

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 The Background of the Study**

Every human being definitely needs a break from their routine. Usually humans travel to rest and find peace, so they have new energy when they start their routine again. One of the tourist attractions that can be visited is Lake Toba. Currently, Lake Toba is one of the five super priorities for tourism in Indonesia, and one of the tourist attractions is located around Lake Toba is Huta Siallagan.

Knowledge of language style is an important thing that must be known and is an important subject that must be owned by a tour guide to become a reference for how to communicate well with tourists. by knowing the background of tourists, tour guides understand better and can position themselves correctly when interacting with tourists in order to give and leave a good impression to tourists so that they can attract tourists to return to visit and promote the tour to other tourists so as to support sustainable tourism.

Where individuals are and who they are speaking to determine the language, they employ. Talking to someone your own age or younger will be different. People typically speak informally to young individuals and formally to older people when addressing them. Additionally, they will use the formal one when they are meeting with their manager in an official capacity and the informal one while they are partying with their friends.

A person may choose a different language style than his or her counterpart because of differences in status, sex, age, social proximity, and vocation. These social elements have a significant role in determining the acceptable language usage for interpersonal communication. The more someone has intimate relationship, the more informal language style that will be used. The vocabulary selection, the pronunciation, and the grammatical features can help to determine what types of language style are used. Those different speakers, different settings, and different topics result in different style.

When someone goes on a tour, they will require the services of a tour guide to introduce and assist them. Usually, at tourist attractions, there will definitely be a tour guide, and this is where the role of the tour guide is needed by tourists. If someone uses the services of tour guides, then during the trip the tourist will be the responsibility of the tour guide. The tour guide must be able to give tourists satisfaction and fulfill their expectation. The tour guide must have a good understanding of the information about the region where he/she works, knowledge of service and hospitality. Tourist guides work not only to provide information, but they are also required to be able to increase awareness and raise the awareness of tourists to respect the nature and culture of the local.

Tourist satisfaction when traveling is highly expected both from the tourists themselves and from the guide. However, it cannot be denied that there can be many things that do not match the expectations of tourists from tour guides and vice versa. For example, one of the things that can disappoint tourists is the limited language and insight of a tour guide. Another problem that is often found

from a tour guide is the lack of information about the background of the tourist to be guided, not a few tourists, especially international tourists, have special specifications for the tour guides they have.

For a good conveying explanation is not only need the knowledge of the tourist attractions, but also need a mediator to transfer the information that the tour guide has to the tourist. The mediator mean is language. The tour guide should have a good language performance when she/he gives explanation about the tourist attractions to the tourist or visitors. The language that they use is based on the tourists' language, so the tour guide should adjust of it.

Huta Siallagan is the cultural heritage of the Toba Batak tribe. Huta Siallagan tourism is one of the many tours around Lake Toba, where Lake Toba is currently one of the governments' super priority destinations in the tourism sector. Where this will have a big impact on local tour guides to make friends with tourists, especially international tourists. Based on the explanation given, the writer interested in conducting a new research related to language styles used by tour guides in Huta siallagan towards international tourists. There are some reasons why the writer interested in conducting this research:

Firstly, Huta Siallagan has a cultural story and a very historic heritage so that it has a high attraction and interest to be visited by local and international tourists. Secondly, how do tour guides attract the attention of tourists so that tourists are interested in using the services of tour guides when they visit Huta Siallagan. Thirdly, the author wants to know how the tour guide's language style communicates with tourists in making friends

## 1.2 The Problem of the Study

Based on the background of the study, the problem is formulated as follows:

1. What are the types of language style used by the tour guides in Huta *Siallagan* towards International tourists?
2. What expectations of the tourists are fulfilled by the guides?

## 1.3 The Objective of the Study

Based on the formulation of the problem, the purposes of the research are:

1. To find out the types of language style used by tour guides in Huta *Siallagan* toward International tourist.
2. To find out expectations of the tourist are fulfilled by the guides?

