

CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Framework

This subchapter presents the theory applied to analyze the language style used by Andy F. Noya as the host of Kick Andy talk show on the two videos entitled *Asa Nan Penuh Otak* and *Apa yang Keliru di Negeri Ini*. The main theory used for this study is the Language Style theory proposed by Joos (cited in Broderick, 1976) who states that there are five styles of language style: frozen style, formal style, consultative style, casual style, and intimate style. Furthermore, the writer also conducted the analysis with Social Factor and Social Dimension theory proposed by Holmes (2008).

2.1.1 Language Variation

Language offers a variety of ways of saying the same thing, such as addressing and greeting other people. In communication, language is characteristically various regarding to the person who uses that language and the context. Language varies according to its uses as well as its users, according to where it is used and to whom, the topic of the discussion, as well as according to who is using it. Holmes (2008) stated that the choice of code or variety, whether language, dialect or style, is affected by the addressee and the context. Furthermore, she also explains that vocabulary or word choice is one area of linguistic variation but linguistic variation actually follows other levels of linguistic analysis too, such as

sounds, word-structure (or morphology), and grammar (or syntax) as well as vocabulary.

The relationship of people in the particular situation and the speaker's feel about the people whom they are talking to become the reason of choosing particular style of language. For example, the way parents call their children by a variety of names, actually depends on how they feel towards their children. In the other words, it offers the speaker and the addressee a choice of ways of expression. Language provides people with different variation to use in different social contexts. Different kinds of relationship are often expressed through different codes of language. Thus, the way people speak is a good indicator to identify their social background. Moreover, there are many features that can be used as clues to know it.

2.1.2 Language Style

Language can be found everywhere and it has many variations. People have their own style in expressing their thoughts and mind through different language style. Holmes (2008) states that the variation of language is depend on the use and the user of it. Wardaugh (2002) also explains that the language use is determined by several factors such as setting, topic, and function, while the user of language is determined by the addressee's age, gender, social role, job and ethnic origin. These differences between use and user cause people to adjust their language depending on their situation.

According to Holmes (2008), language style indicates the degree of formality and it is closely related to the social factor and dimension. Style is declared

as language variation because the use and the user of language influence it. She also states that the age of the participants, which is divided into adult and adolescent, also influences the use of the language style.

People generally talk differently towards children and adults-though some adjust their language style more than the others. The adults prefer to use formal style or standard language because they are still trapped at social pressure; therefore, formal style is beneficial to show their prestige, while the adolescents prefer to use informal style because they are usually in the relaxed surroundings (Holmes, 2008). People usually use more standard forms to those they do not know well and more vernacular forms to the people they know or their friends.

According to Joos (cited in Broderick, 1976), language style means the form of the language that the speaker use which is characterized by a degree of formality. He states that language style has five classes: frozen style, formal style, consultative style, casual style, and intimate style.

2.1.2.1 Frozen Style

Frozen style is a language style that is usually used in very formal situation. This style is used in public speaking with a large audience. In this style wording is carefully planned in advance, intonation is somewhat exaggerated, and numerous rhetorical devices are appropriate. Not only the sentences are carefully constructed individually, but also sequences of sentences are intricately related. Obviously, it must be very carefully planned and well done which is also

requiring high skill. That is why this style is called as Frozen style or Oratorical style.

This style is the most formal style and an elegant variety. The standard language is used in this style. This style is usually used in long sentence with good grammar and vocabulary. It is also usually used in very important or symbolic moments. Furthermore, it is mostly used in the government ceremonies, official events, or any respectful situations. If it is in the written form, people can find it in the literary texts and historical documents such as in a sentence of *Undang-Undang Dasar 1945* document “*Bahwa sesungguhnya Kemerdekaan itu ialah hak segala bangsa..*” (That independence is the right for all Nations..) or in other important documents that are official.

The people who attend that type of occasion are often the people of high level or important figures. The occasion itself is not an ordinary occasion. It means that the occasion seems to give precedence and respect for the hearers and the speakers. In this style, the readers or hearers are not permitted to give question to the speakers.

