

**SPEECH STYLES OF SUHAY SALIM IN  
YOUTUBE BEAUTY VLOGS**

**UNDERGRADUATE THESIS**

**By :**

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**STUDY PROGRAM OF ENGLISH  
DEPARTMENT OF LANGUAGES AND LITERATURE  
FACULTY OF CULTURAL STUDIES  
UNIVERSITAS BRAWIJAYA  
2019**

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Presented to  
Brawijaya University  
in partial fulfilment of the requirements  
for the degree of *Sarjana Sastra*

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2019**

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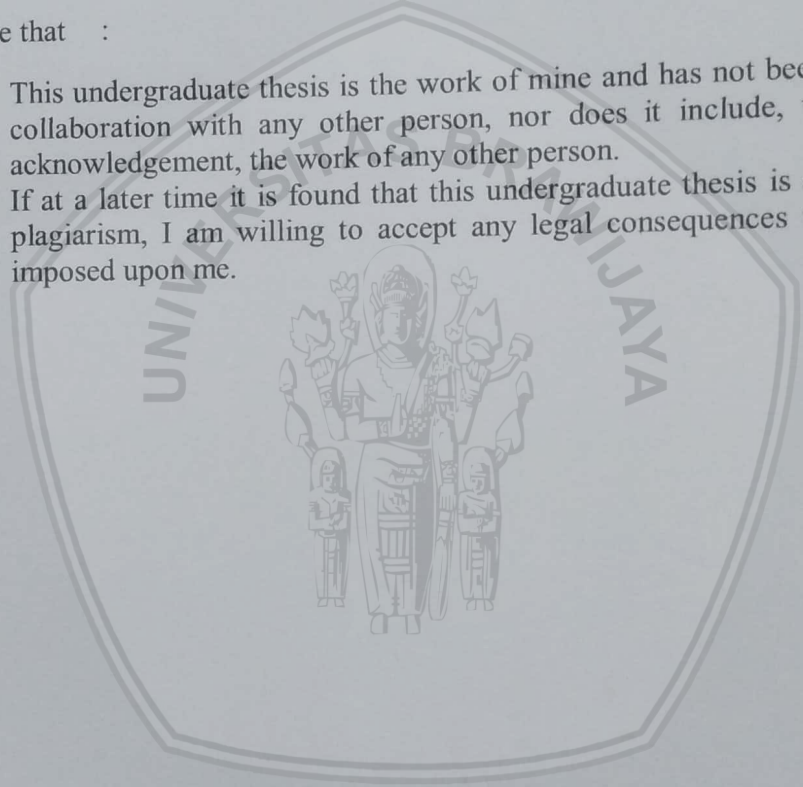
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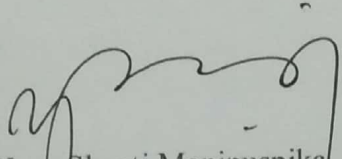
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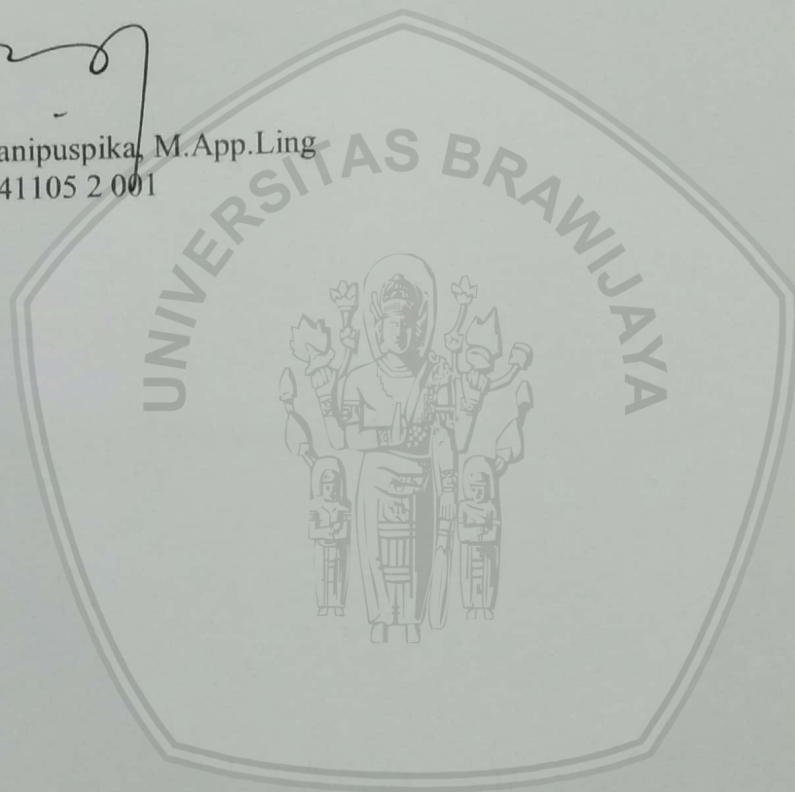
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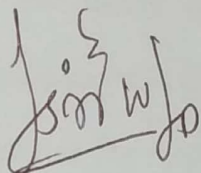
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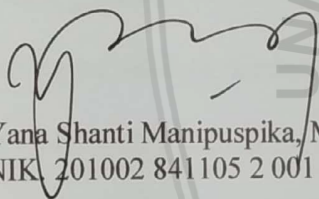
  
