

CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Framework

Language style is a kind of language variety. No one speaks the same way all the time in this entire world for s/he constantly uses the language s/he speaks for a wider variety of purposes. Every person does not speak the same language varieties or repertoires all the time, indeed. People adjust the language variety with their environment or with whom they are talking to. When participants share more than one variety, then other factors will contribute to the appropriate choice. Social distance, status relationship, setting, dimension of formality, and function (goal of interaction) are factors that possible influence the choice. Traugott and Pratt (1980) states this very distinctive way how a person uses his or her own language consistently to express his or her ideas in order to be different from others is called by style. Stylistic variation is essential part of linguistic features that can vary from one person to another.

2.1.1 Language Varieties

Language provides a variety of ways of saying the same thing. For example the way parents call their children by a variety of names depends on how they feel towards their children. A father calls *Andy* in most circumstances, but when he feels annoyed with him, he will call his son, *Andrew* or even *Andrew Ferris*, but when he feels love to his son he will call him *My Boy*. The choice of using one particular

style of language can be influenced by the relationship between the people in the particular situation, and how the speakers feel about the person whom they are talking to.

In general, there are some factors that influence the way people speak according to Holmes (1992), namely audience (who is listening to who?); social context (is it formal or public, or private and personal, for instance); the relationship between the speaker and the addressee (how well they know the person being referred to?); the topic of discussion; the purpose of interaction. In one utterance, 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 kind of language.

In communities, people often use a language to signal their membership in a particular group. Social status, sex, age, ethnicity and the kinds of social networks people belong to turn out to be very important dimensions of people's identity (Holmes:1992, p.135). When a person speaks with someone else from Chinese family, for example, he (the person from Chinese family) cannot avoid giving his listener clues about his origin and what kind of person he is. His gestures, his accent, and his speech generally show what part of the family he is and what sort of background he has.

Therefore, the way people speak is usually a good indicator of people's social background. Every person, in a particular group or region obviously has an idiolect of his or her own. Also, there are many speech features, which can be used as clues knowing it. Sociolinguists have found that almost all of linguistic features

in a community, which show variation, will differ in frequency from one social group to another in a patterned and predictable way. According to Crystal and Davy (1969, p.15), people shall distinguish phonetic, phonological, grammatical, lexical, and semantic level. Chaer (2000, p.3) also said that every language has its own rules, but in their use, language is not used based on its rules exactly and this is called language variation. Variety is a broad term which includes different accents, different linguistic styles, different dialects and even different languages which contrast with each other for social reasons (Holmes: 2008, p.7).

2.1.2 Social Factors and Social Dimensions

Holmes (2008, p.9) explains that certain social factors have been relevant in accounting for the particular variety used. Some factors are relate to the users of language, others relate to its uses. Age, gender, ethnicity, social class, education background, social role, are factors that influence the users of language. Who is talking to whom, such as wife to husband, customer to shop keeper, or boss to worker, is an important factor for the participants to choose particular variety. Social setting, topic, and function of the interaction are factors relate to its uses.

Holmes (1992, p.12) stated that social setting, where the conversation take place, and social context are related with the degree of formality. A very formal or informal setting will influence the way people select an appropriate code or variety. In church, at a formal ceremony, the appropriate variety will be different from the variety that is used in the church porch. The style used by the teachers in a formal lecture will differ from the style used by them to the students outside class.

Nevertheless, people do not only know their language but they know how to use it (Bolinger and Scars:1975, p.192).

The third social factor that plays an important role is *topic*, what is being talked or discussed about. The same speakers may use different code during his/her conversation when they are talking about different topic. People may select a particular variety or code because it makes it easier to discuss a particular topic, regardless of where they are speaking (Holmes: 2008, p.24). For example, students from Hemnesberget used standard Norwegian rather than the local dialect to discuss national politics. At home, people often discuss work or school, for instance, using the language associated with those domains, rather than the language of the family domain. Particular topics may regularly be discussed in one code rather than another, regardless of the setting or addressee.

