

## ABSTRACT

**Pusparini, Anita Weny.** *Language Styles used by the Hairdressers at Johny Andrian's Beauty Salon.* A Thesis submitted as a partial fulfillment of the requirements for the Sarjana Degree of the English Department, Airlangga University, 2005.

Everybody has his or her own language of style. Here in Johny Andrian's Beauty Salon, the writer notices that the hairdressers come from different backgrounds. The way they speak to their boss, their customers and with other hairdressers is likely to be different. Attracted with the fact, the writer tries to find the language style used by the hairdressers, hairdressers towards the boss and hairdressers toward the customers as well as the reasons of using particular styles of language when the hairdressers are communicating one another. In this study, the writer relies on some theories, namely: language function, language style, language variations, social factors and social dimensions; and also the sentences and the elements of Bahasa Indonesia.

The nature of the study is descriptive and qualitative for it does not concern any numbers, but the descriptions of the hairdressers conversations lead them to vary their language. The data were taken from the hairdressers, held from May 25 until July 25, 2004. The instruments of the study are tape recorder, cassettes and questionnaire. The parameters of the study are the characteristics of each language style of Five Clocks such as frozen style, formal style, consultative style, casual style, intimate style; social dimensions and social factors.

The result of the study shows that there are particular styles of language in most of the conversations. The relationships between the participants, the topics and the purpose of interaction affected the choice of their style of language. The formal style is used by the hairdressers toward their boss and toward their customers; the consultative style is used by the hairdressers toward their boss considered close enough. The casual style is used by the hairdressers toward the customers in a close relationship and also used by the hairdressers toward their boss in relax situation. The last is the intimate style which is used among the hairdressers in friendly atmosphere. In short, the relationship and the setting among participants can affect the choice of the participant's style of language.

*Key terms : Language, Style, Language Style, Hairdresser.*