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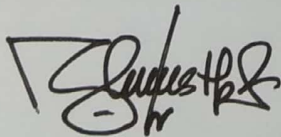


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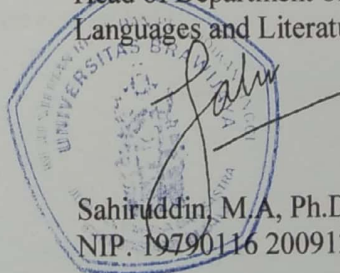
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Finally, This undergraduate study is expected to be useful not only for the writer, but also for the general society and future researchers.

Malang, 18 Juli 2019

Siti Rohmah

## ABSTRACT

Rohmah, Siti. 2019. **Speech Styles of Suhay Salim in Youtube Beauty Vlogs.** Study Program of English, Department of Languages and Literature, Faculty of Cultural Studies, Universitas Brawijaya. Supervisor: Yana Shanti Manipuspika.

Keywords: *Sociolinguistics, Speech Style, Suhay Salim, Beauty Vlog*

This research discusses about speech styles produced by Suhay Salim in her Youtube channel on *Skincare Routine + Praktek, Wardah One Brand Tutorial/ First Impression, and January Faves 2018* beauty vlogs. The aims of this research are to find out the types of speech styles used by Suhay Salim on her Youtube videos and to identify the factors affecting Suhay Salim in using certain types of speech styles on her Youtube videos.

Qualitative approach was employed in this study. The theories used are from Joos' (1967) to find out types of speech styles, Kridalaksana's (2007) to analyze the lexical and grammatical characteristics for standard Bahasa Indonesia, and Holmes (2001) to analyze the factors which affect the use of speech styles. The data were Suhay Salim's utterances in her beauty vlogs.

The results revealed that there were 370 utterances from three videos that contain speech styles in *Skincare Routine + Praktek* beauty vlog (3 utterances of formal style, 157 utterances of casual style), *Wardah One Brand Tutorial/ First Impression* beauty vlog (3 utterances of formal style, 72 utterances of casual style) and *January Faves 2018* beauty vlog (6 utterances of formal style, 129 utterances of casual style). Casual style was the mostly used speech style by Suhay Salim in those three videos. The possible reason was the setting of Suhay Salim Youtube channel which is informal. The writer also found that in using certain types of speech style, Suhay Salim was influenced by three factors; they were age of addressee, social background of addressee, and speech convergence. Furthermore, she was more often to use informal language rather than formal language.

