CHAPTER I

INTRODUCTION

1.1 Background of Study

Language is an important part of human life to communicate or interact. In addition, language also helps humans to express emotions, ideas, feelings and thoughts. Its use helps someone to maintain relationships with other people, where humans are social creatures who cannot live alone. Language can be in the form of voice, gestures or sign language. Language has existed since humans existed in the world, language and humans have developed from time to time to the present and future and are inseparable. So language is a vital tool for smooth communication in conveying desires, messages, information and ideas to others.

It should be noted that communication is influenced by the style and functions between the speaker and the listener, so it can be interpreted that to establish good communication it is necessary to understand each other and understand the context of the language used, where when we communicate it means we transfer our ideas or information to the listener. If humans do not understand language or tools to communicate, human activities and interactions will stop. Therefore language is one of the assets of living things for the continuity of life on this earth.

In today's era, language remains the most important part for humans, but as said above, language also develops over time. Language is used as a means of communication. Age is getting modern, so is language. Language is influenced by style, each person is different in communicating so that sometimes if humans do not understand language according to the context it can cause misunderstanding and discomfort in communicating. In order to prevent misunderstandings in

communication and for proper communication to take place, writer is interested in conducting research on language styles that may have an influence on ongoing communication between two or more people.

In this study writer chose Mr. Ganjar Pranowo, the Governor of Central Java as the subject of my research, writer chose him because writer was curious about him, the first time writer got to know him from the Tiktok account which was viral, in the video it shows the conversation between him and elementary school children through Zoom . He looked so friendly and kind, from the way he answered the children's questions and made the children not afraid to ask him questions. And their conversation seems interesting. After writer found out about Mr. Ganjar, He is a simple and friendly person, he often goes to the field and meets the people with pleasure so that the people seem very familiar with him.

Therefore writer want to examine the style of language that is often used by him. What style of language does he use? So that he is able to adapt to society, makes people not afraid to talk to him, makes him very familiar with the community. This needs to be known as a guide for us, the younger generation who will someday replace the current leaders, so that we are more careful in using language styles according to the context so that our interlocutors or listeners will not experience misunderstandings or feel uncomfortable during this. communication.

Based on the explanation above, the writer will conduct research entitled "Analysis of Language Function And Styles found Ganjar Pranowo's Conversation in Ganjar Pranowo's Youtube Channel".

1.2 The Problem of Study

Based on the research background above, the writer propose the following subject issues:

1. What types of language function and language style are found in the conversation between Mr.Ganjar Pranowo and the community recorded and published in Youtube Channel Ganjar Pranowo?

2. What types of language function and style are the most dominant found in Ganjar Pranowo's Conversation in Ganjar Pranowo's Youtube Channel?

1.3 The Objectives of Study

1. To find out the type of language function and style used by Mr. Ganjar in his conversations with the public via the YouTube channel.

2. To find out type of language function and style is the most dominant in Ganjar Pranowo's Conversation in Ganjar Pranowo's Youtube Channel.

1.4 The Scope of Study

This research uses case studi to collect and analyze data about certain cases related to problems that concern researchers, and uses sociolinguistic theory by Martin Joos which discusses 5 types of language styles. In this research, the writer chose Ganjar Pranowo as the subject, and the data were taken from ganjar pranowo's youtube channel as many as 10 randomly selected videos.

1.5 The Significance of Study

Significance is important because this study would be meaningless without it. In this study, the writer also hopes to achieve several meanings that can be achieved theoretically and practically for the benefit of readers.

1. **Theoritically**

The result of the research could become a new perspective in the study at of language function and language style.

2. **Practically**

1. The writer understands the type of language style used by the governor when communicating with the community.

2. This research is useful for readers, especially students, whose majoring in English.

3. This research can provide information that can be used as a guide in good communication and in accordance with the language style and context by the reader.

CHAPTER II

REVIEW OF LITERATURE

2.1. Theoritical Framework

The theoretical framework is significant in research because it explains some of the concepts used in this analysis. So that there are no misunderstandings. Here are several hypotheses about the meanings of some of the words and concepts used in this analysis.