2.1.2.2 Formal Style

Formal style is also used in addressing audiences and usually the audiences are too large to permit effectively the interchange between speakers and hearers, though the forms are not as polished as those in frozen style. Formal style is usually a single topic oriented and it is related to the fact. For example, a typical university classroom lecture is often carried out in a formal style. Thus,

most scholars or technical reports use this style. In formal style, the language becomes more cohesive and carefully informative. The sentence structure in this style is not only complete but also elaborated.

This style is less formal compared to the frozen style. Formal style is defined as the style that is used for important or serious situation. In this style, there is no symbolic or lasting value in that typical of situation. This style keeps the listener attentive but quite. Generally, formal style is used in a formal situation where people share little background knowledge and communicate in one way communication where there is little or no feedback from the counterpart, for example in speech or lecture. The speakers are usually considered as the person who has power and has higher status compared to the hearers for particular occasion.

2.1.2.3 Consultative Style

Consultative style is typically a dialogue that is less formal, but the words are chosen with some carefulness. Business transaction and doctor-patient conversation are some examples that use consultative style. The status is still fairly clearly designed but the participants are still able to interact.

Consultative style is a style that is used in semi-formal communication situation. It is the norm for informal conversation among strangers. Slang and ellipsis might not be used to the extent that they are used in casual speech with a friend. Consultative style is the most open style to give and take for everyday conversation discussed. It is actually the usual form of speech in small groups

except among close friends. In this style, distance acquaintance or colleague is in unequal rank. It is mostly used for examples in schools, among workers in companies, or meetings that have orientation for the outcome results. This style usually happens in the conversation of two persons. While one is speaking, the other gives short responses withdrawn from a small inventory of standard signals.

Most often, the speaker and hearer talk alternately. One may talk for a very long period, while one is speaking at intervals by giving short responses or standard signals, such as “That’s right”, “Oh I see”, “Yeah”, “Yes I know”, “Well”, “Yes”, “No”, “Uhuh”, “Mmm”, “Huh”, “That’s right”, “I think so” and other short responses.

2.1.2.4 Casual Style

Casual style is the style used to integrate an audience into social group. This style is rarely written, but spoken and acted out. Casual style is a style that people use when they are interacting with their friends, classmates, or workers in non-formal or relaxed situation, such as when the students chat outside classroom. This style is also usually used in daily conversation. In casual style, social barriers are moderately low. There is absence of background information and the listeners are assumed to understand what the speakers say in this style. In this style, there is no gap, rank, or social position.

Casual style is characterized by the use of the first name or even nickname rather than the last name in addressing one another. The pronunciation is rapid and often slurred; besides that, slang words are also used in this style.

This is a prime indication of in-group relationship. This style is only used by insiders and only members of the group assumed to know it, for example, it is used by teenagers or some cliques among adolescents.

Another characteristic feature of casual style is the omissions of unstressed words, particularly at the beginning of sentences. The most commonly used are articles, pronouns, auxiliaries, and to be such as “Anybody home?”, “Car broke down”. “Got a match?”, “Need help?”. Those are all examples of expressions commonly used in casual style and they would be generally be interpreted as signaling informality.

This style is divided into two devices. The first is ellipsis (omission) that usually shows the differences between casual grammar and consultative grammar. For instances:

a) “*Thank you*”(consultative grammar)

“*Thanks*” (casual grammar)

The second is slang, which is a prime indication of in group relationship. Slang is non-standard words which are known and used by certain groups like teenager groups, college groups, and many more. For instance, the slang word of “girl” considered as young female is “chick”.

2.1.2.5 Intimate Style

Intimate style is an intimate utterance characterized by complete absence of social barriers. Therefore, intimate style is a completely private language used by people who are very close and have intimate relationship, such

as family members, beloved ones, members of certain groups, or very close friends, where people tend to reveal their inner self and they tend to use intimate style. The style used is extreme structure simplicity. The understanding of meaning when they are talking is based on the specific and some knowledge that are already shared among the participants.

It might embarrass some people of non-group members to hear the group intimate style. The words that generally signal intimacy such as, “dear”, “darling”, and even “honey” or “hon” might be used in this situation. On the other hands, names or nicknames might regularly embarrass the hearers as well as speakers outside of intimate situations. Intimate language is also characterized by ellipsis, deletion, rapid pronunciation, slurred, non-verbal communication, and private code characteristics. It is often unintelligible outside the smallest social units.

