CHAPTER I

INTRODUCTION

1.1   The Background of Study

Language is an interaction tool used by humans. In everyday life, language is very important as a tool to convey what our intentions and goals are. Everyone must have a different way of speaking and also the style of delivery is definitely different. As humans, we need language to convey what our intentions, ideas and even emotions are. Language is communication that uses sound, symbols or signs that have meaning. Every human being must have a different style of language, never the same.

Sociolinguistics is the study of the relationship between society and language. In sociolinguistics, it is learned how the community uses language based on existing factors such as: social status, religion, gender, age, education and others. In addition, the form of a person's language is also influenced by situational factors, such as: who is speaking, what is the form of the language, to whom is speaking, when, where and what is being discussed. Sociolinguistics discusses these matters which relate to society.

Language has a style based on different interactions between humans. Joos (1976), he explained that there are 5 styles of language. They are frozen style, formal style, intimate style, casual style, and consultative style. The first, Frozen style is the most formal type of language and is used in solemn situations and formal ceremonies. Such as state ceremonies, sermons, procedures for taking oaths, laws and so on. Second, the formal style is usually used in state speeches,

textbooks, papers, scientific works and others. Third Casual style is usually used in informal situations such as talking to friends and family. The four Consultative styles are usually used in ordinary conversations at school, meetings and so on. The last, intimate style is the language used by speakers in very close and very close conversations such as family members.

Language style is a way of expressing feelings and thoughts verbally or writing, with the hope of providing maximum meaning, impression, and effect to readers or listeners. The style of language must be considered by the speaker or writer, must be able to use the correct language style in different situations. So in language, language style must be considered. Language style too will affect the interest of readers and listeners. If someone is not able to use good language in different situations, there will be misunderstandings in communication. So the style of language must be paid attention to by adjusting the style of language in different situations and conditions.

The writer chose Donald Trump and Joe Biden as objects because they are people with very good speech skills. Donald Trump is a former president of the United States who is known for his very optimistic, uplifting and hopeful speeches. In contrast to Joe Biden, the president of the United States, who is known to always be calm and relaxed when giving a speech. They are great people with different abilities, and they are figures who are in the world's spotlight because they are number one people in the United States of America. The writer chose Language Style as the research topic because the writer likes sociolinguistics, which is the science related to community communication and

the writer is very interested in sociolinguistic studies because it relates to the social language of society.

1.2 The Problem of Study

Based on the background of the study above,this research proposes the main problem as follows :

1. What types of Language Style are found in the victory speech of Donald Trump and Joe Biden?

2. What is the most dominant type of Language Style found in victory speech of Donald Trump and Joe Biden?

1.3 The Objective of Study

Based on the problem of the study above,the objectives of this research are:

1) to identify the type of Language Style on victory speech of Donald Trump and Joe Biden

2) to find out the dominant type of Language Style on victory speech of Donald Trump and Joe Biden

1.4 Scope of the Study

This study focused on analyzing the language style of Donald Trump's and Joe Biden's. Donald Trump victory speech which was held on Wednesday 9 November 2016 and the Joe Biden victory speech which was held on Saturday 7 November 2020. The writer used Martin Joos' theory The Five O'clock (1976) which categorizes Language Style into 5 types. namely Frozen Style, Formal Style, Consultative Style, Casual Style and Intimate Style.

1.5   Significances of the Study

In this research, the writer also hopes to give meaning to the readers:

a. Theoretically

1)   the results of the research expected to contribute to the reader as a new perspective in analyzing types of language style

2)   to enrich knowledge about sociolinguistics,specifically in analyzing speech

b. Practically

1)   the result of the research expected to be usefull for all students, especially for students of the English Department who are interested in more sociolinguistics about Language Style

2) for readers to improve their knowledge in daily conversation, especially in different situations and conditions. Can make people interested in learning sociolinguistics especially about language style

3) for lecturers this study is expected to inspire them in teaching Language Style

4) for the writer it is expected to understand language style and apply it in everyday life

CHAPTER II
REVIEW OF RELATED LITERATURE

2.1 Theoritical Framework

The theoretical framework applied in this study aims to explain the concepts in this research. This study presents many important aspects of the theoretical framework such as definition of terms, types of language style, transcript of Joe Biden's campaign speech and victory speech, conceptual framework and this research is also conducted to see the extent to which language style is used in everyday life.