2.2. Language

In everyday life, language plays a major role. Every living thing has its own dialect. According to Mesthrie (2011;159) In all human societies, individuals will differ from one another in the way they speak. Humans use language to communicate, provide information, convey ideas or ideas, feelings, emotions, promises to others every day.

In general, language is divided into 3 forms, namely, spoken language is a language that is expressed directly to listeners, written language is a language that uses writing to convey information to its readers and mute language (body movements) is a language that uses body parts to communicate.

2.3. Sociolinguistics

According to Anthony (2010;16) " sociolinguistic is a developing branch of linguistic and sociology which investigates the individual and social variation of language".

Meyerhoff (2006: 1) states that sociolinguistics is a very broad field, and it can be used to describe many different ways of studying language. Sociolinguistics is about how individual use language, how people use language differently in different towns or regions, and how a nation decides what languages will be recognised in courts or education. Sociolinguistics is the study of the relationship between language and society (Holmes 2008;1).

According to Akmajian (2001), language style has relationship with language variation. Both of them are almost the same language variety in talking about varieties of language. On the other hand, language style is the way to show our expression whether in formal or in informal situation. They talk about how people can communicate by using their own style.

Holmes (1992: 123-223) states that one of types in language variety is language style. Language style is the choice of certain linguistic forms that have the same meaning, has an important role in communication. In communication, a speaker uses different styles in order not to bother the situation of speaking and not to offend the hearer. When deciding on a form, the speaker must consider the situation in which the conversation will take place. In a formal situation, for example, the speaker must use formal style, while in an informal situation, he or she must use informal style. When a student presents his or her paper in front of the class, he or she will use a formal style, but when she tells her parents about her presentation at home, he or she will use a different style, i.e. informal style.

Sociolinguistics is the study of the relationship between language and society. It is aimed in explaining why people speak differently in social contexts,

and it also concerned with identifying the social function of language and the ways it is used to convey social meaning (Holmes, 2001:1)

Salzman (1998:167) states that the way individuals speak varies not only according to their regional and social dialects but also according to the context.

Wardhaugh (2006:19) stated that "Speech behavior a in an important factor in the relationship "Sociolinguistics can help us understand why people speak differently on various social contexts, and help uncover the social relationship in a community. Holmes (2013:3) states that sociolinguistics is convccm with investigating the relationship between language and society with the goal being a better understanding of the structure of language and how language function communication

From the above definitions, sociolinguistics can be described as the analysis of the relationship between language and society. Socilinguistics looks at how people communicate, how they use vocabulary, and how they use different words.

2.4 The Relation Between Language and Society

Language is not only a means to communicate information about a subject, but also to build and maintain our relationships with others. According to Coulmas (1998:1) "Sociolinguistics is a term that refers to he study of the relationship between language and society and how language is used multilingual speech communities". Sociolinguists want to know why people talk differently in different social situations. They are interested in defining the social roles of language and how they are used to express social meanings, as well as the impact

of social factors such as social distance, social status, age, gender, and class on language varieties, dialects, registers, and genres. Sociolinguistics is concerned with describing language use as a social phenomenon and, where possible, attempting to create causal connections between language and culture, while also pursuing the complementary questions of how language contributes to the formation of societies and how communities shape their languages through their use.

2.5 Language Style

Chaika (1982, p. 29) states that language style is the way people use the language in communication, it can be written or oral language. The collection of linguistic forms to express social or artistic effects is referred to as language style. A style can also be thought of as a collection of instructions. We use style to influence others; we are often exploited, whether consciously or unconsciously. People normally use formal or informal language depending on the situation in which they are interacting with others.

The listener is often told how to take what is being said : literally, ironically, humorously, or in other ways. We may deduce from the preceding statement that style refers to the manner in which people communicate ideas or messages. It is easier to receive suggestions or messages if we are aware of the speaker's or author's condition and style. It refers to the manner in which a speaker or author conveys his or her ideas or messages, whether in a formal or informal setting: seriously, ironically, or humorously.