## 1.4 The Scope of the Study

This study is limits only to analyzed the types and the expectations of the tourist that were fulfilled the guides in *Huta Siallagan* interest of establishing friendship. The Writer will use sociolinguist theory by Martin Joos (1998) which are divided into 5 categories of language styles. There are five categories: frozen style, formal style, consultative style, casual style and intimate style. This research will be conducted at one of the tourist attractions of Lake Toba, namely Batu Parsidangan Huta Siallagan, within a period of 3 months. Research will also be focused on tour guides who guide international tourists.

## **1.5 The Significances of the Study**

The findings of this study are expected to make a good contribution to the readers:

### **1. Theoretically**

The purpose of this study will to increase readers awareness of language usage, inform next researchers about language style, tour guide and Huta Siallagan, and broaden their understanding of proper interactions with tourists.

### **2. Practically**

#### 1. The writer

To enrich the writer's knowledge about language style.

#### 2. For English Department Students

To enrich understanding about language style as a reference for them who are interested in conducting any further studies on language style analysis.

#### 3. For Lecturers

To inspire them in teaching language style.

#### 4. Other researchers

As an additional reference for other researchers who are interested in conducting any further research and anticipated to help readers learn more about language styles in different object.

## CHAPTER II

### REVIEW OF RELATED LITERATURE

#### 2.1 Sociolinguistics

-The study of language that is related to society is called Sociolinguistics which consists of two words: -Sociol meaning social or related to society and -Linguistics meaning the science of language. (Fishman in Wardhaugh, 2010:16). Holmes (1992:1), Sociolinguistics is the study that concerns the structure of the language and how language plays its roles and functions in society by considering social aspects lying behind the communication process. Sociolinguists are interested in finding reasons why people use different ways to communicate with others in different social context. Furthermore, they also try to identify languages social functions and the way people use it to express social meaning.

From the definitions given, it can be inferred that sociolinguistics is a branch of linguistics that focuses on how people use language in society. It discusses the topic of language used in all forms of social contact, the reasons why people use language differently in various social contexts, and how people can create and maintain social connections through their choice of language.

#### 2.2 Language Styles

Language styles are a way to use language. Language style makes us easily to apprehend any characters and personalities. Language style is the way of giving expression through a special language which shows the soul and the writer

personality (language user). A good language style has three certain elements, there are: honesty, civility, and attractiveness. Honesty means that we go along with the good rule to use language. (Keraf 2010: 113).

Language styles are ways of speech or kinds of utterance which are formed by means of conscious and intentional selection, systematic patterning and implementation of linguistic and extra-linguistic means with respect to the topic, situation, function, author's intention and content of an utterance (Missikova, 2003:16). Language styles can be divided into two; people can be very formal or very informal while speaking to others depends to the circumstances.

The level of formality are chosen to a variety of factors: the kind of occasion; the various social, age, and other differences that exist between the participants; the particular task that is involved, e.g., writing or speaking; the emotional involvement of one or more of the participants; and so on. Wardhaugh (2006)

According to the statements, using a new language style involves speaking in a different way. It is obvious that language is a system of signs based on rules. When someone says that language is rule-based, they typically consider other instances where a specific authority is in charge of enforcing the law. By listening to someone speak, we can typically determine their education, socioeconomic status, background, honesty, kindness, and a host of other characteristics.

## **2.3 Kinds of Language Styles**

Language styles mean the form of the language that the speaker uses which is characterized by a degree of formality. (Joos : 1998) states that language style has five classes: frozen style, formal style, consultative style, and intimate style. Language can be found everywhere and it has many variations. People have their own style in expressing their thoughts and mind through different language style. Wardaugh (2002) also explains that the language use is determined by several factors such as setting, topic, and function, while the user of language is determined by the addressee's age, gender, social role, job and ethnic origin. These differences between use and user cause people to adjust their language depending on their situation.

### **2.3.1 Frozen Style (Oratorical Style)**

Frozen style (Oratorical style) is defined as the most formal communicative style and elegant variety that reserved for very important or symbolic moments such as in palace, church, speech of state ceremony, and some other occasions.