The writer suggests the next researchers to conduct studies on other aspect of speech styles in terms of morphology or code switching. This could be resourceful to the linguistics students to reflect upon and take advantage of such systematic analysis for their course of action in the future.

## ABSTRAK

Rohmah, Siti. 2019. **Gaya Bahasa Lisan Suhay Salim dalam Video Blog Kecantikan di Youtube**. Program Studi Sastra Inggris, Jurusan Bahasa dan Sastra, Fakultas Ilmu Budaya, Universitas Brawijaya, Pembimbing: Yana Shanti Manipuspika, S.S, M.App.Ling.

Kata Kunci: *Sosiolinguistik, gaya bahasa lisan, Suhay Salim, video blog kecantikan*

Penelitian ini mendiskusikan tentang gaya bahasa lisan Suhay Salim dalam video blog kecantikan Youtube dalam video yang berjudul *Skincare Routine+ Praktek, Wardah One Brand Tutorial/ First Impression, and January Faves 2018* Tujuan dari penelitian ini adalah untuk menemukan jenis-jenis gaya bahasa lisan yang digunakan Suhay Salim dalam video Youtubanya, dan faktor-faktor yang mempengaruhi Suhay Salim dalam penggunaan gaya bahasa tersebut pada video-video di Youtubanya.

Penelitian ini menggunakan pendekatan kualitatif. Teori-teori yang digunakan yaitu dari Joos (1967) untuk menemukan jenis-jenis dari gaya bahasa lisan, Kridalaksana (2007) untuk menganalisis karakteristik leksikal dan gramatikal untuk Bahasa Indonesia dan Holmes (2001) untuk menganalisa faktor-faktor yang mempengaruhi penggunaan gaya bahasa lisan. Data yang digunakan adalah ujaran-ujaran Suhay Salim di video-video blog tentang kecantikan.

Hasilnya menunjukkan bahwa ada 370 ujaran dari 3 (tiga) video yang mengandung gaya bahasa lisan dalam video *Skincare Routine+ Praktek* ( 3 ujaran mengandung gaya formal, 157 ujaran mengandung gaya kasual), video *Wardah One Brand Tutorial* (3 ujaran mengandung gaya formal, 72 ujaran mengandung gaya kasual), video *January Faves 2018* (6 ujaran mengandung gaya formal, 129 mengandung gaya kasual). Gaya kasual adalah gaya bahasa lisan yang paling sering digunakan oleh Suhay Salim pada tiga video tersebut. Kemungkinan alasannya karena situasi dari saluran Youtube Suhay Salim yang tidak formal. Penulis juga menemukan kalau dalam menggunakan gaya bahasa tersebut dipengaruhi oleh tiga faktor yaitu umur dari penontonnya, latar belakang sosial dari penontonnya dan ujaran yang dikonvergensi. Selanjutnya, Suhay lebih sering menggunakan tutur bahasa tidak baku daripada tutur bahasa baku.

Penulis menyarankan para peneliti berikutnya untuk melakukan studi pada aspek lain dari gaya bahasa lisan dalam hal morfologi atau alih kode. Ini bisa menjadi sumber bagi siswa linguistik untuk merenungkan dan mengambil keuntungan dari analisis sistematis tersebut untuk tindakan mereka di masa depan.