According to the preceding sentence, language style is used during conversation, and it varies depending on the situation and meaning. It is used to help the listener and reader understand what is being said. The style of language in a communication mainly focuses on an intended social message rather than gets the message of communication.

According to Llamas (2007:95) "Language style is dimension of language where individual speakers have a choice". People do not necessarily express themselves in the same way. In reality, when we pass from one situation to the next, we constantly change the way we talk. An individual's linguistic idiosyncrasy is referred to as style. Personality plays a role in fashion. In social roles, style refers to the desired actions associated with a specific status. It is more adaptable than status and varies depending on the context of the expression. Role burden and conflict may arise from incompatibility of requirements imposed by roles on individuals.

When a person speaks to someone who is older or in a higher role than him or her, language style may help people identify a person based on the language they use. People also will know the characteristics of a person based on a variety of language someone uses in a situation such as like what Wardhough (2006:7) discusses about how many different ways people can ask someone to open a window or seek permission to open the window yourself because the room you are in is too warm. People have to choose one of many variants way to talk with others

Salzman (1998. 167) stated that, the way individuals speak varies not only according to their regional and social dialect but also according to the context. The distinctive manner in which people express themselves in a particular situation is referred as style.

As a result of the above examples, it can be inferred that language style is the variation of language used in various functions or contexts. Depending on the subject matter, the audience, the mode of debate, and the formality of the occasion, various styles of language are used. The analysis is focused on the context and function of situation, subject in video. The writer uses the same of Sociolinguistic theory purposed Martin Joss claim (1976: 153) that which is discusses five styles of language: frozen style, a formal style, a consultative style, a casual style, and intimate style the explanations of those following :

2.5.1   Frozen Style

Frozen style is a formal style that is meant to be remembered and used in very formal settings such as a palace, a church, a state ceremony expression, and other formal settings. This style includes a wide community of people who are all familiar with each other. This style, however, is not only addressed to strangers at the moment but also to posterity. The reader or listeners, however, are not allowed to ask questions of the speakers. Frozen style is often used in weddings and etc.

Example :

Good afternoon to Mr and Mrs, this happy day let me say a word for today's gratitude, my beloved daughter is married today to the man of her choice, I hope that the household to be built will be happy and understand each other.

2.5.2 Formal Style

Formal style is commonly used in formal situations where there is little to no shared context and contact is mostly one-way with little to no input from the audience, such as in graduation ceremonies where speakers are usually speaking to medium or large groups. However, it may also be used while referring to a single listener, such as amongst strangers.In reality, formal style is intended to educate, with context details woven into complex sentences. The sentence structures are, in reality, more complex and varied than consultative in nature. As a result, the speaker must plan ahead and frame whole sentences before delivering them. Formal style is used in school by student, teacher etc.

Example :

1. I would like introduce my friend to you.

2. Sir, would you like to have a sit first before you deliver your speech?

3. Can I tell you something about our bussines?

2.5.3 Consultative Style

The consultative style is a semi-formal contact style. It must be admitted that the central point in the system is consultative since it is primarily concerned with speech style. It is a specific form of language that all speakers must be able to communicate in. The consultative style is the one we use to get along with strangers who speak our language but have a different stock of knowledge than

we do. It's used when negotiating with strangers or coworkers. It's also used in small groups, daily conversations at colleges, in businesses, in trade conversations, and so on. The consultative style of speech is usually used by two people. Although one speaks at random intervals, the others respond with quick responses based on a limited set of standard signals. There are certain fundamentals "Yes, No, Huh, Mm, That's right" are all part of the system.

2.5.4 Casual Style

Where an informal environment is appropriated and needed, such as outside the classroom where students have a conversation, casual style is used by friends and coworkers. There are two casual style units.

First, ellipsis (omission) is often used to distinguish between casual and consultative grammar, as in "I believe that I can find one" (Consultative grammar) and "Believe I can find one " (Casual grammar.

The second casual style device is slang, which is a key indicator of group dynamics. Slang is a non-standard term that is understood and used by such people, such as teenagers. In formal language, a young female is referred to as "women," while in slang it is referred to as "chicken."