Finally, the last factor that plays important role in influencing the way people talk is the aim or purpose of the interaction (Holmes: 1992, p.12). Researches have examined the ways that particular speech functions are expressed in a variety of contexts, examining the range of linguistic forms they take. A participant may uses language either to give information or to ask information. Participant uses it to express indignation and annoyance, as well as admiration and respect. Often one's simply utterance will simultaneously convey both information and express one's feeling toward another (Holmes: 1992).

In addition to these social factors, it is useful to take account of four different dimensions for analysis which relate to the factors above. There are four social dimensions, namely : social distance scale, concerned with participants relationship

; status scale, concerned with participant relationship ; formality scale, relating to the setting or type of interaction ; and functional scale, relating to the purposes or topic of interaction. The following is illustration for each scales:

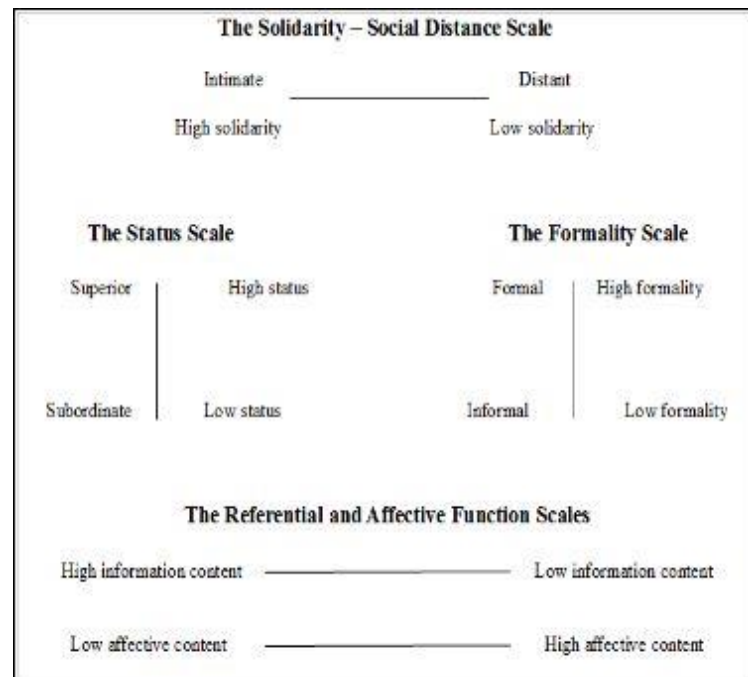


Illustration 1: Social dimensions

2.1.3 Language Function

Language serves people with the range of functions. Based on Halliday (1973 in Holmes 1992:311) there are a number of ways of categorizing the functions of speech, namely: expressive utterances, directive utterances, referential utterances, metalinguistic utterances, poetic utterances and the last phatic utterances. Each category has its distinctive characteristics and is a useful guide for analysis. However, the functions of speech are not mutually exclusive.

The first function, expressive utterance, expresses the speaker's feelings

toward another. A speaker can express annoyance, respect, or maybe an admiration. For example, a boy tells his mother about his new teacher. "*That stupid Wellderman kept us again in class for one hour*". His utterances do not only tell his mother why he is late, but also tells her how he feels about his teacher concerned, and also tell us something about his relationship with his mother (he uses the word "stupid" instead of "sir" about his teacher when talking to his mother and it shows intimacy) compared to his principal. The relationship with his mother is a friendly and intimate one, rather than a formal, distant or even a respectful one.

The second function, directive utterances, attempts to get someone to do something. Holmes (1992, p.289) states that the speech acts that express directive force may vary in strength. Polite attempts to get people to do something tend to use interrogatives or declaratives instead of imperatives. However, they depend on intonation, tone of voice and context, indeed. A gentle "please, have a seat" may be more polite than a loud and thundered, "I want you to sit down now". Moreover, the social distance between participants, their relative status, and the formality of the contexts are usually relevant, too. For instance, people who are close friends or intimates use more imperatives instead of declarative. Furthermore, imperatives are used between people who know each other well or to subordinates. Interrogative and declarative tend to be used between those who are less familiar with each other, or where there are some reasons to feel that the task being requested is not routine.