Frozen style is typically employed in extremely formal settings. While speaking in front of a huge audience, this style is employed. This type of writing uses numerous rhetorical devices, carefully chosen words, and somewhat exaggerated intonation. Not only are individual sentences meticulously written, but sentence sequences are also closely related. It must be meticulously planned and executed, which calls for a high level of ability. Not only are the phrases meticulously written one at a time, but the sentences in a series are also intricately



connected. Hence, it must be extremely thoroughly thought out and accomplished by demanding significant talent. For this reason, this style is also known as the "Frozen" or "Oratorical" style.

For example:

Speech at state decorations presentation ceremony by President of Russia Dmitry Medvedev

*"Good afternoon, dear friends. Allow me to begin this state decorations presentation ceremony by congratulating everyone on the upcoming national holiday – National Unity Day – and wish you all success, good health, fulfillment of your plans, and creative achievements. You are all experienced and serious people who know your respective professions well".*

Speech at state decorations presentation ceremony by President of Russia Dmitry Medvedev and this example shows frozen style because the sentences long with good grammar and vocabulary.

-Good afternoon, dear friends!

From the above utterance at that event, the people who go to are regular individuals from the high societies of significant figures. The occasion is no common occasion. So, the occasion appeared to have a great deal of regard for its audience members.

"Your Majesty"

is comprised of a common part of the conversation that took place in the palace, because usually the word majesty refers to someone who has a position in a palace.

### 2.3.2 Formal Style

Formal language is used in serious or urgent situations. In critical situations, this terminology is typically employed to accost the listener, however it is not similar to the frozen Style. When discussing important topics in formal settings like speeches and meetings, this terminology is frequently utilized (Khotimah,2019:208).

Nonetheless, this linguistic style is also employed when giving presentations or conversing with other people. There is typically more one-way engagement in the discourse when using a formal approach, and There is not a break. In this style, all background information is provided and the pronunciation is crystal clear, grammar-filled, and elliptical-free. By using a formal language style, people tend to be cautious with their pronunciation, usage of words, and sentence construction.

Example:

*“Is everything will be fine?”*

-isll showed grammatically well, one of the characteristics of formal style is must have good grammar.

*“I am so sorry. I was just helping set up chairs for the assembly.”*

indicates in the formal situation because the speaker talked to his teacher in the classroom, and the intonation was clear when saying - I am so sorr yll.

*“Hi...My name is Auggie. And I have a sister named Via and a dog named Daisy.*

*I love Stars Wars. And I just said three things. I'm sorry”*

indicates formal style because there was an introduction that can be interpreted that they had first met. The speaker also used clear pronunciation when he introduced himself –My name is Auggie

Besides that, one sign of formal style is conversation happens with a stranger or person who has a high position. This data also showed the speaker, as the main character, talked with someone with a high position, his teacher.

### **2.3.3 Consultative Style**

Consultative Style is the style used generally of business talks and small group discussion, which involve participation by addressee. There are sentence and conversation that indicate to consultative style. Consultative style is dialogues that are classified as formal and are used in fairly formal conditions so the words used must be chosen carefully (Joos, 1998:10).

It is typical for strangers to engage in casual chat. Perhaps not to the same extent as in conversation with a buddy, slang and ellipses are not always appropriate. The most flexible way to give and take in regular discourse is through consultation. In fact, except from among close friends, it is the typical speaking pattern in small groups. This technique places a distant friend or coworker in a lower position. A type of communication employed in semi-formal settings is consultative. It is typical for strangers to engage in casual chat. Perhaps not to the same extent as in conversation with a buddy, slang and ellipses are not always appropriate. The most flexible way to give and take in regular discourse is through consultation. In fact, except from among close friends, it is the typical speaking

pattern in small groups. This technique places a distant friend or coworker in a lower position.