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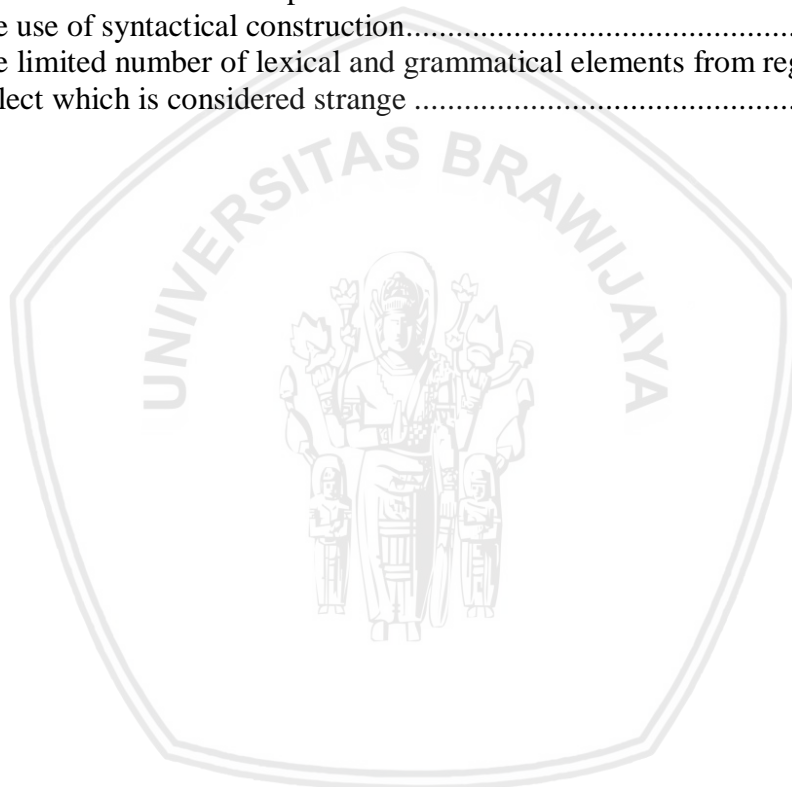
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## CHAPTER I

### INTRODUCTION

This chapter presents the background of the study, problems of the study, objectives of the study, and definition of key terms.

#### 1.1 Background of the Study

Language is the most important part of communication. Language as a tool of communication which is used to transfer idea and information from the speaker. A language is what the members of a particular society may speak (Wardhaugh, 2006 p.1). Therefore, by using language people are able to interact and communicate with others.

Every person has different ways in communicating their ideas, emotions, and desires with the others based on social situations. In other words, how people speak depends on the situation at that moment. They use certain choice or variety which is called as style. According to Holmes (2001, p.233), style is a choice of code or variety that is influenced by the addressee and the context. In this case, style can occur in written and spoken discourse. The style which occurs in spoken discourse is called speech style. Joos (1967, cited in Brown and Attardo 2000, p. 117) classifies speech styles into five types based on the degree of formality which are frozen style, formal style, consultative style, casual style, and intimate style.

The addressee and the context are very influential for the people to choose their style in delivering their messages in order to make the conversation flows



smoothly. For example, a style used by people when they are interact with their close friend is different from style used when interacting with their teachers or parents. People tend to used informal style when communicating with their close friend, but when interacting with their teacher, they use formal style. In addition, style of speaking occurs because of various factors in terms of addressee, they are age of addressee, social background of addressee, speech convergence, and speech divergence.

In addition, the consciousness of people about what variation of speech style that they use in different occasion is important to avoid miss-interpretation in conveying the information delivered by speaker which is the main concern of this study.

In recent years of this millennium era, the speech style in daily conversations is widely more various. The development of culture, politic, economic and technology have also contributed to alter or bring up the new way of expressing languages which are constantly changing from time to time. The development of technology makes speech styles are not only applied in the real life but also in social media platform such as Youtube.

The use of speech styles in Youtube especially beauty vlog which is quite popular recently caught the writer's attention to do the research. Youtube is the world's most popular online video site. Since its inception in 2005, Youtube has grown from a site devoted to amateur videos to one that distributes original content. The most popular types of Youtube videos are product review videos and how-to videos. In product reviews, Youtube influencers offer feedback on a

product or service. Meanwhile, in how-to Youtube videos help audiences learn how to do a specific task. Those types of content are watched over and over by the viewers. How-to videos are beloved by beauty, tech, travel and automotive. Probably, the phenomenal content on Youtube that already watched by majority of woman around the world, especially in Indonesia is beauty vlog. The new term for people who doing beauty vlog is beauty vlogger.

