation was Azhiera Adzka, Kurnia Meiga's ex-wife. The statement above is categorized as Expressive because it has the meaning of giving praise or encouragement to Azhiera Adzka as a strong woman who survives for her children.

### 5. Declarative

According to Searle, (1976), Declarative is speech that brings about changes in the state of the world through the act of saying it.

#### Data example 5

jadi sekarang hamil?!  
*(so now pregnant?!)*

Based on sample data 14, the statement above was taken from a video uploaded by Denny Sumargo with the title "TAK KUNJUNG DAPAT ANAK, ADA APA DENGAN DENSU DAN CI OLIV!?" at 46.15. The participant in the conversation was Olivia Allan, Denny Sumargo's wife. The statement above is categorized as Declarative because it has a meaning that aims to indirectly declare or announce that his wife is pregnant to the viewers of his YouTube channel.

## 4. CONCLUSION

In this section the researcher presents conclusions from the findings regarding the problem formulation of what type of language style Denny Sumargo uses in his podcast. In this research, the researcher concluded three language styles from five language styles according to Martin Joss's (1967) theory, namely, consultative style, casual style, and intimate style. Researcher found 126 data taken from 3 different videos, consultative style 49 data, casual style 41 data and intimate style 39 data. Each data describes each type of language style

After analyzing the language style, researcher found the social domain used by Denny Sumargo in his podcast. Researcher use theory from Janet Holmes, namely setting, participants, topic and function. In this research, 4 social factors were found that influenced Denny Sumargo through the language style used by Denny Sumargo. First, the setting in which communication occurs influences the language style used. Second, Participants, The identity and relationships of the communication participants influence the language style used. Third, the topics discussed in communication influence the language style used. Lastly, the communication function influences the language style used.

Lastly, the researcher analyzed the meaning of the language style used by Denny Sumargo in the Podcast. Researcher use Searle's theory (1967), illusory actions can be grouped into five categories, namely assertive, directive, commissive, expressive, and declarative. In this study, researcher found five meanings in Denny Sumargo's conversation with guest stars through the context and function that had been analyzed.

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