Another example :

1. Don't get up!

2. Anybody home?

3. Take it

2.5.5 Intimate Style

Intimate style is a completely private language that develops among family members, lovers, and close friends. Dear, darling, love, and even Mom, Dad, and other nicknames may be appropriate in this case.Ellipsis, deletion, swift, slurred, pronunciation, non-verbal communication, and private code are all characteristics of intimate style.

Example:

1. Cornelius : Hey darling, how are you?

2. Lisa : Oh baby, hug me!

3. Really sexy my girl.

4. What is it, baby?

2.6 Language Function

According to Finocchiaro and Brumfit, there are five types of language functions based on their place, such as; Personal, Interpersonal, Directive, Referential, and Imaginative functions.

2.6.1 Personal Function

The Personal Function refers to the speaker's or writer's ability to clarify his thinking or arrange one's ideas or classify material in his mind or to express his innermost thoughts as well as his emotion that every human being experiences.

Example : Love, joy, pleasure, happiness, surprise, likes, satisfaction, dislikes, disappointment, distress, pain, anger, anguish, fear, anxiety, sorrow, frustration, annoyance at missed opportunities, moral, intellectual and social

concerns; and the everyday feelings of hunger, thirst, fatigue, sleepiness, cold, or warmth.

2.6.2   Interpersonal Function

The Interpersonal Function enables us to establish and maintain desirable social and working relationship.

Example : Greetings and leave takings, Introducing people to others, Identifying oneself to others, Expressing joy at another's success, Expressing concern for other people's ,welfare Extending and accepting invitations Refusing invitations politely or making alternative arrangements, Making appointments for meetings, Breaking appointments politely and arranging another mutually convenient time Apologizing.

2.6.3   Directive Function

The Directive Function enables us to attempting the influence the actions of others; accepting or refusing direction.

Example : Making suggestions in which the speaker is included, Making requests, making suggestions Refusing to accept a suggestion or a request but offering an alternative, Persuading someone to change his point of view, Requesting and granting permission, Asking for help and responding to a plea for help, Forbidding someone to do something, issuing a command Giving and responding to instructions, Warning someone, Discouraging someone from pursuing a course of action, Establishing guidelines and deadlines for the completion of actions, Asking for directions or instructions.

2.6.4   Referential Function

The Referential Function is talking or reporting about things, actions, events, or people in the environment in the past or in the future; talking about language.

Example : Identifying items or people in the classroom, the school the home, the community Asking for a description of someone or something Defining something or a language item or asking for a definition Paraphrasing, summarizing, or translating Explaining or asking for explanations of how something works Comparing or contrasting things Discussing possibilities, probabilities, or capabilities of doing something Requesting or reporting facts about events or actions Evaluating the results of an action or event

2.6.5   Imaginative Function

The Imaginative Function is discussion involving elements of creativity and artistic expression.

Example : Discussing a poem, a story, a piece of music, a play, a painting, a film, a TV program, etc : Expanding ideas suggested by other or by a piece of literature or reading material Creating rhymes, poetry, stories of plays Recombining familiar dialogs or passages creatively Suggesting original beginning or endings to dialogs or stories Solving problems or mysteries. According to the explanation of language functions above, the writer describe that people use language is to communicate one with another, to express the personal reactions to situation, and as means of conveying something that the user language function wants to convey.

As a result of the above, it can be inferred that language style is the variation of language used in various functions or contexts. Depending on the subject matter, the audience, the mode of debate, and the formality of the occasion, various styles of language are used. The analysis is focused on the context and function of situation, subject in video. The writer uses the same of Sociolinguistic theory purposed Martin Joss claim (1976: 153) that which is discusses five styles of language: frozen style, a formal style, a consultative style, a casual style, and intimate style and for the language function the writer use theory by Finocchiaro and Brumfit (1983: 65-66) there are five types of language functions based on their place, such as; Personal, Interpersonal, Directive, Referential, and Imaginative functions.

