



LANGUAGE STYLE ANALYSIS OF KICK ANDY'S TALK SHOW WITH FEMALE GUEST STARS

Sekar Resta Puspitasari, Universitas PGRI Madiun

Rosita Ambarwati ✉, Universitas PGRI Madiun

✉ rosita@unipma.ac.id

Abstract: This research aims to find the types of language styles and the frequency of styles used by Kick Andy. The data source in this research is the Kick Andy talk show on Metro TV's official YouTube channel. This research is focused on the style of language used by Kick Andy in his interviews with female guest stars. the author uses a descriptive method that describes the phenomenon based on data sources. This study analyzes the conversations in the interviews to find the types of language styles and language styles that are most often used by Kick Andy. The theory used in this study is the theory of Joss (1998) regarding the types of language style according to their level of formality. The types of language styles are frozen, formal, consultative, casual, and intimate. The results of this study will then reveal which style of language Kick Andy most often uses in his interviews.

Keywords: Language Style, Types of language, Consultative, Casual.



Published by Universitas PGRI Madiun. This work is licensed under the Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License.

INTRODUCTION

Language is a human communication system which is expressed through a structured arrangement of sounds or written expressions to form larger units, such as words and sentences. According to Agus (2018) language is a symbol in the form of sound, changing or not fixed, used by people to speak, communicate and introduce themselves. In interacting, individuals have a variety of methods to communicate with others. Language is used as a means of communication to convey wishes, messages, data, and ideas to others. Speech styles and listeners also influence the communication process.

In society there are many variations in using the language itself. Language variations become a phenomenon in society when speaking. One type of language variety is language style. Septi, Rosita, & Tri (2022) state when someone speaks and writes in different ways depending on who they are talking to and what they want to say. This is called sociolinguistics, which is the study of how language is influenced by society. It helps us understand how people use language and how it changes over time. A speaker will pay attention to the choice of words, grammar, and sentence structure according to the context and with whom the speaker is speaking.

Differences in language styles can also be seen and found in human relations in society. Such as the style of language used when someone gets the opportunity to host a television show such as a talk show. The talk show itself is a chat or conversation carried out by a person or group of people to share or discuss information on various serious but relaxed topics, guided by a host or moderator. Sucky & Emidar (2019) stated that currently almost all television stations have talk show programs or talk shows to discuss topics that are currently being discussed by the public, either providing information or just for entertainment. We have even encountered many talk shows on social media YouTube. This makes it easier for viewers to watch talk shows anywhere and anytime.

One of the shows or television programs that caught the writer's attention was the Kick Andy Show program. A Metro TV flagship program hosted by Andy Flores Noya. This talk show is broadcast live every Friday from 21.30 to 22.30 WIB and rebroadcast on Sunday at 13.05 WIB. This talk show premiered on March 1, 2006 until now. Apart from being on television, this program can also be re-watched on Metro TV's official YouTube. Kick Andy always presents an interesting theme or topic by presenting informative, educative and inspiring speakers. This is in accordance with Indah and Munaris (2016), namely the purpose of a talk show event or program is to educate the nation and provide inspiration through the direct life stories of the resource persons.

Researchers found out the style of language used by Kick Andy by looking at several video interviews with different female guest stars. The researcher took data from every sentence uttered by Kick Andy with the guest stars. After collecting the data, the researcher grouped the data based on the type of language style using Martin Joss' theory (1998), style of language is grouped into five types based on the level of formality. The types of language styles are frozen, formal, consultative, casual, and intimate.

METHOD

Analysis of research data using descriptive qualitative method. Researchers grouped the data based on the theory and concept of Martin Joss (1998), style of language was grouped into five types based on the level of formality. The types of language styles are frozen, formal, consultative, casual, and intimate. The steps carried out by the first researcher, the researcher took the text of the conversation transcript of Kick Andy and the resource person from Metro TV's official YouTube account. Second, the researcher analyzes the style of language used in conversation. Next, the researcher will look at the dominant style of language used by Kick Andy in the conversation.

RESULT

1. Consultative Style.

Consultative Style is a variation of language used in ordinary conversations at school, and meetings or talks that are result or production oriented.

Data 1.