The interesting part of beauty vlogger is how speech styles are used by them. A beauty vlogger always has their own way to communicate with their viewers on Youtube, of course to make the viewers understand about the beauty vlogger's explanation.

In this study, the writer analyses the speech style used by Suhay Salim in *Skincare Routine + Praktek, Wardah One Brand Tutorial/ First Impression*, and *January Faves 2018* beauty vlogs by using theory of Joos (1967, cited in Brown and Attardo 2000, p. 117) and the supporting theory by Kridalaksana (2007). The witer also tries to find out the factors affecting Suhay Salim in using speech styles on her Youtube channel in *Skincare Routine + Praktek, Wardah One Brand Tutorial/ First Impression*, and *January Faves 2018* video by using theory of Holmes (2001).

There are some reasons in choosing the beauty vlogger as the object of the study. First, a beauty vlogger is the new kind of job that created different speech styles which used by the speaker that should be talkative to their viewers although the conversation in monologue form. Second, Suhay Salim is one of a famous Indonesia beauty vlogger that has 1,049,568 subscribers and reach 5,9

million viewers on her Youtube video. She has some collaboration with local and international make-up brands, beauty classes and becoming the guest star of beauty talk in some events. Furthermore, in the whole videos, she is the one who control the situation and talk from the beginning until the end. She knows when she has to switch her styles when she is talking about some beauty products in different situation.

Furthermore, the writer hopes that the result of this study is useful for the readers, especially the students of English Department at Faculty of Cultural Studies as a comparison or reference for conducting the next research about speech styles. The readers also can add their knowledge about types of speech styles especially the one used in a Youtube. Therefore, the writer entitles this study **“Speech Styles of Suhay Salim in Youtube Beauty Vlogs”**.

## **1.2 Problems of the Study**

Based on the background explained previously, the formulated research problems are follows:

1. What are the types of speech styles used by Suhay Salim on her Youtube videos?
2. What are the factors affecting Suhay Salim in using certain types of speech styles on her Youtube videos?

## **1.3 Objectives of the Study**

Based on the problems of the study above, the objectives of the study are as follows:

1. To find out the types of speech styles used by Suhay Salim on her Youtube videos.
2. To identify the factors affecting Suhay Salim in using certain types of speech styles on her Youtube videos.

#### 1.4 Definitions of Key Terms

To avoid misunderstanding in this study, the writer provides the following key terms:

1. **Speech style** : A variation in an individual's speech correlating with the differences in addressee, social, context, personal aim, or externally imposed tasks. (Mayerhoof, 2006, p.28)
2. **Youtube** : The brand name of a website on which users can post, view, or share videos. (www.dictionary.com)
3. **Vlog** : A video blog that record of your thoughts, opinions, or experiences that you film and publish on the internet. (www.dictionary.cambridge.org)
4. **Beauty vlogger** : A person who keeps a video blog containing products or activities that are concerned with making women look beautiful. (www.collinsdictionary.com)

## CHAPTER II

### REVIEW OF RELATED LITERATURE

This chapter classifies the related theories of speech style underlying the analysis of this study and also some previous related studies.

#### 2.1 Sociolinguistics

Sociolinguistics is a study of the relation between language and society. Language is crucial thing that we need when we live in a society. The function of the interaction between human lives in society is decided by how the participants use their language as a media. The description above is related with Wardhaugh's (2006, p.13) statement:

Sociolinguistics is concerned with investigating the relationship between language and society with the goal being a better understanding of the structure of language and of how language function in communication, the equivalent goal in the sociology of language is trying to discover how social structure can be better understood through the study of language.

Chaer and Agustina (2004, p.15) state that the problem of Sociolinguistics is 'who speak what language to whom, when, and to what end'. According to that problem, the function of a language can be seen from the subject (speaker), object (hearer/addressee), topic, and the purpose. Based on certain variety of spoken language, people tend to use certain style to speak in different situations or occasions and to different person. In this case it is called as speech styles.



