An Analysis Cinta Laura Language Style in the Podcast

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Abstrac: Language style is a person's style in conveying information or the intent of the thing to be conveyed. Everyone has a different style of language when conveying something. The purpose of this study is to show the use of language styles from conversations in one of the podcasts. This article analyzes the use of language style in conversation, there are differences in the style of language used by the sources. This article displays an understanding of the style of language from several styles of language and displays some of the use of language styles in conversations used by the speakers. Furthermore, this article explains the differences in the use of styles the language of some of these styles include frozen style, formal style, consultative style, relaxed style, familiar style. There are several things that can cause stylistic grouping. These factors include participants, topic of conversation, place and its functions. One important key is that every language always has fixed characteristics at all times. Technically, in terms of communication, modifications to the use of language such as the style of language one uses when speaking according to the situation and the other person. The results of this study are that the use of a consultative and casual style is more dominant than other language styles when the resource persons speak in this podcast.

Keywords : *Politeness, Language Style*

INTRODUCTION

This research was inspired by the writer's curiosity to find out the style of language that everyone uses in conversation. As everybody know, in this modern era, many language styles are used by everyone from teenagers to adults who have different language styles when starting a conversation. Because everyone has different language style characteristics depending on the place and situation used based on the status of the other person. The researcher used language styles and speech styles in podcasts that have different styles from the five styles of language mentioned. This study analyzes Cinta Laura's language style in one of the podcasts that discusses gender equality. According to Joos (1976) speech style is a form of language used by everyone and its use depends on the level of formality and the situation at hand. He identified these styles into five styles. They are standard or official styles, formal, consultative, casual and intimate. In addition, the use of speech style is also influenced by several factors that can make people change or their speech style, such as place, actor, topic, and purpose of conversation. The theory used is Joos's (1976) theory of speech style, and Hymes's (1974) context theory which influences speaking style.

For know the types of language styles, one way is to pay attention to the talks in the selected program. One of the significant reasons for YouTube's popularity and the rise of User Generated Content (UGC) is the accessibility of the site (Lister et al., 2009, p. 227). In seconds, anyone can gain access to the content and in less than 10 minutes learn how to upload audiovisual material to the site. Another explanation is the personalized viewing experience and VOD structure which contrasts with traditional television distribution (Cha et al., 2007). But seamless accessibility also turns YouTube into a limitless and heterogeneous media platform. Here, anyone can be unlimited creator and publisher. On YouTube, there are several categories, one of which is a podcast, which is usually hosted by the host who asks a few questions to the guest stars. Podcasts have different characteristics in their theme and during the podcast time. In this study, researchers will analyze the style of language in one of the podcasts on YouTube which discusses gender equality, which has different styles of language and speech styles between hosts and guest stars. The host's role as the channel owner is to ask questions and talk to invited guest stars.

In this study, the researcher chose a podcast show on one of the YouTube channels with Cinta Laura as the research object. Cinta Laura is a German actress and singer who has a career in Indonesia. The researcher chose this podcast because she was interested in Cinta Laura's style of language and knowledge because she is known for her good arguments in every question asked by her interlocutors. Through this research on language style, language style occurs due to certain situations depending on the context being discussed. Understanding language styles can support humans to be better able to communicate and interact better.

The researcher classifies the style of language used in the podcast in the video showing the style of language used. The researcher selects the data from the utterances uttered by the host and guest stars. After taking the data, the researcher classifies the data based on the type of language style using Martin Joos' theories and concepts. Then, the researcher analyzed the style of language used in the podcast to find out which style of language is most dominant.

RESEARCH METHOD

The approach that researchers use in this study is a qualitative approach. Qualitative research is a data approach to studying phenomena. By collecting and interpreting existing qualitative data (Bogdan and Biklen, 1992), qualitative research relies heavily on the researcher conducting the study. Qualitative research has characteristics and goals that are related to understanding several aspects of social life that produce words, not numbers as data for analysis (McCusker & Gunaydin 2016). The researcher decides on the type of data to collect and the methods used to analyze that data. Qualitative data are usually rich in detail and context, interpretation is directly related to the data source, and the validity and reliability of research is based on the logic of study interpretation, not rather than statistical tests. The researcher used document research, namely, the types of language styles used in the podcast which were taken by researchers from one of the YouTube Channels. The data were collected by the researcher from the transcription of the conversation between the host and Cinta Laura. Researchers watched video podcasts

and then transcribed the dialogue. Technique of collecting the data are dokumentation and observation. The result of the study are that the use of a consultative and casual style is more dominant than other language styles when the resource persons speak in this podcast.

