ABSTRACT

Susanti, Deni. *An Analysis of Language Style Used by President SBY and His Followers on Twitter Account @SBYudhoyono*. Submitted as partial fulfillment of the requirements for the Bachelor degree of English Department, Faculty of Humanities, Universitas Airlangga, Surabaya, 2014.

This study investigates the language style used by SBY and his followers on Twitter account @SBYudhoyono. I am interested in the language style because is possible to reveal social factors in speech community. In doing this research, I use the qualitative approach because I need to make interpretation. The data of this research is taken form @SBYudhoyono account which already got blue verified tick badge. In collecting the data, I take all the tweets signed with *SBY* from 4 January 2014 until 4 May 2014. After taking the postings, I classified the data based on the language function, identified the styles, then analyzed them. To analyze the data I applied theory of social dimension by Holmes (2008) and language style by Joos (1976). The result of this study, I found that referential function occupies the highest rank of language function among the other functions. SBY use only two language styles on his Twitter, formal style and consultative style. The topics and purpose of speech become the factors that affecting him to choose those styles. Whereas, his followers used four styles, they are casual (42%), intimate (32%), consultative (24%) and formal style (2%). The casual style and intimate style used by followers to show their careless and negative emotional attitude towards the president. Consultative style is used to suggest or give compliment towards SBY status and formal style is used to show support and respect to SBY. Therefore, I conclude that expressive is the most dominant function shown by SBY followers.

Keywords: *language function, language style, social dimensions, social factors, twitter*