2.2 Sociolingustics

Sociolinguistics is a combination of two disciplines, namely sociology and linguistics. Sociolinguistics describes the human ability to use language rules appropriately in different situations. In siolinguistics, it discusses how a person speaks or communicates with the surrounding community. In sociolinguistics, it also discusses fields or parts within sociolinguistics itself. The fields in sociolinguistics include: social class, gender, age, ethnic varieties, and speech communities.

This science explains the human ability to use language rules appropriately in different situations. Misunderstanding of information and broken communication situations are also often caused by the choice of words spoken is not right. Differences in word choice cn lead to different impressions and communication effects. If individuals use two or more languages in a society, then language contact occurs with all the symptoms of linguistic events. In that

event, sociology can be applied as an interdisciplinary science, language variety, word choice, and bilingualism or it can also be called sociolinguistics.

According to Ohoiwutun Paul in the book Sociolinguistics (1997), the interdisciplinary nature of sociolinguistics tries to explain the human ability to use language rules appropriately in varied or different situations. Meanwhile, Chaer and Agustina in the book Sociolingustics (1995), state that sociolinguistics deals with the details of actual language use, such as descriptions of patterns of language use or dialect in certain cultures, the choice of language use or certain dialects made by speakers. , the topic and setting of the conversation.

Chaer Abdul and Leonie Agustina (1995: 3) state that sociolinguistics is an interdisciplinary field of science that studies language in relation to the use of that language in society. As an object in sociolinguistics, language is needed by humans in social activities, starting from the naming ceremony for newborn babies to funeral ceremonies for corpses. Therefore, sociolinguistics will not be separated from the problem of language relations with activities or social aspects.

According to Holmes Janet in the book Sociolinguistics (1995), Sociolinguistics comes from two word specifically 'socio' and 'linguistic'. The word socio method regarding society (social) and linguistics is the observe of language. It may be stated that sociolinguistics is a department of linguistics that research the connection among society and language.

The main issues discussed or studied in sociolinguistics, among others:

1. Studying language in social and cultural contexts.
2. Relating linguistic factors, characteristics, and variety of language to situations and social and cultural factors.

3. Examining social functions and language use in community

Meanwhile, the topics discussed or studied in sociolinguistics, including:

1. Language, dialect, idiolect, and variety of languages

2. Language repertoire of the Community

3. Language Bilingualism and multilingualism

4. Community functions of language and sociolinguistic profile

Based on the explanation above, the writer concludes that sociolinguistics is a branch of linguistics that examines the relationship between language and the community of speakers. Science is a contextual study of variations in people's language use in a natural communication. Where people inform something or express all what they think, what they feel through language.

Based on the understanding according to these experts, it can be concluded that sociolinguistics is a branch of linguistics that is closely related to sociology, the relationship between language and social factors in a speech community and examines the variety and variation of language. There are seven dimensions that constitute sociolinguistic research, namely: (1) the social identity of the speaker, (2) the social identity of the listener who is involved in the communication process, (3) the social environment in which speech events occur (4) synchronic and diachronic analysis of dialects. social dialects, (5) different social judgments by speakers of the behavior of speech forms, (6) degrees of linguistic variation and variety, (7) practical application of sociolinguistic research. (Chaer, 2004:5).

2.3 Language Style

Language Style is a person's way of speaking that is used in daily communication. The way a person speaks has characteristics depending on the situation and conditions when communicating. According to Keraf (1991:113) language style is a way to express the idea with special language show the writer's soul, spirit and concert (the use of vocabulary). Good language must have 4 elements, thus are: honestly, respect, good manners, and the last is interest.

Chaika (1982:29) states that language style is the way people use the language in communication, it can be written or oral language. Language style actually refers to the selection of linguistics from to convey social or artistics effects. Style also acts as a set of instruction. We manipulate other with style; even we manipulade ourselves whether consciously or unconsciously. In doing communication people usually use formal or informal style which depend on the situation they are communicating with others. Style also tells the listener to take what is being said; seriously, ironically, humorously, in some others ways.