Kick Andy : “Anda sudah punya beberapa album ya? Terus beberapa lagu khas dengan Diana Sastra. Boleh tau sedikit ngga, apa bedanya dangdut yang kita kenal ini dengan tarling gitar suling?”
(You already have some albums huh? Continued some signature songs with Diana Sastra. May I know a little or not, what is the difference between dangdut as we know it and flute guitar tarling?)

Diana Sastra : “kalo dangdut dari bahasa sudah dangdut dengan bahasa Indonesia sudah fleksibel, kalo tarling itu bahasa keseharian Cirebon atau Jawa Indramayu Cirebon pake bahasa Jawa.”
(If the dangdut language is already dangdut with Indonesian, it's flexible, if tarling is the daily language of Cirebon or Indramayu Javanese, Cirebon uses Javanese.)

This data is taken from Kick Andy's talk show with Diana Sastra. This conversation entered into a consultative style because Kick Andy's questions tended to want to dig up information from Diana Sastra about the types of dance music. So that it indirectly introduces or promotes the type of tarling music (flute guitar) that is not widely known by the public.

Data 2.

Kick Andy : “setiap ribut lumayan penghasilannya meningkat ya. Biasanya produk-produk mencari image yang baik ya, citra-citranya yang membuat produknya itu juga terangkat baik tapi sekarang ini ada anomali kehilahatannya ya? Ngga peduli siapa dia, berantem maaf ya maki-maki tapi justru produk itu minta diendors?”
(every time the noise increases, the income increases. Usually, products look for a good image, right? The images that make the product stand out well, but now there's a health anomaly, right? It doesn't matter who it is, sorry for the fight, swearing, but instead the product asks for endorsements?)

Nikita Mirzani : “tergantung artis siapa dulu nih yang rebut gitu, kalo yang biasa-biasa aja ya mungkin orang yang mau endors juga males. Kalo aku setiap aku ributkan engagement aku juga meningkat tuh drastis kan jadi orang tuh gak mikirin Nikita mau rebut ama siapa mau bagaimana. Tapi kan setiap aku rebut aku tuh selalu menata setiap kata-kata sama bahasa.”

(It depends on which artist first won it, if it's just mediocre, maybe people who want to endorse it are also lazy. If I make a fuss every time my engagement also increases drastically, right, so people don't think about Nikita, who can we fight over. But every time I grab it, I always arrange every word according to the language.)

The above data is taken from Kick Andy's talk show with Nikita Mirzani. The conversation above enters into a consultative style because Kick Andy's question wants to explore Nikita Mirzani's income from advertising or endorsement of a product.

2. Casual Style

Casual style is a style of language that is usually used in a casual atmosphere to make the atmosphere less tense

Data 3.

Kick Andy : “Anda juga dijuluki ratu dangdut untuk jenis musik tarling sepanjang pantura. Nah, kalo boleh tau juga nih udah berapa lama anda menjadi penyanyi?”
(You are also nicknamed the dangdut queen for the kind of tarling music along the north coast. So, may I also know how long have you been a singer?)

Diana Sastra : “mungkin sekitar 23 tahun.”
(probably around 23 years.)

The data above is taken from Kick Andy's talk show with Diana Sastra. The conversation above is entered into a casual style marked by the sentence “well, may I also know this” the sentence contains curiosity but is wrapped in a relaxed sentence to break the ice. In addition to these sentences there are also words that have been replaced with non-standard words to become already.

Data 4.

Kick Andy : “tapi tunggu dulu rambut anda kok, rambutnya ini ketinggalan disini apa rambutnya cak sodik tadi yah! Ini memang ciri khas juga?”
(But wait a minute, how come your hair is left here, what's wrong with your hair earlier? Is this a feature too?)

Diana Sastra : “kalo pribadi saya memang saya merasa suka sesuatu yang unik dan profesi saya sebagai seorang seniman, penyanyi punya suara yang bagus itu sudah umum sudah biasa karena itu sudah modal dasar sebagai seorang penyanyi. Tapi kalo berbeda,

berkarakter secara penampilan bagi saya itu sesuatu yang akan orang cepat mengenal dan selalu dikenal.”

(Personally, I really feel like I like something unique and my profession as an artist is that singers who have a good voice are common because that is the basic capital of being a singer. But if it's different, character in appearance for me is something that people will recognize quickly and will always be known.)