Examples:

*Mr. Browne: Hey.... why are you running in the hallway? Auggie are you ok?*

*Auggie : Yeah, everything is fine. I am late for class.*

*Mr.Browne : Auggie, you know if you need help you can ask for it. You're not alone.*

*Auggie : Ok. I know.*

This example is classified into a consultative style because the dialogue is incoming semiformal conditions between Auggie and Mr. Browne. The dialogue takes place in the school, and the two speakers have no special relationship other than teacher and student. Another reason, Auggie's style of pronunciation is clear. It does not offend the other person with an appropriate level of intimacy or involve the other person in a less formal conversation. It can be seen in the sentence, -Ye ah, eve r yth ing is fine. I am l ate for c lass.!

The data above has a consultative style because the situation in this scene is a semi-formal situation. One of the characteristics of this style is while one is speaking, the others give short responses. Therefore, it can be seen -Ok. I know!

indicates consultative style.

*"I'm really sorry sir, but I can't go on tonight, I don't feel well. I think I might throw up."* the dialogue takes place in the costume room, not in the class. Joos explained that a consultative style occurs in relationships such as teachers with

students and doctors and patients. It will be a formal style if the condition is serious and formal.

#### **2.3.4 Casual Style**

In a group of friends and acquaintances, casual is utilized. Commonly, the sentence structure has been loosened, and something vernacular language has been used. A casual style is a conversational style that is employed in a relaxed setting, such as when a student is chatting with a friend or family member outside of the classroom (Joos 1998:10).

The casual style is utilized to incorporate an audience into a social group. Seldom written, but frequently spoken and performed, is this style. When people communicate with their friends, classmates, or coworkers in a casual or relaxed situation, like when students chat outside of class, they are using this style. Daily communication frequently employs this tense as well. Social barriers are somewhat low when dressing casually. With this approach, there is no background information provided, and it is expected that the listeners understand what is said. There is no social position, rank, or gap in this manner.

Examples :

*“Well, I think it's great, Mom.”*

is classified into casual style because the dialogue occurs between the speaker and his/her family. The situation was very relaxed and full of jokes, so it is called a casual style. Another reason because the speaker called her mother "Mom". It will be a consultative style if they do not have a close relationship at the time of

speaking. Then, the casual style includes variations of the language the speech is incomplete or some words are omitted.

*“I hate it, okay? I hate it.”*

The sentences indicated casual style because used words or term repetition, and in relaxed situation.

*“Some help”*

an utterance occurs in an informal situation in the kitchen when the mother is selling, and the speaker offers to help his/her mother. On the other side, Auggie used the short utterance. Indicate casual style because casual style sometimes uses less on grammar.

### **2.3.5 Intimate Style**

Intimate style is a completely private language developed within families, lovers and close friends. The intimate labels are: dear, darling, honey and even Mom, Dad, my sweetie and other nicknames might use in this situation. Intimate style is also characterized by ellipsis, deletion, rapid, slurred, pronunciation, non-verbal communication and private code characterized, it is often unintelligible smallest social units. Grammar is less significant in this style than intonation.

The goal of employing an intimate style is to communicate feelings and intimate phenomena between the speakers. The most informal environment can be created by employing intimate style, and instantly cut through the distance to establish friendly communication. When people converse, their interpretation of what they are saying is based on the details and some prior knowledge that is previously known by all of the participants.

Examples :

*“ see you soon, baby”*

including the intimate style. Their conversation describes the close relationship between a son and his mother, by saying "baby" proves that the mother treats a child as someone she cares about.

*“Oh, dude There is tuna on your face.”*

The phrase -oh, dude || indicated as Joos theory explained that the intimate style is

a conversation between people who have very close relationships, usually, the conversation is a very personal matter. They have understood each other's words. The sentence above takes place in informal situations that occur in school. Another reason is that the Intimate style is characterized by incomplete, short, and unclear articulation. This discussion occurs between participants who already understand each other and have the same knowledge.