From the statement above, we understand that language style is the way people convey the idea or message. The way people convey their message is definitely different and that is the way a person shows who he is. There are those who speak in a style that is always formal even in informal situations and vice versa.

In addition Martin Joos (1976) state that language style is a variety of language caused by differences in language situations or differences in the relationship between speakers (writers) and listeners (readers). He groups into 5

types of language variety, namely: Frozen style,Formal style,Consultative style,Casual style and Intimate style.

2.3.1.Frozen Style

Frozen style is the most formal style of language and is used in solemn situations and official ceremonies, such as state ceremonies, sermons in mosques, procedures for taking oaths, books, laws, notarial deeds, and decrees. This style is called the frozen style because the patterns and rules have been firmly established and cannot be changed. In written form, this style can be found in historical documents, constitutions, notarial deeds, sale and purchase agreements and lease letters. It is called a frozen style because the patterns and rules have been firmly established, and cannot be changed. In fact, the pronunciation pressure should not change at all. The language used in this style is super formal. Therefore, one cannot simply change it, because it has been determined according to the applicable regulations. In addition, frozen language is commonly used and has been imprinted for a long time so it is very difficult to change. This frozen form has the characteristics of long sentences, not easy to cut or beheaded, and very difficult to comply with standard writing and spelling regulations. This form of frozen style requires speakers and listeners to be serious and pay attention to what is written or spoken.

Example :

Whereas independence is the <u>inalienable right of all nations,</u> therefore, all colonialism must be abolished in this world as it is not in conformity with humanity and justice

The example above is frozen style because it is a constitution where no one can change the underlined words above because it has been determined and cannot be changed.

2.3.2 Formal Style

This style is usually used in state speeches, official meetings, official correspondence, religious lectures, textbooks, papers, scientific works, and so on. The patterns and rules of the official language have been established in a standard and steady manner. Examples of formal style in conversation for example in a proposal, lecture, someone's conversation with the dean in his office. A conversation when a student faces a lecturer or certain structural officials on campus is also an example of this style. The characteristics of sentences in this style are more complete and complex, use appropriate grammatical patterns and also standard or standard vocabulary.

Example :

Good morning ladies and gentleman,thankyou for attending today's meeting

The example above is a Formal Style because the underlined words above are formal language and have been prepared in advance.

2.3.3. Consultative Style

This style is commonly used in casual conversations at school, meetings, or results or production-oriented talks. So, it can be said that this style is the most operational style. This style is in the level between the formal style and the casual style.

Example :

Doctor : What seems to be the problem?

Patient : <u>I have a bad cough and I also have a headache.</u>

Doctor : How long have you had these symptoms?

Patient : About four days now. And I'm really tired, too.

Doctor : <u>It sounds like you've got the flu. Take aspirin every four hours and get</u> <u>plenty of rest.</u>

Patient : Thankyou.

The conversation above is a consultative style because the conversation is a conversation that exchanges information between doctors and patients.

2.3.4. Casual Style

This style is a variation that is usually used in informal situations such as talking with family while on vacation, exercising, recreation, and so on. In this variety, the allegro form or shortened speech is widely used. The constituent words, both morphologically and syntactically, are colored by local languages. Example :

Grace : Hey Tina<u>, i saw your bestfriend sitting in the park alone,</u> it looks like she is waiting for you.

Tina : She is your best friend forever.<u> You also love each other</u>.

The conversation above is a casual style because it is carried out in an informal situation and the conversation has been understood without having to explain because they are friends.

2.3.5. Intimate Style

This language style is used by speakers and speakers who have very close and close relationships such as with family members or close friends. This style

is characterized by the use of incomplete, short language, and unclear articulation. This discussion occurs between participants who already understand each other and have the same knowledge. In analyzing the variety of languages based on the level of formality, it really depends on the situational utterances. This situational question relates to who is speaking, what language is used, to whom, when, where, and on what issues.

