

## CHAPTER I

### INTRODUCTION

#### 1.1. Background of the Study

Talk show is arising in this era. As we can see, many television viewers are entertained by a vast selection of television talk shows. Ilie (2001) defines talk show as “a socio-cultural practice marked by a particular participant configuration and well-established conventions, as well as by spontaneous interventions and unpredictable outcomes.” In a talk show program, there are guests invited by host to talk or to debate about a specific topic in a TV studio. Usually, the guests consist of some people who are related to the topic or people who have great experience in relation to whatever issue is being discussed on the show for that episode. Based on Kjoller (2003), the clearest definition of talk shows might be that they are “structured conversation”. All talk shows evolve around one or more hosts with people who can interest the viewers – be it private individuals with whom the viewers can identify, experts who can help the viewers face their problems, or simply celebrities who attract the viewers’ attention because of their glamorous lifestyle.

According to Rose (1985), talk show can take on characteristics of journalism, soap operas and even sports. She sees talk show as an important development that “modern generic forms can feed of one another”. Based on Cf. Schegloff (cited in Illie, 2001) talk show can be regarded as a particular kind of face-to-face conversation. Each talk show has its own characteristics, whether it is serious talk show or entertainment talk show. Based on Kjoller (2003), talk show can be divided

into two main types according to the style: light entertainment and serious discussion.

In light entertainment, the show always has a positive, cozy and cheerful atmosphere, and it is often broadcasted in the evening (Kjoller, 2003). Light entertainment shows are based more on sensations and drama. The guests are placed on a podium and the host is standing among the studio audiences. The audiences also play a part for giving questions and comments. These shows are often very loaded, direct, and violent.

On the contrary, serious discussion is more specific in terms of content. They concentrate on one particular political or social event or on one particular person who has a connection to some current events (Kjoller, 2003). The seriousness of the talk is maintained through journalistic approach, but a personal side is added to the presentations. The host usually listens very empathetically to the problem or the story from the guest. One of the talk show programs that is considered as serious discussion, popular and has high rating in Indonesia is Kick Andy talk show (Yurnaldi, 2008).

Kick Andy talk show is a television talk show program which is aired on MetroTV. Kick Andy talk show which presents the real-life story from the guests is very informative, educational and inspiring for people who watch it. Moreover, the guests of this talk show are not selected based on their professions. It means that not only celebrities who are able to come in this program but also all people who have many exciting stories in their life including politician. In addition, it sometimes invites disabled people who have physical, health, or financial limitation. Kick Andy

has also received some awards several times. One of the awards is from Komisi Penghargaan Indonesia (KPI) on 11 December 2012 as the best television program (Kick Andy Diganjar Penghargaan KPI, 2012).

Andy F. Noya is the host of Kick Andy who was born in Surabaya on 6 November 1960 and he is from a modest family. He has already got the talent in writing since his childhood until finally he became a journalist in various media. After becoming a journalist, he was asked to be the host of the talk show entitled after his name “Kick Andy.” This talk show has made him popular ever since. What makes this talk show more interesting is Andy F. Noya gives different style to present this talk show. According to Coupland (2007), styles refer to “ways of speaking – how speakers use the resource of language variation to make meaning in social encounters”.

Kick Andy Talk Show program presents the different style contrasted to other talk show programs. Andy F. Noya has a distinctive style when he presents the Kick Andy Talk Show. In each episode, he talks about the inspiring stories from people who are rare or even never touched by media (Koespradon, 2008). His style while talking with his guests is light but meaningful in each episode. It makes his show becomes like a warm discussion. His relaxed style, which is sometimes interspersed with jokes, makes his guests do not feel as if they are being interrogated.

This talk show is one of the television programs on Metro TV that is very informative, inspiring, and educational. Nowadays, even though many television programs have many competitive programs, this talk show remains quality program

because it discusses many themes and encompasses all aspects of life. Kick Andy is not going to bring confrontations in the talk show, but it presents an event from different points of view. The points of view which can only be understood and enjoyed if it is seen by the heart (Menonton Dengan Hati, 2010).

According to Joos (cited in Broderick, 1976), language style here means the form of language that the speakers use. He states that language style has five categories, which are frozen style, formal style, consultative style, casual style, and intimate style. According to Holmes (2008), the addressees and the context affect the choice of styles. The features of the language styles can be examined in a range of contexts which vary in formality. In other words, it can be examined through the interaction of the formality and status dimensions. Social factors, which are participants, setting, topic, and function, influence the choice of the styles. Furthermore, styles can take the form of oral and written, for example in talk show program.

The style used by the host of Kick Andy Talk Show can be seen when the host has different age of the guests. When the host talks to the guests who are older than the host, he uses more formal style. Below is the example when the guest is Mrs. Els De La Croix who has an orphanage, a place for children who do not have parents or house.

A: “Ya, Ibu Els sudah bersama kita di studio, terima kasih Ibu Els. Nama lengkap Anda Els De La Croix, Anda sebenarnya orang apa sih?”

[“Ok, Ms.Els is already with us in this studio, thank you Ms. Els for coming. Your name is Els De La Croix, actually, what is your nationality?”]

E: “Ini campuran , ‘gado-gado’.”

[“This is mixed blood. ‘Gado-gado’.”]

A: “Gado-gado? Antara sayur apa sama sayur apa?”

[“*Gado-gado*? What kinds of vegetables which are being mixed then?”]

E: “Ada hitam putih.”

[“There are black and white.”]