This style is divided into two systematic features. First is extraction. The speaker extracts a minimum pattern from some possible casual sentences. For instance, the utterance “eng”. “Eng” is not found in the dictionary but serves as a code label for intimate style.

The second feature is jargon. Jargon is technically vocabulary associated with special activity or group. It is special vocabulary required to meet the special needs of profession and special interest of groups. Jargon is used to show the secret language among people of the same profession. So, jargon usually

cannot be understood by other people. The example for casual style is “Hey darling, what are you doing?”

2.1.3 Social Factors

According to Holmes (2008), social factors influence people’s way of speaking or language style. The way a person speaks does not only reflect his or her identity aspects such as age, gender, and social background but also the contexts in which a person is talking to. Why people do not speak in the same way and why people do not speak in the same way all of the time is because of these social factors. She also states that the way people talk is influenced by the social context in which they are talking. It involves who can listen to us and where we are talking as well as what we feel towards our addressee. There are some factors such as the participants (users of language), the social setting and function of the interaction (relate to its uses), the topic, and the function. Not all factors are relevant in any particular context, but linguistic choices will generally reflect the influence of one or more of the following components:

- a. *The participants.* It is about who is speaking and whom they are speaking to. For example, the way people address someone. In addressing, the term people use is likely reflecting the social background of the addressee such as the age, social status, gender, and class.
- b. *The setting or social context of the interaction.* It refers to time and place. The setting is related to the degree of formality. A very formal or informal setting will influence the way people select an appropriate code or variety.

- c. *The topic*. This factor is related to what is being discussed in the conversation. In most cases, it has already been proved that the topic influences the language choice of the speakers.
- d. *The function*. It means the purpose of people talking to others. The speaker's situation and the hearer's response are closely related.

2.1.4 Social Dimension

According to Holmes (2008), the language choice can be influenced by social dimension. There are four different dimensions: a social distance scale, a status scale, a formality scale, and two functional scales.

- a. *A Social Distance* scale focuses about participants' relationships. It is useful in emphasizing about how well we know someone. This is a relevant factor in linguistic choice.
- b. *A Status* scale is concerned about participants' relationships. This scale points to the relevance of relative status in some linguistic choices. The higher status of people in the society, the more formal language that they are use.
- c. *A Formality* scale is related to the setting or type of interaction. This scale is useful in assessing the influence of the social setting, type, or interaction on language choice. In a formal conversation, the language used will be influenced by the formality of the setting. For a friendly chat, people use colloquial language while in written language, it is often very formal and impersonal.
- d. *The Referential and Affective Function* scale is related to the purpose or topic of interaction. Though language serves many functions, the two identified in these

scales are particularly pervasive and basic. Language can convey objective information of referential kind and it can express how someone feels. The more referentially oriented an interaction is, the less it tends to express the feelings of the speakers.

2.1.5 The Standard Indonesian Sentence Patterns

Based on Alwi (2010), a sentence is the smallest unit of language, in the form of oral or writing. Sentence is the basic unit of a text. It means that discourse will be formed if there are two sentences, or more, which are sequential and based on the rule of text. Based on Kridalaksana (2007), Indonesian language has the basic sentence pattern, there are:

- a. The uses of conjunction words, such as *bahwa* and *Karen*.
- b. The uses of suffixation *-kah* and *-pun*.
- c. The uses of grammatical function (subject, predicate, and object).
- d. The uses of affixation *me-* and *ber-*.
- e. The uses of verbal phrase Aspect + Agent + Verb, for example *sudah saya baca* 'I am already red' in the sentence *Surat ini sudah saya baca* 'I am already red this letter'.
- f. The uses of synthetic construction, such as *mobilnya* 'his/her car' (non-standard: *dia punya mobil* 'he/she has a car').
- g. The limited elements of the lexical and grammatical from regional languages that are still considered as a foreign language.