2.7 Youtube

Youtube has the meaning of a digital media site (video) that can be downloaded, uploaded and shared throughout the country (Baskoro, 2009). Youtube is a great site social media that is often used and phenomenal among the community. Society uses YouTube is good at viewing the latest news, looking for information, even for entertainment such as watching movies, listen to songs or watch various tutorials.

According to Sianipar (2013), Youtube is a database containing video content that is popular on social media and a provider of various information which is very helpful. Youtube has a function to search for video information or view it live video. Youtube is designed as a very popular video sharing site especially among the younger generation and even YouTube as a site for sharing

information in the current digital era this so that in this study the author focuses on Youtube Channel Ganjar Pranowo.

2.8 Previous Research

The following are some previous Research about Language Style :

Indra & Hamzah (2018) did an Analysis of Youth Language Styles on Facebook Status. The researcher take a descriptive approach to describe phenomena based on their data sources. This study looks at the status of Facebook users in Indonesia to see what kind of language style they use and how often they use it. They use Martin Joos 'theory, where according to Joos' (1998) theory, language styles are divided into five styles based on the degree of formality in Zulaekho (2010). Stiff, formal, consultative, informal, and intimate language styles are examples. The writer found four types of language based on the analysis: formal, consultative, informal, and intimate. Then, with a percentage of about 70%, casual style is the style most commonly used among speakers. Furthermore, the authors found that casual triggers were the most commonly used by Facebook users.

Rahayu and Parmawati (2020) did an analysis Of Language Style And The Illocutionary Act Found In Teen Lit Novel "The Perfect Husband" by written Indah Riyana. They used the descriptive qualitative method. Based on the data review, come up with a conclusion. The language type found in this study is five styles, but it is more casual style since it is a teen lit book, and the illocutionary act found is five types, but it is mostly derective and expressive.

Ani and Enjelina (2019) did an analysis of language style used by motivator Nick Vujicic.The history of the language style found in Nick Vujicic's

motivational video Love Without Limits-Bully Talk served as the basis for this study. Nick Vujicic's language style is simple to comprehend and understand. The goal of this research was to figure out what language styles Nick Vujicic used. This study is qualitative in nature. The data collection approach is the listening method with tapping techniques, advanced SBLC techniques, note taking. The researcher discovered five language types used by Nick Vujicic, which were found in this study: 1) Formal Style, 2) Consultative Style, 3) Casual Style, 4) Informal Style, and 5) Colloquial Style, which were not discovered in this research Because of the sense of Nick Vujicic giving speeches to students in circumstances that aren't meant for royalty or royalty, it's Frozen Style.

Resa Ferara Jamal dan Nasrum (2013) did an analysis a *Language Style Used In J.K. Rowling's Harry Potter And The Cursed Child* . The language style used in J.K. Rowling's Harry Potter And The Cursed Child is the subject of this study. The aim of this study is to determine the types of language styles used by Albus in this novel, as well as the social factors that affect his utterances. In order to provide the results, the researchers used a sociolinguistics approach and Martin Joos' theory. The instrument used in this study was note taking. According to the results, Albus used five different language styles: frozen, formal, consultative, informal, and personal. The results also show that social factors have an effect on how people use language styles.

Galuh Fudayanto (2007) did A Study of Speech Style Used by the Host in Empat Mata Talk Show Program on Trans 7. This research uses Joos's theory and some supporting theory such as Nababan (1993) and Gleason (1965). In this siudy, galuh used descriptive qualitative. He took two differences episodes of the

talk show as the data source to represent the speech style. He recorded the host's utterances to be transcribed. Then he identified the utterances by the host based on the classification of speech style whether frozen, formal, consultative, casual, and intimate style.

Ferry Sandriya (2018) did a study of the language functions used by tour guides to find out the language functions used and the types of language functions that are often found in videos of Borobudur temple tour guides. This research uses a qualitative approach. The data of this study are transcripts of speeches from tour guides. After grouping these utterances into several types of language functions, the author provides the implementation. The results of this study indicate that there are six language functions of the seven language functions contained in the speech of the tour guide. They are expressive function, directive function, fatigue function, poetic function, referential function and metalinguistic function. From 34 utterances, the writer found 2 utterances which are classified as referential functions, 1 utterances which are classified as phatic functions, 3 utterances which are classified as expressive functions, 1 utterances which are classified as directive functions, 1 utterances which are categorized as poetic. function, 1 utterance is used as a metalinguistic function.