In this conversation, the host used consultative style. Even though the host used addressee term *anda* ‘you’ because the guest was older than the host but he used less formal language. The host wanted to respect her by using the address term *anda* and he wants to create comfort discussion with the guest. According to Joos (cited in Broderick, 1976), consultative style is typically a dialogue that is less formal, but the words are chosen with some carefulness. On the other hand, when the host talks to the guests who are younger than the host, he uses informal style. Below is the example when the guest, Hibar, is younger than Andy F. Noya.

A: “Hibar, katanya Hibar menciptakan sepatu anti kekerasan seksual?”

[“Hibar, people said that you invented anti-sexual violence shoes. Is it true?”]

H: “Ya benar, Saya ciptakan itu.”

[“Yes, it is true. I made those shoes.”]

A: "Jadi itu untuk melindungi perempuan agar terhindar dari pemerkosaan?"

["So, it is used to prevent women from rape?"]

H: "Iya betul."

["Yes, it is."]

A: "Maksudnya apa ya?"

["Can you explain further?"]

H: "Maksudnya itu, jadi kalo ada perempuan mau diperkosa gitu, mau dilecehin, diganggu sama laki-laki, nanti si perempuannya itu tinggal tendang aja gitu sama si laki-lakinya. Nanti dia ngeluarin setrum."

["It means, when a man wants to rape, harass or bother a woman, the woman only needs to kick the shoes towards the offender and the shoes will produce electrical energy."]

From the example above, Andy F. Noya did not use address term *anda* to call his guest, but he call his guest with his first name, Hibar. Based on Joos (cited in Broderick, 1976), casual style is characterized by the use of the first name or even nickname rather than the last name in addressing one another.

The choice of language style used by a person is different from his or her counterpart style because they may have different status, sex, age, social distance, and occupation. These social factors are important to decide what types of language style which is appropriately used by people to communicate to each other. The better we know someone, the more casual and relaxed the language style we will use to him or her. In other words, people use considerably more standard forms to those they do not

know well, and more vernacular forms to their friends (Holmes, 2008). Besides that, the vocabulary selection, the pronunciation, and the grammatical features can help to determine what types of language style are used. Those different speakers, different settings, and different topics result in different style.

There have been many studies about language style. For examples, a study by Octavia (2007) in her research *The Speech Styles used in Dorce Show*. She investigated the most frequent and dominating speech style that occurred in Dorce Show program by analyzing speech style used by the host and the guests in this program. She used Joos' theory (1976) 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; there are formal style, consultative style, and casual style.

The second related study is a study by Nurhikmawati (2008) entitled *Consumers' Preferences of the Language Style Used in the Simcard Product Advertisement Headlines*. She investigated about what language style in the simcard of product advertisement headline mostly preferred by the consumers. 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 simcard products advertisement headlines has different proportion for both categories of age.

The difference between this study and the first previous study done by Octavia (2007) is the object of the study and she not uses theory of social factor and social dimension proposed by Holmes to analyze her study. While, with the second previous study done by Nurhikmawati (2008) is the object of the study and she not uses the theory of standard Indonesian sentence pattern to analyze her study.

In this study, the writer focuses on the language style used by the host in the Kick Andy's talk show on MetroTV. Language style can be called as the way to express something related to the language that someone uses in communication to the other. The writer chooses the language style as her study because it is important to use it in communication. According to Joos (cited in Broderick, 1976), the language style means the form of language characterized by the degree of formality. The people who are using language style can differentiate with whom they want to speak. In addition, it is based on the situation, function, and norm in the social context. Moreover, Kick Andy has a foundation program that helps people who need help, and this foundation is called Kick Andy Foundation. Until now, this foundation program has very successfully worked and helped the people in the form of assistance about health, venture capital, the cost of improvements to schools, and other problem (Sekilas Kick Andy Foundation, 2008). In this study, the writer took some samples from the episodes of Kick Andy that have highest audience ratings.



## **1.2 Statement of the Problems**

Based on the background of the study above, the writer decided the research questions of the study are stated as follow:

1. What language styles does the host of Kick Andy Talk Show in Kick Andy talk show use?
2. What factors contribute to the use of the language styles by the host of Kick Andy Talk Show in Kick Andy talk show?

## **1.3 Objective of the Study**

1. To describe the speech language used by the host of Kick Andy Talk Show in Kick Andy talk show.
2. To describe the social factors contributing to the use of language styles in Kick Andy talk show by the host.

## **1.4 Significance of the Study**

Theoretically, this study may give new knowledge and understanding to the readers about types of language styles and how the uses of certain language styles are influenced by certain social factors. Besides, the writer also expects that this study can be a meaningful reference for further studies on the same subjects, especially for English Department students because people have to know the different language style used according to whom we want to speak, the situation, the function, and the norm in the social context. Practically, this study is intended to tell the readers that the language style can be used as the way we speak to someone who has different status, sex, age, social distance, and occupation.

## 1.5 Definition of Key Terms

- Kick Andy Talk Show : A television talk show program, which is aired on MetroTV that presents the real-life story from the guests. This talk show is the best television program in 2012, *metrotvnews.com*.
- Language Style : The form of the language that the speakers use, which is characterized by a degree of formality and involves of five language styles, such as frozen style, formal style, consultative style, casual style, and intimate style (Joos, cited in Broderick, 1976).
- Sociolinguistics : A term that refers to the study of the relationship between language and society, and how language is used in multilingual speech communities (Holmes, 2008).
- Talk Show : A program in which one person (or a group of people) discusses various topics put forth by the host in structured conversation (Kjoller, 2003)