Example :

You don't have to doubt me <u>honey</u>, I will always be there for you

The example above is intimate style because it is spoken by someone to their partner and they have an intimate relationship. Very close relationships usually have a special calling when talking.

2.4 Victory Speech

Speech is an expression of thoughts in the form of words spoken in front of other people. In addition, speech is a discourse that is prepared to be spoken in front of a large crowd. Speech is a discourse that is prepared to be spoken in front of an audience.

Speech is an activity of speaking in front of a crowd where the speaker usually uses good language that can be accepted by the listener. Speech usually aims to convey information or ideas and ideas to many people and usually its purpose is to influence the thoughts or feelings of the listener.

According to Syam (2006:7), Speech is a technique of speaking. The speech will be carried out using effective words or language. People who make a speech will display a skill of that person. Generally, it will show a skill in choosing words. It will affect the listeners.

So, it can be concluded that Speech is the delivery of a message from a speaker to listeners. Speech is done in a special communication situation. The goals vary, can be to entertain, inform something or persuade.

A victory speech is a speech delivered when a politician wins an election. Victory speeches are usually delivered when the election results are certain and the result wins only one candidate. The victory speech usually contains a thank you to the winning team and contains hopes that will be carried out during they tenure.

Based on the opinions above, it can be concluded that speech is an activity of speaking in public to convey something in a certain situation. So, in a speech there is a speaker as a source of speech, and there is also a listener or audience. The speaker hopes that what is conveyed can be understood by the listener.

2.5   The Profile of Donald Trump and Joe Biden

Donald Trump is an American businessman, politician, television star, and writer. He is the chairman and president of The Trump Organization, as well as the founder of a gaming and hotel company: Trump Entertainment Resorts. Since college, Trump has worked for his father's company: Elizabeth Trump & Son. His father is a real estate developer, Fred Trump, from New York City. After graduating from the Wharton School of the University of Pennsylvania in 1968, he joined the company, and after being released in 1971, he changed its name to The Trump Organization. Trump has created casinos, golf courses, hotels, and many other businesses. Apart from his business, Trump has also been in the spotlight for his personal life, for example regarding his three marriages. He once hosted The Apprentice, a popular show on NBC from 2004-2015.

Trump first campaigned for US president in 2000, but later withdrew. On June 16, 2015, he again announced his participation in the race to become the presidential candidate of the Republican Party.

Joseph Robinette Biden Jr. or who is familiarly called Joe Biden, is an elected Vice President of the United States. He is also a politician and lawyer. He is a member of the Democratic Party and a member of the Senator from Delaware. He is currently in his sixth year as a senator. He had run in the Presidential Election in 1988 and 2008. However, he withdrew. On August 22, 2008, Barack Obama announced that Biden had been appointed as his running mate for his vice presidential nominee in the 2008 presidential election.

Joe Biden is the eldest of four children. He was educated at the University of Delaware and Syracuse Law School. Then, at the age of 29, he was elected to the United States Senate. He is the youngest person in the Senate. A week after the election, tragedy struck his family. His wife, Neilia Hunter and daughter, Naomi had to die because of this incident. Meanwhile, his two sons suffered serious injuries. Biden was sworn in as a member of the American Senate at his children's bedside. He started his activities by leaving for Washington by train. This habit he did while he served as a member of the Senate. In 1977, he married Jill Jacobs. Jill is a teacher at a Washington DC area college. Jill and Biden have a child, Ashley.