The data above is taken from Kick Andy's talk show with Diana Sastra. The discussion above is entered into a casual style because the questions posed by Kick Andy are wrapped in jokes that are meant to break the ice. here they discuss Diana Sastra's hair, which has dreadlocks similar to a dangdut singer named Cak Sodik.

Data 5.

Kick Andy

: “nikita hidupmu ini penuh dinamikalah kalau dilihat dari perspektif positifnya ya kamu tuh kaya punya energi yang cukup banyak untuk berantem kalo kita lihat dimedia sosial hampir semuanya memperlihatkan energimu meledak-ledak bagi sebagian orang menyenangkan nonton niki mirzani marah-marah tapi sebagian orang ada pertanyaan apakah hidupmu tuh selalu seperti itu?”

(Nikita, your life is full of dynamics. If you look at it from a positive perspective, you are rich. You have enough energy to fight. If we look at social media, almost everything shows your energy is exploding. For some people, it's fun to watch Niki Mirzani get angry, but some people have questions whether your life has always been like that?)

Nikita mirzani

: “ee kalo masalah sosial media ya mungkin kalo yang dilihatnya nikita ribut terus ya itu udah mindset ya orang ya om tapi kalau di kehidupan aku sehari-hari ya sama aja aku seperti manusia biasa gitu yang punya anak, yang ngurus anak, yang ngurus kerjaan usaha.”

(Well, if it's a social media problem, maybe what Nikita sees is a lot of noise, that's already the mindset, right? But in my daily life, I'm just the same as an ordinary human being, who has children, who takes care of children, who takes care of business work.)

The data above is taken from Kick Andy's talk show with Nikita Mirzani. This conversation is entered in a casual style marked by the words tuh, and niki mirzani. The word nonstandard is an abbreviation of the word. Furthermore, Kick Andy's call with the abbreviation Niki Mirzaki shows familiarity.

Data 6.

Kick Andy

: “Belakang ini yang lagi trending juga adalah boikot Nikita Mirzani kamu mau diboikot? gara-gara apa kalo boleh tau?”

(Recently, what is also trending is boycott Nikita Mirzani, do you want a boycott? because of what if i may know?)

Nikita Mirzani

: “aaa ga ngerti aku, jadi permasalahan itu cuman satu orang indonesia ini atau lebih kita kenal netizen +62 dia tidak bias menerima kata-kata yang bener. Jadi ketika dia sedang ketika netizen ini sedang menyanjung seseorang karena mohon maaf ya misalnya kena musibah atau apapun itu gitu ketika aku menyuarakan oh engga begitu lo sebetulnya begini loh akhirnya ada engga tau ya mungkin orang yang suka sama dia membuat satu skema atau apa untuk memboikot akugitu dan akhirnya terjadi. Tapi boikot di Indonesia itu kan sebetulnya tidak terlalu berpengaruh karena aku juga punya temen yang pernah diboikot juga Ayu Ting Ting bahkan malah programnya sekarang udah 6 di TV. Itu jadi mungkin kesalnya merakan aja bikin sesuatu akhirnya pas mereka boikot Nikita Mirzani juga ternyata tidak bekerja dengan baik akhirnya mereka melakukan lagi hal-hal yang lain yang udah diluar pikiran nalar manusia.”

(aaa I don't understand, so the problem is just this one Indonesian person or more we know netizen +62 he can't accept the right words. So when he is when this netizen is flattering someone because he apologizes, for example, he gets into an accident or whatever, when I say oh no, you actually like this, in the end, you don't know, maybe people who like him make a scheme or something to boycott me like that and it finally happened. But the boycott in Indonesia actually didn't really have much effect because I also had a friend who had boycotted Ayu Ting Ting and even now has 6 programs on TV. That's why maybe it was annoying for them to just make something. In the end,

when they recorded the Nikita Mirzani boycott, it also turned out that it didn't work well, so they finally did other things that were beyond human reason.)

The above data is taken from Kick Andy's talk show with Nikita Mirzani. The conversation above is included in casual style using the word *you* which is usually used in informal or intimate conversations, such as between friends, family, or partners. The word *you* is also often used in social media, especially in comments or private messages.