Susanti, Muliawan and Suarjaya (2021) did a study with the aim of describing the language used in guiding conversations and the expressions that can be used based on these formulations. The analysis of this research is the language used in guiding the conversation. The data is taken from the guide conversations between the guides and guests during their trip in Ubud-Bali. The language functions that can be used in Welcoming Guests at the Airport are

expressive functions consisting of greeting and requesting/getting information functions, information functions, and phatic functions. In addition, the language functions used in Escorting Guests to Tourist Destinations are expressive functions, information functions, and directive functions. Furthermore, the language functions used in Tourist Destinations (Monkey Forest) are directive functions, information functions, and directive functions. The language used in Tourism Destinations (Teras Sawah Tegalalang) is an information function, the directive function consists of offers and suggestions. The language used in the Tourist Destination Area (Tirta Empul) is an information function.

Arista and Murni (2014) did a study on the language function used by the main character in the film "Sherlock Holmes". The aim is to find the use of language functions and describe the dominant types of language functions used in the film "Sherlock Holmes". The data used is the dialogue of the main character in the film "Sherlock Holmes" in the first forty minutes of the film. This research was conducted using descriptive qualitative research. The findings show that there are six types of language functions used by the main character in the film "Sherlock Holmes". They are expressive, directive, referential, metalinguistic, phatic, and poetic. The most dominant type of language function is metalinguistics. That is, the main character conveys the analysis of the code by asking people questions so that he can find clues for the benefit of his investigation.

Fauzy Usrya (2020) did this research to examine the types of language functions used in speech and one of the dominant ones used in Meghan Markle's speech. By applying a qualitative method, the researcher analyzed the utterances

produced by Meghan Markle as a speaker when she was delivering her speech. The researcher uses five language functions proposed by Jakobson, namely referential function, conative function, emotive function, poetic function, and phatic function. The results showed that there were five types of language functions used in Meghan Markle's speech. The most dominant first function used is the conative function (32%) found in 6 utterances. The second most dominant function is the emotional function (26%) found in 5 utterances. Then the referential function is found in 4 utterances (21%), fatigue was found in 3 utterances (16%), while poetic function was found in 1 utterance only (5%). In addition, the metalingual function is not used at all. Thus, it is concluded that as the speaker, Meghan Markle wants to influence the interlocutor through her words.

Bertaria Hutauruk (2019) did this research with the aim of knowing the types of language styles and to find out the most dominant type of language style among students and students in classroom interaction in FKIP UHN Pematangsiantar. As a limitation, this study analyzes the types of language styles in Joos theory (1991, 153-157), namely (1) frozen style or oratorical style, (2) formal style or deliberative style, (3) consultative style, (4) relaxed style, (5) familiar style. This research is a qualitative research which inductive data analysis. The data is taken from student records and students in class interaction. There are five styles of language among students, found by the author at class interaction. The results of this study indicate that there are five styles of language, namely: frozen style or speech style (0 %), formal style or deliberative style (0%), consultative style (47.36%), casual style (42.10%), intimate style (10.52%). The

most dominant is the casual style, by looking at the results of the study, the authors conclude that the interaction in the classroom is still dominated by the teacher such as giving instructions, giving explanations and showing appreciation.

Based on the previous research above, the writer has identified that the predecessor researchers have not done the same research as the writer did, namely analyzing the language style of a character in talking to other people, this study aims to determine the language style and language function used by the character is speaking. In addition, language variation is used to express and reflect social factors. In this case, the writer wants to know the types of language style and which language function is typical to the certain context of the situation.

2.9 Conceptual Framework

This research begins with an understanding of the concept of Sociolinguistics theory. There is a Language style, this language style is a technique used in communicating according to its type, as the authors see there is a phenomenon that occurs on social media and public that reap negative comments because users do not understand the style of language that should be used in accordance with the context of the conversation.