The Mapping of Theoritical Framework

```
┌─────────────────────────────┐
│      Sociolinguistics       │
└─────────────────────────────┘
               │
┌─────────────────────────────┐
│       Language Style        │
└─────────────────────────────┘
               │
┌─────────────────────────────┐
│      1. Frozen Style        │
│                             │
│      2. Formal Style        │
│                             │
│    3. Consultative Style    │
│                             │
│      4. Casual Style        │
│                             │
│      5. Intimate Style      │
└─────────────────────────────┘
               │
┌─────────────────────────────┐
│           Speech            │
└─────────────────────────────┘
```
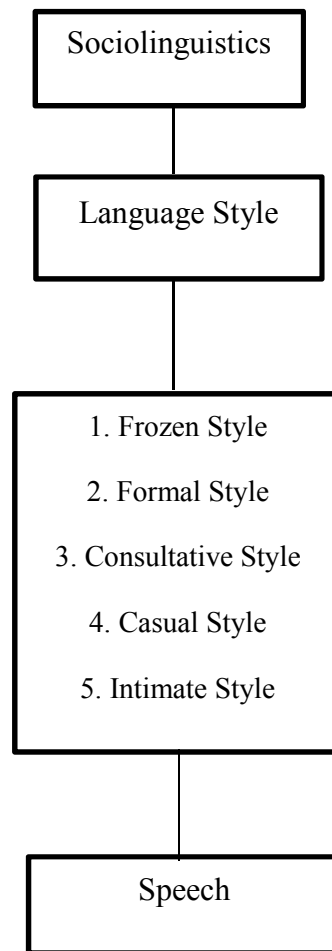
Figure 2.1 The Mapping of Theoritical Framework

2.6 Previous Research

Several researchers have conducted research on language styles, one of which is Syafitri (2019) in her thesis "The Formal and Casual Language Style as Seen In Joko Widodo's Selected Speechs". This study uses the theory of language style by Martin Joos and several supporting theories such as Cresweel (1997) and Sugiyono (2009). In this research, Syafitri uses a qualitative descriptive method. She uses documentation to collect data. The data is taken from to, The World Economic Forum on East Asia, and The Asian-African Conference. And Syafitri's research results show that (1) there are two types of language style in Joko Widodo's speech, namely formal and informal (2) there are three uses of language style in Joko Widodo's speech, namely international language, standard language and jokes (3) there are three functions the style of language in Joko Widodo's speech, which is to increase the listener's taste, the listener's interest, and create a situation.

Previous research entitled "The formal and Casual Language Style as Seen in Joko Widodo's Selected Speechs" this study uses the same theory as that used by the writer, namely Martin Joos theory and the method used is also the same, namely using qualitative descriptive. The difference between this research and the writer's research is on the problem of the study, namely the research written by Syafitri aims to determine the type of language style and to determine the function of Joko Widodo's speech. While the writer's research discusses the differences in the type language style used by Donald Trump and Joe Biden.

Second,Afriza (2017) in her thesis "Language Style in Exclusive Interview of Jessie J and Sarah Sechan on Net TV". This study uses the theory of Chaika

(1982:31) and Keraaf (2002:17). To identify and examine the types of language styles in exclusive interviews. In this research, Afriza uses qualitative descriptive method. Afriza analyzes and discusses sentences or dialogues that display language style based on the video. The researcher uses herself as a key instrument to collect and analyze data taken from YouTube. The findings reveal that there are four types of language style; informal style, casual style, consultative style,colloquial style. The types of language style that mostly appear in Exclusive Interview of Jessie J and Sarah Sechan is informal style.

The second previous research discussed the language style in the conversation between Jessie J and Sarah Sechan on Net TV. The theory used is Chaika's theory which is different from the writer's research and but with the same method as the writer, namely descriptive qualitative. Afriza analyzed the type of conversation between Jessie and Sarah using Chaika's theory which classifies language style into 4 types, namely: Informal style, casual style, consultative style and colloquial style.

The third by Suroso (2018) "An Analysis of Speech Styles Used by Desmond Doss in Hacksaw Ridge Movie". This study uses Joos's (1976) theory as the main theory to analyze the data and is supported by Holmes' (2013) theory of registers, styles, social factors and social dimensions that influence language choice. In her research, Suroso uses a qualitative method where the researcher uses critical discourse analysis in conducting this research. This film was chosen for two reasons. First, this film describes aspects and issues related to speech style. Second, the main character of this film, Desmond Doss, played by Andrew Garfield, has a variety of speech styles that make researchers interested in

studying him. The researcher concluded that Desmond Doss did not use frozen speech in his speech because of the influence of social factors, namely the interlocutor, circumstances, topics, and conversational functions.