## 2.2 Speech Styles

Language has a potential for making communication successful and establishing social togetherness if it is used well. If not, it will be a handicap for successful communication and interaction. It is important to pay attention on certain aspect of language variation to achieve successful and fluent communication. Joos (1976, cited Brown and Attardo 2000, p. 117) states that speech style means the form of language that a speaker used and it is characterized by the degree of formality, such as frozen style, formal style, consultative style, casual style, and intimate style. Style may be called higher or lower in referring to the meaning of communication. The speaker may use higher or both lower style at the same time. According to Rickford and Eckert (2001, p. 23), styles in the way people speak require the way they speak as the members of the society. Furthermore, what kind of style that they use also depends on what situation they belong. Akmajian et al (2001, p. 287) explain this style shift process happens automatically and unconsciously to the speaker. The process of shifting style somehow need some following concentration of the speakers because they have to decide and realize quickly whether formal or informal occasions they belong and what styles they are going to use.

### 2.2.1 Frozen Style

This style also referred as static register or printed unchanging language According to Joos (1967, cited Brown and Attardo 2000, p. 117), frozen style is style that intended to be remembered and used in a very formal setting such as in palace, church ritual, speech for state ceremony, and some other occasions. This

style involves very large group of people whose members are unknown to one another. However, this style is not only addressed to strangers at that time but also to posterity as well. Frozen style is the highest rank in Joo's classification.

This style usually used in long sentence with good grammatical and vocabulary. Frozen style is more elaborated than any other styles. Based on the characteristics above, frozen style requires high skills and is almost used exclusively by specialist, professional orators, lawyers and preachers. Moreover, frozen style usually tends to be monologue. According to Chaer and Agustina (2004, p.70), frozen style can be seen from indicators of long and stiff sentence with good grammar and vocabulary.

For example, the text which belongs to frozen style is the first paragraph in Preamble of 1945 Indonesian Constitution, "*Bahwa sesungguhnya kemerdekaan itu adalah hak segala bangsa. Dan oleh sebab itu maka penjajahan di atas dunia harus dihapuskan karena tidak sesuai dengan prikeantasan dan prikeadilan*" (That, actually independence is the right of every nation, and because of that the colonization on the earth has to be abolished because it does not conform with the humanity and justice) (Chaer and Agustina, 2004, p.70). The existence of the words *bahwa*, *maka*, and *sesungguhnya*, at the beginning of the sentence indicate that this sentence is not an ordinary sentence but it has its own worth. Then, the good grammar and the choice of words which is used indicate that it is included into frozen style.

### 2.2.2 Formal Style

Formal style is a style that is designed to inform, its dominating characters. Something that is necessarily in consultation, incidental in casual discourse. Joos (1967, cited Brown and Attardo 2000, p. 117) states that formal style is generally used in a formal situation, where there is the least amount of shared background knowledge and where communication is one way communication with little or no feedback from the audiences, for example in graduation ceremony which belong to medium or large groups. However, it may be used in speaking to a single hearer, for example between strangers.

Furthermore, this style usually combines maximum explicit utterances, and complexity of sentence. This style is used in a formal situation such as in graduation ceremony. Required when the group becomes too large to permit participation, and the speaker is uncertain how much the audience already knows or how they might react. Hence, the language must become more cohesive, more detached, and more carefully informative. This style usually requires cohesion in form of conjunction to connect two or more clauses or sentences such as after, afterwards, also, and, as a result, at first, because, but, finally, for the same reason, hence, however, in other words, in particular, in spite, nevertheless, then, therefore, though, whereas, and while. The example that suitable with the explanation above, such as the announcement on the plane by the captain to the passengers is included into formal style, "*Para penumpang yang terhormat, selamat siang dan selamat datang pada penerbangan Jakarta menuju Palangkaraya. Saya, Kapten Tobing, bersama ko-pilot Kapten Joko melaporkan*

*bahwa kita saat ini berada pada ketinggian 3.150 meter dari permukaan laut dengan kecepatan jelajah sekitar 600 km/jam.*” (Dear passengers, good afternoon and welcome to the flight from Jakarta to Palangkaraya. I, Captain Tobing as along with co-pilot, Captain Joko reported that we are currently at an altitude of 3,150 meters above sea with cruising speed of about 600 km/hour). As we can see from that example, the gramatical form of that example is full and explicit, some technical vocabularies are also used, and all information is clearly given to the hearer. Moreover, those sentences are used to give information just like Joos’ statement about intention of formal style.