## **2.4 Tour Guide**

A tour guide is someone who is in charge of supervising tour visits, whether they are group or individual, and who gives tourists explanations, explanations, advice, and directions both before and during the visit concerning when tourists visit a particular object, location, or area, everything that tourists and tourists want to see, witnessed concerns. HPI ( Himpunan Pramuwisata Indonesia) is the company in charge of regulating the tour operators (Association of Tour Guides) that are dispersed throughout Indonesia.

Tour guides are the first person tourists talk to and often see tour guides as representatives or representatives of a place (Cole, 2008). Tour guides have a big

role in providing various information needed by tourists (McDonnell, 2001). The role of tour guides in the tourism industry is so important that they are often referred to as "a country's ambassador to the visitor," or, in other words, tour guides act as ambassadors of the nation (Simpala, 2010). In line with Simpala, Satisfaction with one's tour guide is often cited as the most important factor influencing tourist satisfaction on guided tours (Ham & Weiler, 2003). Guides are often the most accessible parties for customers to contact when they have a complaint, and guides may be called upon to resolve problems unrelated to the quality of their own performance (Monto & Raikkonen, 2009), for example, issues related to accommodation or transport arranged by the tour company. An inexperienced tour guide can potentially jeopardize tourists' satisfaction because of a lack of core knowledge and an inability to interpret and explain the destination's culture and customs (Bowie & Chang, 2005).

Here is an example of some of the things that a tour guide is responsible:

1. Ensuring the tour is well organized,
2. Ensuring a schedule that allows all destinations to be visited as per the itinerary.
3. Greet tour participants at the departure meeting point and ensure all participants have arrived.
4. Book and confirm transportation and accommodation (airplane, hotel, restaurant, etc).
5. Responsible for all expenses to match the tour budget.
6. Ensure travel and stopovers run smoothly.



7. Changing routes or destinations when necessary.
8. Handle passport or visa issues
9. Handle emergencies, e.g. illness, accidents, lost luggage etc.
10. Paying all tour bills (accommodation, parking, entrance tickets, meals, etc).
11. And complete with proof of payment.
12. Make a neat and acceptable expense report.

Tour guide Requirements / Qualifications:

1. Have a passion for working with others
2. Have a diplomatic temperament
3. Able to handle tour groups with confidence
4. Have excellent customer service skills
5. Have good organizational skills
6. Having previous experience as a tour leader would be beneficial
7. Have good leadership skills
8. Ability to understand each planned tour destination in depth
9. Fluent in English (or other languages)
10. Familiar with simple financial reports
11. Have a tour guide certificate

A tour guide's job is to pique tourists' attention so they would listen to information and take it in. must be an expert in the guiding technique. The intention is for visitors to the Siallagan Huta, Samosir, to enjoy themselves while

also learning from the structures there. Ability to communicate appropriately and successfully must be a part of good tour guide strategies.

## **2.5 Tourist Expectations and Satisfaction**

According Pearce in (Hughes, 1991), -In general, satisfaction is expressed when expectations are fulfilled by the tourist's experiences, although this may depend on -how much people value the outcome or result of that expectation. Tourists' preferences and expectations have been incorporated into a concept of tourist satisfaction referred to as tourist environmental fit. This principle states that the optimal fit between tourists and their environment occurs when the attributes of the environment are congruent with their beliefs, attitudes, and values. Consequently, the degree of fit between individuals and their environment depends on their expectations and motives for travel, as well as their evaluation of the tour's ability to meet these requirements. As the degree of fit increases, tourist satisfaction also increases.

Satisfaction should be assessed by referring to separate aspects of the holiday experience. Such a strategy makes sense, given that travel experiences typically consist of a number of separate activities (such as real travel, site visits, and rest stops). As a result, a segmented approach should highlight the components of the trip that contributed to happiness or dissatisfaction and minimize the possibility that one component contributed to satisfaction or discontent with the entire trip.

As the guided tour being studied focused on providing cultural information and interaction, it was hypothesized that the role of the tour guide and the

opportunity to interact with the aboriginal and islander people would have a significant impact on satisfaction with the tour as a whole. The issue of authenticity was also expected to be important, as perceived authenticity has been associated with enhanced tourist satisfaction.