The third previous research entitled "An Analysis of Speech Styles Used by Desmond Doss in Hacksaw Ridge Movie" is a study that examines the conversations of the main players in the Hacksaw Ridge movie. This study uses the same theory as the writer's research, namely using the theory of Martin Joos which divides Language Style into five types. Suroso uses qualitative methods in analyzing the data. The difference between this research and the writer's research is that this study aims to determine the type of language style used by Desmond Doss in Hacksaw Ridge Movie and to calculate the dominant type of language style used.

The three researches really helped the writer in the preparation of this research. The three previous researches are also very helpful for the writer in understanding how to structure the thesis correctly. And The writer greatly assist in understanding every structure and content contain in the three previous researches.
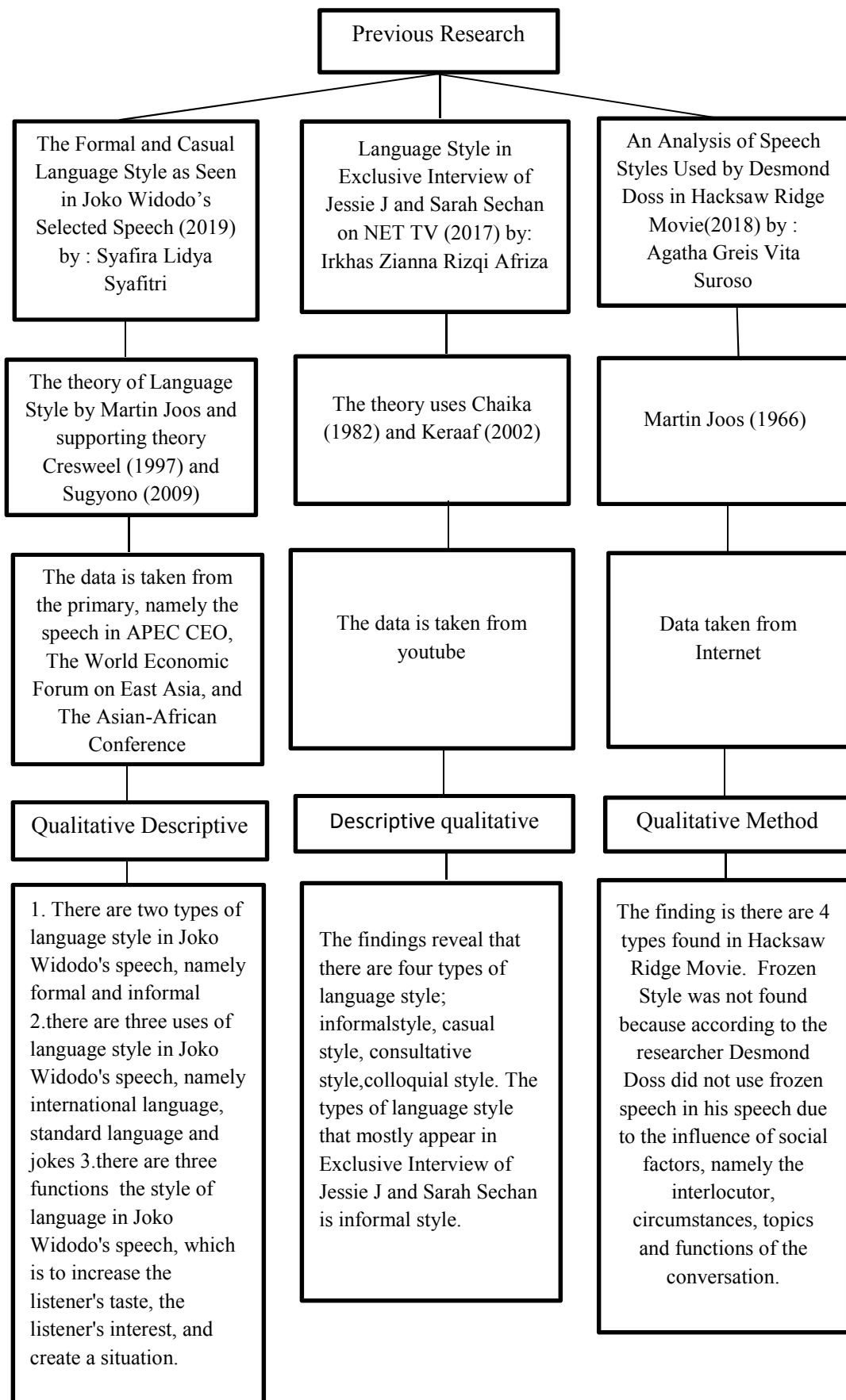
```
                    ┌─────────────────────────┐
                    │    Previous Research     │
                    └─────────────────────────┘
```