FINDING AND DISCUSSION

1. FINDING

The result of the analisis of the type of language style used by Cinta Laura can be desribed as follows.

Tabel 1. The Types Language Style Result

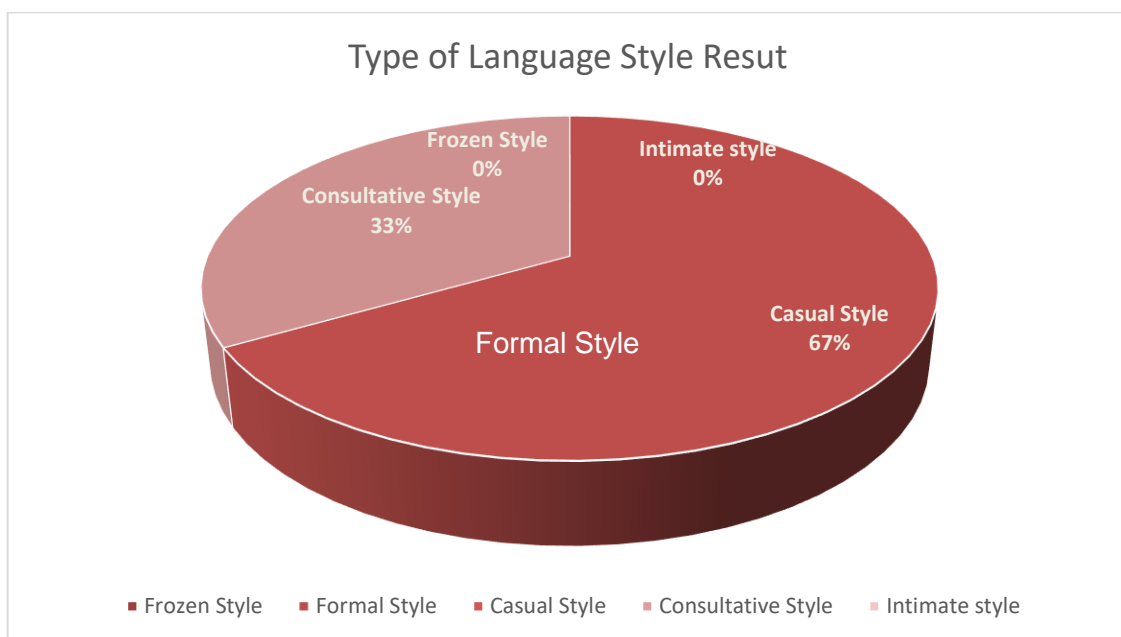| *No*	**The Type of Language Style**	**Data Analysis**
1.	Frozen Style	0
2.	Formal Style	0
3.	Casual Style	8
4.	Consultative Style	4
5.	Intimate Style	0
	Total Data	12

Diagram 1. The Types Language Style Result

According to the data, the researcher found 12 data. There are 8 data or 67% of the data which are categorized as casual style. There are 4 or 33% of the data which are categorized as consultative style. In the video, the researcher did not find any data including frozen, formal, and intimate style.