## **2.6 Huta Siallagan**

Huta Siallagan, one of the villages on Samosir Island, is one of the heritages that have authentic traditional buildings and Batak cultural performances. Huta means village, and Siallagan is the name of the clan of the village's founding king. The founding clan of the huta is called the king's clan or *tano* clan. Other clans that also live in the huta are called boru clans. Siallagan itself is a Toba Batak clan descended from King Nai Ambaton who followed the lineage of King Isumbaon, the second son of the Batak King.

In Huta Siallagan, the author saw traditional houses lined up, without being given a partition or fence. The information that the author got, the philosophy of the unfenced houses are that the people who live in one huta are bound together, not separated becoming one unit. That way, they help each other, look after each other, and solve problems together.

One of the characteristics and also a famous building of this Huta, is the existence of a stone chair or trial stone and *parhapuran* stone, and surrounded by a stone wall as high as 1.5 meters. This trial stone is where the ancient king of Siallagan tried criminals. Next to the trial chair grows a tree called the tree of truth, which is the Hariara Tree. All court decisions made by the king were delivered or sworn to this tree.

Apart from the house and the court stone, within the complex there are also tombs of King Siallagan and his descendants, some of the tombs are still made of stone, like the megalithic period. In addition to the execution area to punish criminals who have been tried, a house for shackling criminals, various totems made of wood, and not to forget the Sigale-gale doll.

But even though you can't watch the sigale-gale puppet dancing, visitors can still watch the tor-tor dance performance, and even join the *Manortor* (tor-tor dance). In the complex, dance guides are provided who will teach and guide visitors to perform the dance. Not only that, visitors can wear hats and *ulos* scarves, so that the traditional Batak nuances are more pronounced.

Seeing Batak traditional houses and buildings and performing or watching Batak traditional dances very interesting experiences. As part of Indonesia's cultural wealth, Huta Siallagan, along with other cultural heritage should be preserved, so that our children and grandchildren will still have the opportunity to recognize and enjoy the beauty of traditional buildings and cultural performances in Indonesia.

## **2.7 Previous Study**

In writing this thesis, there are several studies that have been done previously by some writers that are relevant to this study. The thesis belongs to Khaliq (2018) of Maulana Malik Ibrahim State Islamic University Malang entitled Language Styles Used by the Tour Guide and Tourist in Bali. The language style used by tourists and tour guides in Bali are the subject of this thesis. Used theory language style from Martin Joss and collected information

from the interactions in Bali between the tourists and the tour guides. In everyday conversation, especially casual style are used. Speaking informally is a habit we develop in our daily lives, when there are no set rules governing our speech. In this thesis the writer found three language styles used tour guides and the tourists in Bali. That is THE formal style, consultative style and casual style, and the dominant language style used in this research is the casual style. Related with this study the writer also use Martin Joss theory and the object is the tourism, different from the research that the writer will do with research conducted by khaliq, namely the object where the author takes place in samosir while khaliq in bali.

The next is Purba at all; (2021) entitled Sociolinguistics Analysis on Language Style Form at the Movie Script of papillon. This study aims to categorize the various language styles and the purposes served by the speakers' utterances when employing those styles in the Papillon movie script. The research's data source was the September 26th, 2018, YouTube episode of "Papillon". Roman Jakobson's theory of function and Martin Joos' theories of different language styles were both used in this study. Information taken from the Papillon film script. To address the research issue, they used qualitative research design the same with this research. The writers conducted their investigation using the documents. The analysis led the researchers to 30 language-style data sets. Many linguistic idioms were found by the writer. This study relates to the research being done by the writer in terms of language style, and the difference is the subject, where he raises the object of the film text, while this research is from a tourism object.