The third function, referential utterances, provides information for people. A single utterance or one sentence can reflect and give much information for people. A father tells her daughter who wants to go to a beach with her boyfriend "It is three

o'clock and it is very cloudy outside". This sentence may give information to her daughter that it is already three o'clock; and her father does not want her daughter to leave because it is going to rain.

The fourth function, metalinguistic utterances, is utterance that gives and provides information about the language itself. For example, a teacher tells her students a new word such as "party". She will explain about what party is. It is a noun, a situation that is crowded and where there are music and food and also many other descriptions that in the end lead the students to understand about the word.

The fifth function, poetic utterances, focuses on aesthetic features of language for instance a poem, a rhyme. The utterances refer to the sentence or word that concerns with beauty and the appreciation of beauty itself or a set of principles that influence artistic style or taste. In short, this poetic utterance functions deal with art or something that can express one's taste of beauty. A Mars a day, help you work rest and play, for instance.

Finally, the last function is phatic utterances. It expresses solidarity and empathy with other people. Through utterances a speaker is able to express his/her feeling toward another. A priest can say to one of members of his religious community who experienced death. "I'm sorry to hear your son's death in a car accident last week". The priest's utterances show his empathy to the family who are left behind. He wants to show that he feels the same way.

2.1.4 Language Style

Speech styles belong to the language variation, that people use to

communicate with others. People have their own style in expressing their thought and mind through different language style. For example, in Indonesia, Indonesian language has spread away through every region in Indonesia. Every region in Indonesia knows how to communicate by Indonesian language. However, although people know about Indonesian language still they have different style in using it in different region in Indonesia and this affects the use of language. Indonesian language used in Surabaya will be different from Indonesian language used in Jakarta and so on.

According to Webster Dictionary (2002, p.1423) style is a mode of expressing thought in oral or written language. Crystal (1992) refers style as a selection of language habits, the occasional linguistics idiosyncrasies which characterize an individual's uniqueness. The uniqueness of one's language can be seen through the style of language he is using. It is influenced by the addressee, the age of the participants, the social background, and particular situation or settings. People can judge others through the style of language when they are interacting one another.

Style is an integral part of interaction. The appropriate style in appropriate setting can reflect one's attitude and background. Therefore, one has to use definitely the right style in the right place. Style can be used to control the social interaction, indeed. The vocabulary selections, the dialects, the pronunciation, the grammatical features, can indicate the characteristics of one's language style.

Martin Joos' proposes five stages formality of language styles or *The Five Clocks*, as Joos calls it, namely: *frozen style, formal style, consultative style, casual*

style, and intimate style. Similar with Joos' theory (1976) in his book *The Five Clocks*, Nababan (1992) explains about the speech styles in Indonesian language also consists of five speech styles. They are called *gaya* or *ragam beku* (frozen), *gaya* or *ragam resmi* (formal), *gaya* or *ragam usaha* (consultative), *gaya* or *ragam santai* (casual) and *gaya* or *ragam akrab* (intimate). The explanation of these five styles is as follows:

1. The Frozen Style (*Gaya* or *Ragam Beku*)

This style is the most formal style, which is used in very formal situations and ceremonies. In written forms, this style can be found in historical documents for example constitution and other necessary state documents. A sentence, which is started with the words 'bahwa' (that), 'hatta' (then) and et cetera, was considered "ragam beku". It usually uses long sentences and standard grammatical and vocabularies. The example of this style can be taken from the first paragraph in the preamble of 1945 constitution : "*Bahwa sesungguhnya kemerdekaan itu ialah hak segala bangsa, dan oleh sebab itu maka penjajahan di atas dunia harus dihapuskan karena tidak sesuai dengan perikemanusiaan dan perikeadilan.*" (Nababan 1993:23). ("That actually independence is the right of every nation and because of that the colonization on earth has to be abolished because it does not conform to humanity and justice.")