### **2.2.3 Consultative Style**

Consultative style is used when the speaker tries to show a proper norm when talking to the stranger. It is usually happened between people who are doing business transactions or when a small group of acquaintances meet. In this style, both participants are active in case when one is speaking then give signals yes, yeah, I see, etc. The responses that speaker will get usually like “Yes”, “No”, or “I see ...”.

Consultative style is the most flexible style so far. This style is where we still can choose words with some care, because some of us may experience this everyday like buyer-seller or patient-doctor conversation. The speaker usually will see the hearer’s response to know wether his information is transmitted well or not because in that state he is talking to a stranger. The speaker also does not know exactly wether the hearer can catch the topic properly or sometimes does not know how far the assumptions created based on the information he shared.

### 2.2.4 Casual Style

Casual style is a style that is used for the conversation in our relaxed or normal situation that is appropriate to the conversations with our friends or sometimes members of a family, such as outside the classroom, when the student have a chat outside class room. The form of sentence in this style is usually short. The vocabulary in this style is most influenced by dialect. There is absence of background information and the listeners are assumed to understand what the speakers say in this style. There are two devices of casual style. First, ellipsis (omission) that usually shows the differences between casual grammar and consultative grammar for example:

*Thank you* (Consultative grammar)

*Thanks* (Casual grammar)

The unstressed word can be omitted particularly at the beginning of the sentence. There most involved are articles, pronouns, auxiliaries, and be. For example, “*Anybody home?*”, “*Car broke down*”. “*Got a match?*”, “*Need help?*”. As the result, the sentence structure of casual style becomes incomplete. Second device of casual style is slang which is a prime indication of in group relationship. Akmajian et al (2001, p.303) states that “Slang is part of casual, informal styles of language use. Further, the term slang has traditionally carried a negative connotation...” Slang is non-standard word which is known and used by certain groups like teenager groups, for example, in formal language, young female called “*girl*”, while in the slang language it is said as “*chick*”. The background information so freely inserted into casual conversation.



Positively, casual style is characterized by the use of the first name or even nickname rather than a little name and last name in addressing one another. The pronunciation is rapid and often slurred, besides that the use of slang. This is a prime indication of in-group relationship. It is used only with insiders, and only members of the group assume it to be known. Moreover, such expressions are a highly diagnostic feature of the casual style, they will generally be interpreted as signaling informality. People who are not aware either of the phenomenon or of its significances. That is, they do not know what is about an utterance that gives them the impression of informality.

### **2.2.5 Intimate Style**

Intimate style is a private language developed within families, lovers, and the closest friends. The intimate labels are dear, darling, honey, and even mom, dad or other nicknames might be used in this situation. Example: "*Hey baby, what happened?*". Joos (1967, cited Brown and Attardo 2000, p. 117) states intimate style is an intimate utterance pointedly avoids giving, the addressed information outside of the speakers skin. Normally, the intimate style is used in pair. There are two systematic features of intimate style, first is extraction. The speaker extracts a minimum pattern from sonic conceivable casual sentence. Example the utterance "*eng*", there is no dictionary meaning but serves as, it is an empty word, a code label for intimate style. Intimate style needs no slang and no background information. The message cannot be recreated because there is no message to recreate. It means, the thought is communicated and the addressee extracts the full meaning from it. The second feature of intimate style is jargon. Jargon is technical

vocabulary associated with special activity or group. It might embarrass some non-group members to hear them in group intimate language. The word that generally signal intimacy such as, “*dear*”, “*darling*”, and even “*honey*” or “*hon*” might be used in this situation. On the other names, nicknames might regularly prove embarrassing to hearer as well as speakers outside of intimate situations.