The journal by Ratnawati et al., (2021) entitled Exploring Language Style in Makassar Cultural Tourism. In order to determine the kind of language styles that are most frequently utilized in Makassar's cultural tourism, this study looked at how Makassar tourists communicated with English native speakers people. This research was centered on Martin Joos' theory that covered language style. It was then examined using a descriptive methodology. Six YouTube videos about cultural tourism were employed in the study as the instrument to get more reliable data. The study's findings indicate that formal style—used by tourists five times—was most frequently employed, followed by casual style (fourth), casual style (just once), and intimate style (twice). The study's findings would be used as a guide when teaching English for tourism in Indonesia allow for better English communication. The same case with the case study that the writer is currently doing, using Martin's theory and the equation of the sector to say tourism, but in this case, she is more prominent in the field of Makassar culture.

The thesis which belongs to Dinda Dwi Maharani Muhammadiyah University of Mataram (2019) is entitled *A Sociolinguistics Analysis of Language Style in "Wild Child" Movie*. This study aims to examine how each character in the film "Wild Child" uses language. The five language styles listed in Martin Joos' theory served as the foundation for the examination. The data was gathered using a qualitative research methodology by the writer, who first watched the movie before examining the language used in the conversation. The conversation from the movie, which was converted into text, served as the source of the research's data. Similar as the research conducted by Dinda, the identification of

language styles using the theory of Martin Joss and the difference lies in the object where she uses a movie object while this research is conducted with a tour guide.

The next related study is a study by Harum Abu Aulia (2014) in his research *The Language Styles Used by The Host in Kick Andy Talk Show*. He discusses about language style or way of speaking that varies in formality and is based on the context of language use. The purpose of this study is to characterize the various linguistic idioms that Kick Andy talk show host Andy F. Noya employs, as well as the variables that affect his choice of idiom. He received the data by downloading Kick Andy talk show video from [www.youtube.com](http://www.youtube.com). Additionally, this study employs a qualitative methodology and relies its analysis on Joss's classification of language style and Holmes's social element and dimension. According to the findings of this study, Andy F. Noya, who hosted the Kick Andy talk show, used three different styles: a formal style, a consultative style, and a casual style. Whether the environment, subject, and speech function of the Kick Andy talk show were formal or not, as well as the addressee's age, status, and background, affected how each style was used. In conclusion, all of Holmes' suggested variables played a role in the selection of the styles. The differences of this study is about the data that used written and spoken data. The written data is about the transcript of the movie and the spoken data is about the movie videos.

The next thesis by Ratna Cahyanti (2018) The theme of this study combines the sociolinguistic theory with the *Dilan 1990* (2018) film, focusing on language style. The film is a form of visual storytelling that combines sound,

moving pictures, and narrative. This study defines the main character's language style in the 2018 film Dilan from 1990. It aims to learn about different language styles and the one that Dilan, the main character, uses the most. This study employed a descriptive qualitative research approach to gather information on language usage. Dilan, the major character in the 2018 film Dilan, served as both the research subject and the research object. The research object was the language style utilized by the main character. After examining the data, she discovered three different formal styles, three consultative styles, forty different casual styles, and an intimate style that the researcher discovered after further investigation.

## 2.7 Conceptual Framework

The concept of the study can be described by using the following Conceptual Framework which can explain the problem and theory.

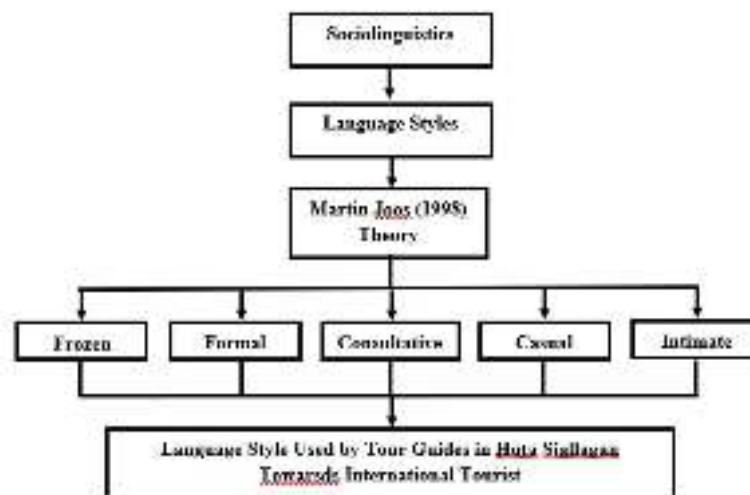


Figure 1 Language Style Used Tour Guide in Huta Siallagan Towards International Tourist.