- h. The uses of formal address terms, such as *saya – tuan* ‘I – you’, *saya – saudara* ‘I – you’ (non-standard: *aku – nama* ‘I – the name’, *nama – nama* ‘the name – the name’) and others address terms.
- i. The lexical elements such as *silakan* ‘please’, *harap* ‘please’, *kepadanya* ‘to him/her’ (non-standard: *padanya* ‘to him/her’), *pada + persona* (*di + persona*), *pada + waktu* (*di + waktu*), *dengan* (non-standard: *sama*).
- (On the contrary, these elements are non-standard Indonesia Language: *kenapa* ‘why’, *situ* ‘you’, *deh*, *bilang* ‘said’, *dong*, *kasih* ‘give’, *ngga* ‘no’, *gini* ‘this’, *sih*, *ini hari* ‘this day’, *kok*.)

2.1.6 Kick Andy Talk Show

Kick Andy talk show is a television program that is aired on Metro TV since 2006. The concept of this talk show is adapted from the concept of Oprah Winfrey talk show (Menonton Dengan Hati, 2010). At the first time, Kick Andy talk show was only a planned show by the supervisor of Metro TV, Surya Poloh. He wanted Andy F. Noya to become the host in this show because he assumed that Andy had tremendous capability, especially in finding hidden information from the informant.

Nowadays, many television shows under qualified programs. It is rare to find a program such as Kick Andy talk show because the concept of this talk show is to create a talk show that only can be understood by heart. This talk show indicates that this talk show is formal talk show because the host and the guest mostly talks about particular political or social event or on one particular person who has a connection to some current event. Moreover, this talk show is a talk show that is

informative, educational and inspiring. Kick Andy talk show does not bring confrontation in the talk show, but Kick Andy talk show presents events from different points of view that can only be understood and enjoyed by seeing them with our heart. This talk show presents the real life story of the guests without caring about their professions. Therefore, the guests are not only celebrities but also all people who have many exciting stories in their life including politician or perhaps president. It includes people who have the limitations of physical, health, or financial.

Based on a riset from SET foundation, Tifa foundation, IJTI, and The Ministry of Communications and Informatics (Depkominfo) in 2008, Kick Andy talk show indicate as the best television program. As much as 47.1% of respondents chose Kick Andy talk show as the best television program and follows with Today's Dialogue, Empat Mata, and Dorce Show (Yurnaldi, 2008). Kick Andy talk show also has already won several awards, for example, Panasonic Awards 2009, Panasonic Gobel Award 2011 and 2012, and other awards.

In addition, Kick Andy talk show has a program, called Kick Andy Foundation, to help people who have the limitations of physical, health, or financial. Many donors are interested to help people through this program.

2.1.7 Related Studies

There are two related studies used in this study. First, a study by Octavia (2007) in her research titled *The Speech Styles used by the Host and the Guests in Dorce Show*. She investigated about the most frequent and dominating speech style occurred in Dorce Show program by analyzing speech style used by the host and the

guests in this program. She used Joos' (1976) theory of speech style as her main theory, Kridalaksana's theory (1985) of lexical and grammatical characteristics for standard Indonesian, and Chaer and Agustina's theory (2004) of speech style. The result shows that there are three styles occurred in Dorce Show, they are formal style, consultative style, and casual style. Based on the findings, casual style is the most frequent speech style which occurred in this talk show program since because the setting of this talk show program is meant to be informal.

The second related study is a study by Nurhikmawati (2008) in her research *Consumers' Preferences of the Language Style Used in the Simcard Product Advertisement Headlines*. She investigated about the most preferred language style of customers which is used in the headline of simcard advertisement. She used Poedjosoedarmo's theory (1978) of language style, Cook's theory (1992) on language of advertisement, and Holmes' theory (1992) on language choice especially in the part of social dimensions. The result of this study shows that the distribution of preference on language style used in the in the headline of simcard advertisement has different proportions for both categories of age. The adolescents prefer to use informal style while adults prefer to use formal style. Informal style is considered as more intimate and less prestigious, while formal style is considered as less intimate and more prestigious.

Between these two related studies, the one that is more similar to the present study is the first study. The difference from the first previous study is the object of the study. The writer of this study investigates language style used by the host of

Kick Andy talk show, while the first previous study is about the speech style used in Dorce Show. Moreover, in this study the writer uses social factor and social dimension theory to strengthen the result of the reasons of why people use those types of language style. While, with the second previous study, the difference is the object of the study and she not uses the theory of standard Indonesian sentence pattern to analyze her study.