The Formal and Casual Language Style as Seen in Joko Widodo's Selected Speech (2019) by : Syafira Lidya Syafitri	Language Style in Exclusive Interview of Jessie J and Sarah Sechan on NET TV (2017) by: Irkhas Zianna Rizqi Afriza	An Analysis of Speech Styles Used by Desmond Doss in Hacksaw Ridge Movie(2018) by : Agatha Greis Vita Suroso
The theory of Language Style by Martin Joos and supporting theory Cresweel (1997) and Sugyono (2009)	The theory uses Chaika (1982) and Keraaf (2002)	Martin Joos (1966)
The data is taken from the primary, namely the speech in APEC CEO, The World Economic Forum on East Asia, and The Asian-African Conference	The data is taken from youtube	Data taken from Internet
Qualitative Descriptive	Descriptive qualitative	Qualitative Method
1. There are two types of language style in Joko Widodo's speech, namely formal and informal 2.there are three uses of language style in Joko Widodo's speech, namely international language, standard language and jokes 3.there are three functions the style of language in Joko Widodo's speech, which is to increase the listener's taste, the listener's interest, and create a situation.	The findings reveal that there are four types of language style; informalstyle, casual style, consultative style,colloquial style. The types of language style that mostly appear in Exclusive Interview of Jessie J and Sarah Sechan is informal style.	The finding is there are 4 types found in Hacksaw Ridge Movie. Frozen Style was not found because according to the researcher Desmond Doss did not use frozen speech in his speech due to the influence of social factors, namely the interlocutor, circumstances, topics and functions of the conversation.

Figure 2.2 The Mapping of Previous Research

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

In writing this thesis, the writer uses a descriptive qualitative method in accordance with the objectives of this study. According to Creswell (2016), qualitative research is a type of research that explores and understands meaning in a number of individuals or groups of people originating from social problems. Data was collected in the form of words as a descriptive explanation. Descriptive method is a research that aims to describe a phenomenon precisely based on the characteristics of the research.

The writer use this method because the research basically aims to describe data in the form of words or written text. Moreover, the data is described descriptively based on the research problem, anything the language style used and the dominant language style used by Donald Trump and Joe Biden.

3.2 The Source of Data

This research data is taken from the victory speech transcript of Donald Trump's and Joe Biden's. Donald Trump victory speech which was held on Tuesday 8 November 2016 and the Joe Biden victory speech which was held on Saturday 7 November 2020. There are five styles of language used in this data, namely frozen style, formal style, consultative style, casual style and intimate style used in speech.

3.3   Data Collection Technique

In this study, the writer uses the data from victory speech. The writer took steps as follows:

1. Downloaded Donald Trump victory speech from

    https://www.nytimes.com/2016/11/10/us/politics/trump-speech-transcript.html

2. Downloaded victory speech of Joe Biden from

    https://www.washingtonpost.com/politics/2020/11/07/annotated-biden-victory-speech

3. Watched the victory speech of Donald Trump in youtube

4. Watched the victory speech of Joe Biden in youtube

5. Read the speech script of Donald Trump and Joe Biden

6. Underlined the language style in victory speech of Donald Trump and Joe Biden

3.4   Data Analysis Techniques

After collected the data,the writer analyzed data by:

1. Identify the language style according to the five style Martin Joos

2. Classify language style in victory speech of Donald Trump and Joe Biden into their

    types

3. Calculate the dominat type of language style in victory speech of Donald Trump and

    Joe Biden

4. Making conclusion