## **CHAPTER III RESEARCH**

### **METHODOLOGY**

#### **3.1 The Research Design**

This research used qualitative research method with descriptive qualitative. A study that uses descriptive research aims to accurately represent its subjects. Simply said, descriptive research focuses on summarizing the study's participants. This study describe the many linguistic idioms employed by tour guides.

—Research that qualitative in nature can provide picture of what happened in the situation happening in society, in this case conditions regarding the language that occurs in the tour guide group<sup>11</sup> (Flick:2007) Also, the goal of qualitative research was to advance a thorough understanding of a certain phenomenon, such as an environment, a process, or even a belief. In this instance, the writer gathered, examined, and after having interpreted the data, described it. This approach was designed to cover all aspect of the research issue. Where, the writer described about the language style used by tour guide in Huta Siallagan towards international tourist.

#### **3.2 Source of The Data**

The research' data came from interactions between tour guides and tourists at Huta Siallagan. In their communication the writer found some language styles that were spoken by tour guide in the field. In addition the effective guiding methods, a tour guide also needs to speak English well. Language proficiency will

aid a guide in effectively and clearly communicating with tourists. In this research, the writer has several categories in the selection of tour guides, with several conditions, can speak good English, have an official tour guide certificate or are bound by the Indonesian Tour Guide Association (HPI), have participated in tour guide training, have a minimum guiding experience of one year, the maximum age of 50 years and can be male or female.

The technique utilized for gathering and analyzing information from the guide is qualitative research. There are five language styles used by guides is the basis of this research's data: frozen, formal, consultative, casual, and intimate style. The more prevalent language style norms subsequently applied to all discussions and dialogues.

### **3.3 The Technique of Collecting Data**

This section is presented the data collection techniques employed in this study and the individual instruments used to gather the data in descriptive qualitative research, data collection approach includes in-depth interview, document analysis, observation, and audiovisual materials analysis (Creswell, 2012).

The data of this research came from observations, and document review, which are gathered through several techniques of data collection. When the guide is guiding tourists, the writer asked for permission to follow the guiding process and try to hear the language used by the guide and also use a voice and video recorder to strengthen the data. The writer utilized the following methods to gather data for this study in order to accurately analyze the data:

1. Following the guiding process in Huta Siallagan
2. Recording audio and video of the guiding process
3. The writer prepares the questions for interviewing the tourist.
4. Interviewing the tourist using audio recorder.
5. Collecting all the data.
6. Converting the audio recording into transcription.
7. Underlining the tour guides' utterances that appear the kind of language styles.
8. Analyzing the data based on Martin Joos (1998) theory.

Firstly, the writer categorized the data in accordance with the kinds of language based on Martin Joos theory. Secondly, the writer interpreted and described how is the language style used by Tour Guide in Huta Siallagan.

### **3.4 The Technique of Analysing Data**

In analyzing the kinds of language style in tour guide in Huta Siallagan towards to international tourists and how the expectation of tourists are fulfilled by the guides. The conversation analysis that has the relation between the descriptive qualitative method with a conversation was used to analyze the data. The procedure of analyzing data to find out the kinds of language style can be explained as follows:

- 1) Converting audio recording to transcript text.
- 2) Identifying and selecting the kinds of language style that used by the tour guides in Huta Siallagan towards International Tourists.

- 3) Categorizing the kinds of language style that used by the tour guides in Huta Siallagan towards International Tourists.
- 4) Making a conclusion based on the data analysis.
- 5) The procedure of analyzing data to find out the expectations of the tourist are fulfilled by the guides can be explained from the interview with the tourist.