Casual Style

According on Martin Joos' theory, the casual style is generally used in relaxed or normal situations, where this style tends to be used when they talk to friends, family and people who have close relationships. Based on data analysis, there are 8 data which are categories of data found the casual style used in the podcast. The data categorise into casual style :

Data 1

Host : " Pas gue baca komenya emang sekarang tu banyak banget yang mempermasalahkan kesetaraan gender. Emang cowo tu lebih di atas cewe ya ga akan pernah bisa di atasnya lo terima itu ? "

Cinta : " Sebelum ngomong, dan ini kebiasaan masyarakat kita juga sebelum ngomong cari tau dulu inti dari pembahasan yang mau di bahas atau di kritik. Kesetaraan gender artinya bukan laki-laki dan perempuan setara dari segi fisik atau lain sebagainya that's not what I mean. Kesetaraan gender adalah perjuangan kita sebagai perempuan tentunya untuk mendapatkan hak yang sama seperti laki-laki dan itu sangat make sense. Perempuan manusia bukan, laki-laki manusia so sebagai manusia kita seharusnya di mata hukum dimata masyarakat kita mempunyai hak yang sama. "

Data 2

Cinta : "okay, lets see kita berdua adalah CEO ya sebuah perusahaan yang besar, kita lulus dari kampus yang sama secara gpa pun sama, its very likely that you mendapatkan proyek sedangkan aku no padahal kualifikasi kita sama lo."

Cinta : " oh ya, of course. Makanya untuk melawan itu mayoritas staf di kantor aku perempuan. "

Based on the data is taken from a video podcast that discusses gender equality, in the conversation Cinta Laura and the host use Indonesian with a mixture of English. The style of language used is casual because they use relaxed language. The host gave questions about gender equality issues to Cinta Laura. This is related to the type of casual language style because the host seems more relaxed when asking questions. Cinta Laura answered the question casually with an explanation about gender equality which discussed the equal rights that women and men got, she also explained that gender equality was not only seen from a physical perspective.

Consultative style

According to Martin Joos' theory, the consultative style is usually used in such conversations between doctors and patients, conversations between sellers and buyers, customers and customer service as well as in small group discussions. Based on data analysis, there are 4 data that belong to the consultative style used in the podcast. The data is categorized into a consultative style :

Data 3

Cinta : " Yes or course, karna aku sangat setuju bahwa mayoritas laki-laki jauh lebih kuat daripada perempuan, Emang kita gabisa ngangkat batu besar, cowo lebih bisa gitu. So aku kadang kurang setuju bagaimana orang mendefinisikan perempuan itu setara dengan laki-laki dalam segala hal, no. Yang aku perjuangkan adalah agar perempuan mempunyai hak yang sama seperti laki-laki dalam arti bisa memilih arah hidup sendiri, bisa memilih jalan hidup sendiri, bisa memimpin hidup sendiri dan bisa diberdayakan cara berfikirnya agar sadar bahwa kita tidak tergantung dengan siapapun. Seorang perempuan mau sekolah S1, S2, Phd dan selamanya mengabdikan kehidupanya terhadap misalnya, sains they can do that ga merugikan orang lain kok kenapa orang-orang harus ikut campur ke dalam pilihan hidup kita ?

Cinta : " I think itu hanyalah sebuah masalah jika itu diluar kemauan perempuan atau orang tersebut karna lagi-lagi berarti hak sebagai manusia sebagai perempuan diambil dari mereka. Tapi kalo perempuan tersebut bilang okay its oke aku gapapa kok suami aku mengatur gini-gini she want that its fine one hundread percent. Tapi kalo perempuan itu terpaksa dipaksa atau diancam that's a problem. "

Based on data taken from podcasts. In the conversation between Host and Cinta Laura observing verbal responses to determine if they are too much or too little information is being communicated, so this data is categorized into a consultative style. Based on the data above, Cinta Laura expressed her opinion about equal rights between women and men. She explained that we don't always depend on

other people, we as women can and have the right to make our own life choices and don't choose life choices by coercion from someone, choose the life choices that you like and make you happy.

2. DISCUSSION

Based on data analysis from the video, the researcher presents the findings of the style of language used, namely the casual and consultative styles which are most dominantly used in this podcast.

CONCLUSION

The data that researchers found were 12 data. There are 8 or 67% of the data which are categorized as casual styles. And there are 4 or 33% of the data which are categorized as consultative style. In the video the researcher did not find data that categorizes frozen, formal and intimate language styles. So it can be concluded that the dominant style of language used in the podcast on one of the YouTube channels is the casual and consultative style using the theory of (Joos, 1967).

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