2. The Formal Style (*Gaya* or *Ragam Resmi*)

It is less formal compared to the frozen style but it still needs the formal situations. People can find it either in oral or written in formal speech, official

meetings, wedding ceremony, graduation ceremony, etc. The example of this style as follow :

“Kami mengundang Bapak dan Ibu untuk meresmikan rapat tahunan ini”

(Ladies and Gentlemen, we are inviting you to authenticate this annual meeting)

Bapak, Ibu, mengundang, meresmikan are words that are used in this style.

Shortened forms such as *Pak, Bu, Undang, Resmikan* usually are not used in this style instead of the complete form. A standard sentence and a complete word or vocabularies are used in this style. Basically, it is almost the same with frozen style. However it is usually used in the conversation instead of official documents.

3. The Consultative Style (*Gaya or Ragam Usaha*)

It is the language that is mostly used in schools, among workers in companies, or meetings that have orientation to the outcome results. Usually people use this language style for common conversation or interaction (at school or company). For example:

“Pak Parman terangkan arti peristiwa itu.” (Nababan 1993:23).

(“Mr. Suparman explains the meaning of that event.”)

Pak, terangkan are the words that are used in this style instead of *bapak*.

Usually, consultative style used for operational style, which means that addressers are active when one is speaking. The sentences are not standard and also with some non-standard vocabularies, of course.

4. The Casual Style (*Gaya or Ragam Santai*)

It is the style that people use when they are interacting with their friends, co-workers, classmates, etc. There is no gap or rank of social position in this style.

For example:

“Aku nggak ngerti maksudmu” (Nababan 1993:23).

(“I do not understand what you mean)

Aku, nggak, ngerti are colloquial words that are usually used in this style. The choice of words or vocabularies in the casual style is less formal and respectful compared to the previous style. The vocabulary are mostly influenced by dialect and usually use colloquial words. The use of *aku, nggak, ngerti* shows that the words are not formal compared to *saya, tidak, mengerti*, which are formal.

5. The Intimate Style (*Gaya* or *Ragam akrab*)

This is a style used among family members, member of certain group, best friends, or those who have intimate relationship. The complex sentence with clear articulation is not needed in this style. Short utterances is able to understand between the participants because both addresser and addressee have shared the same background information. Sometimes, many terms are very specific and only the members know the meaning of them.

“Akika mau pergi jalan-jalan”

(I want to take a walk)

Akika means I. Only the members of certain group can understand the meaning of the word. Therefore, only the members of the groups use *akika* when making conversations with the other members of the groups.

2.1.5 Standard of Indonesian Language

In Indonesia, standard language refers to standard Bahasa Indonesia where grammatical characteristics have been set as they can be seen in some references like *Tata Bahasa Baku Bahasa Indonesia*, *Kamus Besar Bahasa Indonesia* and *Pedoman Umum Ejaan Bahasa Indonesia* which have been published by *Departemen Pendidikan dan Kebudayaan*. We can check it by online at <http://badanbahasa.kemdikbud.go.id>. Those references are used to determine the differences between the standard and nonstandard Bahasa Indonesia. D

According to Anton Moeliono (1993) in his book *Tata Bahasa Baku Bahasa Indonesia* states that the standard language has four basic functions. First, it has unifying function (*bahasa pemersatu*). It means that standard language serves as a 'bridge' that enables people to communicate with other who have different regional dialects. Second, the standard language can give special characteristics to the speakers that eventually may strengthen the speaker's national belonging. The language should have an intellectual characteristic, which means that every word, sentence, or paragraph must be constructed carefully and reflects logical thought. Third, the standard language can give prestige to the people who are able to use it, because it is used as the language of education. The last, the standard language functions as a framework reference because it consists of codified rules and norms, so that it can justify whether the use of language is right or wrong. The first three functions are called symbolic functions, while the last one is the objectives.