According to Martin Joos claim (1976: 153) that which is discusses five styles of language: frozen style, a formal style, a consultative style, a casual style, and intimate style based on these five types of language style, the author will analyze the language style used by Ganjar Pranowo in 10 videos on YouTube channel.

Analysis of Language Function and Style found in Ganjar Pranowo Conversation
In Ganjar Pranowo's Youtube Channel

Sociolinguistics

Language Style

Language Function

Types of Language Style according to Martin Joos (1976 : 156) :

1. Frozen style
2. Formal Style
3. Consultative Style
4. Casual style
5. Intimate style

Types of Language Function according to Finocchiaro & Brumfit (1983 : 65-66) :

1. Personal
2. Interpersonal
3. Directive
4. Referential
5. Imaginative

The videos :
1. Dubes Autria Tawarkan Pertukaran Pelajar untuk siswa Jateng
2. Menyapa Pengungsi Di Klaten
3. Cita Cita Anak Zaman Now Bikin Terpesona
4. Kades Di Demak ini Sepertinya anggota Srimulat
5. Bercanda dan Hampir dipukul tongkat oleh mbah soyo
6. Kado istimewa untuk SD Growong
7. Mau mudik? Ini syaratnya..
8. Menghibur anak anak pengungsi merapi
9. Ketika anak anak berjuang melawan covid 19
10. Temani Nakes saat di vaknisasi

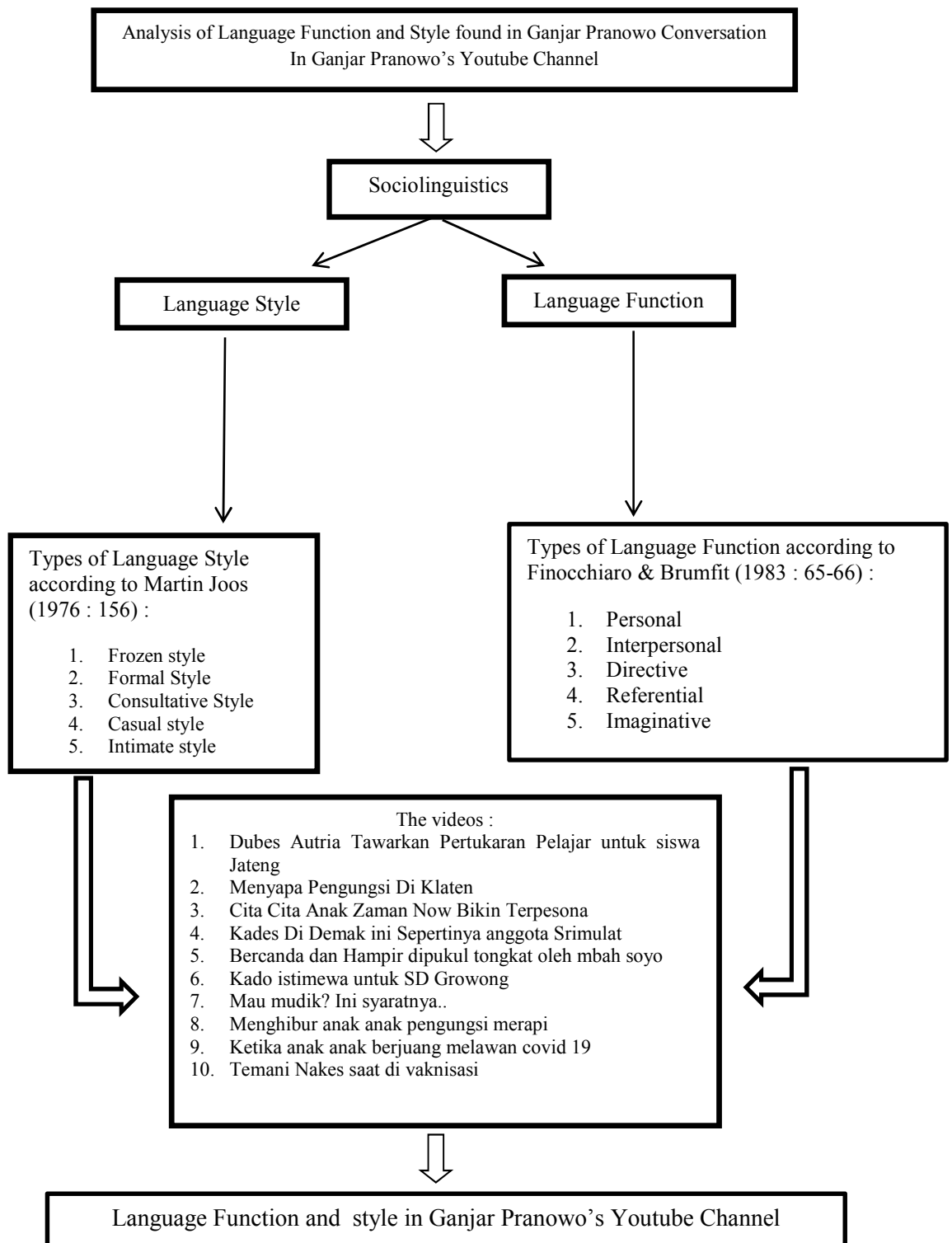Language Function and style in Ganjar Pranowo's Youtube Channel