Data 7.

Kick Andy : “ohh wajahnya memelas ini aku lihat, harusnya asri melas, ga lucu ya haha?”
(Ohh, I see this pitiful face, it should be asri melas, isn't it funny, haha?)

Asri Welas : “ hahaha lucu mas”
(hahaha funny mas)

Kick Andy : “ ya namanya usahakan boleh ya, lucu?”
(yes, try to name it okay, funny?)

Asri Welas : Lucu
(Funny)

The data was taken from Kick Andy's talk show with Asri Welas. The conversation above enters into casual style. The context of the conversation above discusses the name beautiful compassion which is spoofed as beautiful melas as a joke to lighten the mood.

Data 8

Kick Andy : “jadi kalo ditanya profesinya asri ini apa, ini jawabannya apa?”
(So if you ask what this asri profession is, what's the answer?)

Asri welas : “ tergantung callingan”
(depending on the calling)

The data is taken from Kick Andy's talk show with Asri Welas. The conversation above is in the casual style of questions and answers packaged in jokes to make the audience laugh.

The following is a report on the frequency of the most dominant style of language used by Kick Andy in his interviews with several female guest stars.

No	Language Style	Data Analysis
1.	Frozen Style	0
2.	Formal Style	0
3.	Consultative Style	2
4.	Casual Style	6
5.	Intimate Style	0
Data Total		8

The table above describes the total data of language styles; Frozen style, formal style, consultative style, relaxed style and intimate style used by Kick Andy. From the data found, casual style is one of the styles most used by Kick Andy. The casual style that is most widely used in relation to the guest stars presented in the talk show is a female artist whose job is to entertain the public.

CONCLUSION

This study focuses on the analysis of the style of language used by Kick Andy who is a talk show host on Metro TV. The talk show entitled Kick Andy Show always presents interesting themes or topics by presenting informative, educative and inspiring speakers. Researchers found 8 data taken from several videos. The researcher categorizes or classifies the discovery data into five types of language styles. Of the five language styles, the researcher found 2 consultative styles and 6 casual styles. Based on research data, the style of language that is dominant or often used is casual language style.

REFERENCES

- Febriani, S., & Emidar, E. (2020). Gaya bahasa retorik dan kiasan Najwa Shihab dalam gelar wicara Mata Najwa di TRANS7. *Jurnal Pendidikan Bahasa dan Sastra Indonesia*, 8(3), 408-414.
- Heru, A. (2018). Gaya bahasa sindiran ironi, sinisme dan sarkasme dalam berita utama harian Kompas. *Jurnal pembahsi (pembelajaran bahasa dan sastra Indonesia)*, 8(2), 43-57.
- Holmes, J. (2013). *An introduction to sociolinguistics*. Routledge.
- Indra, I., & Hamzah, H. (2018). An analysis of language style of teenagers found in Facebook status. *English Language and Literature*, 7(1).
- Maharani, M. (2019). *A Sociolinguistics Analysis of Language Style in "Wild Child" Movie* (Doctoral dissertation, Universitas Muhammadiyah Mataram).
- Marheni, S. D., Ambarwati, R., & Chasanatun, T. W. (2022). An Analysis of Language Style Used in The Late-Late Show with James Corden. *Linguista: Jurnal Ilmiah Bahasa, Sastra, dan Pembelajarannya*, 6(1), 23-40.
- Suratiningsih, M., & Cania, P. Y. (2022). Kajian Sociolinguistik: Alih Kode dan Campur Kode dalam Video Podcast Dedy Corbuzier dan Cinta Laura. *Bahtera Indonesia; Jurnal Penelitian Bahasa dan Sastra Indonesia*, 7(1), 244-251.
- Trudgill, P. (2000). *Sociolinguistics: An introduction to language and society*. Penguin UK.
- Wardhaugh, R., & Fuller, J. M. (2021). *An introduction to sociolinguistics*. John Wiley & Sons.
- Wulandari, I. Y., & Munaris, M. (2016). RAGAM BAHASA DALAM TALK SHOW KICK ANDY PERIODE MEI 2015 DAN PEMBELAJARANNYA. *Jurnal Kata: Bahasa, Sastra, dan Pembelajarannya*, 4(3 Jul).