The standard form of Indonesian, contrasting to non-standard, has some

characteristics:

- The use of standard words

e.g : *Ia **hanya** melihat-lihat* (compare to *ia **cuma** melihat-lihat*)

The use of complete words

e.g : ***Tetapi*** (compare to ***tapi***)

The use of complete affixes

Example of complete affixes : ***Membeli*** (compare to ***beli***)

- Avoiding *Pleonasme*

Pleonasme is derived from Latin word *pleonasmus*. It means *kata berlebihan* (over uses). (Badudu : 1985, p.55)

e.g : *Dirgahayu RI* (compare to *Dirgahayu hari ulang tahun RI*)

- The presence of conjunction (when needed)

e.g : *Saya mengetahui **bahwa** ia sakit* (compare to *saya mengetahui dia sakit*)

- Avoiding the word *mana* as conjunction

e.g : *Salatiga, kota saya bekerja. terletak di kaki Gunung Merbabu* (compare to *Salatiga, kota **di mana** saya bekerja, terletak di kaki Gunung Merbabu*)

- Avoiding the words influenced by regional dialect

e.g : *Dia **membeli** rumah di Kebayoran* (compare to *dia **mbeli** rumah di Kebayoran*)

- Using a unity of thought and logical relationship in a sentence

e.g : *Loket belum dibuka walaupun hari sudah siang* (compare to *Loket belum dibuka walaupun hari tidak hujan*)

- Using grammatical rules

Every sentence should have predicate. In other word, when a group of words have a predicate then it is a sentence and if it does not have a predicate, then it is a phrase. Furthermore, sentences have their own characteristics. Subject, predicate, object, complement (*pelengkap*) and adverb (*keterangan*) are the characteristics of sentence. Every sentence that people produce should have those characteristics, indeed (Sugono:1999).

- The presence of subject

e.g : *Besok, **kita** memperingati hari pahlawan* (compare to *Besok, memperingati hari pahlawan*)

- The presence of verb or predicate

e.g : *Iwe **pergi** ke Sumatra* (compare to *Iwe ke Sumatra*)

- The presence of Object

e.g : *Dia menciptakan **lagu anak-anak*** (compare to *Dia menciptakan*)

- The presence of complement

There are some similarities between object and complement. It is placed after predicate and it is not preceded by preposition. However, instead of the similarities above, there is a difference between them, complement cannot function as subject in the passive sentence like an object.

e.g : *Ayah membelikan saya **buku baru***

- The presence of Adverb

Adverb is the element of sentence that give further information about some things that are stated in the sentence. There are some types of adverbs :

adverb of time (*kemarin, besok, sekarang, kini, etc*), adverb of place (*di, pada, dalam*), adverb of manner (*dengan, secara*), adverb of reason (*karena, lantaran, sebab*), adverb of goal (*untuk, demi, supaya, agar, untuk*). Adverb that is phrase is marked by preposition, such as: *di, ke, dari, dalam, pada, kepada, terhadap, tentang, oleh, dan, untuk*. Adverb that is sub clause is marked by the words : *ketika, karena, meskipun, juga, supaya, jika, sehingga*.

2.2 Review of Related Studies

There are some researches with the topics that are related to this study. A thesis entitled *Gus Dur's speech styles in Jaya Suprana's show of the Television Pendidikan Indonesia Station* (Wulansari : 2004) using the theory of language style : frozen, formal, consultative, casual, and intimate style, then, she finds that Gus Dur uses consultative most, second is casual styles, and the third is formal style. This study of Gus Dur's language style contributes me an inspiration to make another study of one speaker's style.

Another study, *Language Style Used by Hairdresser in Johnny Andrean Salon* (Nirmalasari : 2008). Her thesis can be concluded that the relationship between hairdressers and the customers influenced the choice of language style. The closer relationship between them, the more casual language style. This finding is also inspired me to do further research about relationship between the participants of the communication.

The other study, *Consumer's Preferences of The Language Style Used In The Simcard Product Advertisement Headlines* (Nurhikmawati : 2008) concludes

the main point of her research is that 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. Age is seen the main factor that influenced the language choice.

The most fundamental difference between this study and the previous one is the influence arises out of the electronic character of the channel. As Crystal (2006) explained, a set of characters on a keyboard determines productive linguistic capacity; and the size and configuration of the screen determines receptive linguistic capacity. Thus, I am interested to investigate SBY and his followers language style on Twitter because they write their speech use a set of characters on a keyboard in a very limited space (Twitter is only provides 140 characters in one post).