Figure 2.1 Conceptual Framework of analysis of language function and style found in Ganjar Pranowo's conversation in Ganjar Pranowo's youtube channel (Ekaristi T, 2021)

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

This research is using descriptive qualitative method. This research is done supported by several books and other references such as articles, and YouTube in the process of carrying out this research to support this topic.

Qualitative research is defined as a research method whose data is in the form of words or pictures rather than numbers "(Bogdan and Biklen in Sugwono. (1990: 13). Just as the author is going to carry out, namely research on language style in a conversation and data data in give is the form of a word or sentence, not a number or a percent.

3.2 The Source of Data

The research data is taken from the conversation transcripts of 10 randomly selected videos containing Ganjar's conversations with the public which were uploaded by Ganjar Pranowo in his Youtube Channel and the writer focused on the governor's language style and language function only.

In this study the writer chose 10 videos of Ganjar Pranowo who were communicating with the public on Youtube Chanel Ganjar as data, which were taken randomly from January-June 2021. There are 5 language styles that the writer used in analyzing the data, namely: Frozen Style, Formal Style, Consultative Style, Casual Style, Intimate Style and there are 5 types of language functions, namely personal, interpersonal, directive, referential, imaginative.

3.3 Data Collection Technique

The technique of collecting data in this research are as follows :

1) The writer downloaded 10 videos from Ganjar Pranowo's Youtube Channel, retrived from :

   https://youtu.be/ln0WAmGsc3Y,

   https://youtu.be/iLxI4Nltc_g,

   https://youtu.be/jYaSlMarqDA,

   https://youtu.be/IhUplGfLPYw,

   https://youtu.be/Fc36ihmM0Og,

   https://youtu.be/aKmG57f4kZM,

   https://youtu.be/Gj7uvk5bsVI,

   https://youtu.be/105iX_ptAfw,

   https://youtu.be/iVYxixN4_kw,

   https://youtu.be/-SRbGpiV4Ro.

2) after downloading, the writer watched the videos,

3) The writer transcribed the videos,

4) then read a conversation transcripts, and identified the language style and language function.

3.4 Data Analysis Techniques

The steps for analyzing the data are described in the explaination in below. The purpose of this research is to find out the language style and language function used Ganjar Pranowo in his Youtube Channel.

1) First, the writer identified the language style which used Ganjar Pranowo according to the type of language style according to theory Martin Joos and language function according Finochiaro & Brumfit.

2) Then writer tabulated the data according the types of language style and language function which is belong to the language style according language function according Finochiaro & Brumfit and using Martin Joos Theory by underlining them.

3) Writer analyzed the data by using table the language function and language style and give the arguments and explanation.

4) And then, the writer classifies each language function and style contained in each conversation in the videos according to the types with tables.

5) The last, writer draws the conclusions from the results of the analysis.