Furthermore, intimate language is also characterized by ellipsis, deletion, rapid, slurred, pronunciation, non-verbal communication, and private code characteristics. It is often unintelligible outside the smallest social units.

### 2.3 The Lexical and Grammatical Characteristics for Standard Bahasa Indonesia

In this study, the writer uses some lexical and grammatical characteristics in standard Bahasa Indonesia in order to easier analyse the data because the data of this study are in Bahasa Indonesia. If there are some characteristics of standard Bahasa Indonesia found in the utterances, it will be categorized as formal and informal forms. Frozen style and formal style are categorized as formal form in standard Indonesia language while casual style, intimate style, and consultative style are categorized as non-formal form of standard Bahasa Indonesia. Based on Kridalaksana (2007), the standard forms of Bahasa Indonesia have some characteristics as follow:

**Table 2.1 The use of prefix “me-“ and “ber-“ consistently and explicitly**

Standard Bahasa Indonesia	Non Standard Bahasa Indonesia
Kuliah sudah <b>berjalan</b> dengan baik.	Kuliah sudah jalan dengan baik.
Rektor <b>meninjau</b> perumahan karyawan IKIP.	Rektor tinjau perumahan karyawan IKIP.

**Table 2.2 The use of conjunction such as “bahwa” (that) and “karena” (cause) consistently and explicitly**

Standard Bahasa Indonesia	Non Standard Bahasa Indonesia
Dia tahu <b>bahwa</b> saya belum menikah lagi.	Dia tahu, saya belum menikah lagi.
Dia dimarahi guru <b>karena</b> sering terlambat.	Dia dimarahi guru, dia sering terlambat.

**Table 2.3 The use of grammatical function such as subject, predicate and object consistently and explicitly**

Standard Bahasa Indonesia	Non Standard Bahasa Indonesia
Bapak Cahyono pergi ke Surabaya. P O	Bapak Cahyono ke Surabaya. S O

**Table 2.4 The use of pattern verb phrase aspect + doer + verb consistently: the pattern of non-standard: doer + aspect + verb**

Standard Bahasa Indonesia	Non Standard Bahasa Indonesia
Surat saudara <b>sudah</b> saya baca.	Surat saudara <b>saya sudah baca.</b>
Surat itu sudah <b>saya baca.</b>	Surat itu sudah <b>dibaca oleh saya.</b>

**Table 2.5 The use of syntactical construction**

Standard Bahasa Indonesia	Non Standard Bahasa Indonesia
<b>Harganya</b> cukup mahal.	<b>Dia punya harga</b> cukup mahal.
Mereka harus <b>membersihkan</b> dulu ruangan itu.	Mereka harus <b>bikin bersih</b> dulu ruangan itu.

**Table 2.6 The limited number of lexical and grammatical elements from regional dialect which is considered strange**

Standard Bahasa Indonesia	Non Standard Bahasa Indonesia
Mengapa kamu <b>tidak</b> datang?	Kenapa kamu <b>nggak</b> datang?
Dia <b>hanya mengajar</b> di sekolah ini saja.	Dia <b>cuma ngajar</b> di sekolah ini saja.

## 2.4 Factors Influencing the Use of Speech Style

According to Holmes (2001, p.223), language varies according to its uses as well as its users. The addressees affect the speakers' choice to choose the variation of their speech style. In short, the addressee gives influence to the speaker in choosing the variation of speech style. Some people usually more casual while communicating when he or she knows better about the addressee. Holmes explains that there are some factors that influence style of speech in term of addressee such as, age of addressee, social background of addressee, speech convergence and speech divergence.

Wardhaugh (2006) states that there are various factors which may influence the speakers in choosing the appropriate style such as the kinds of occasions, 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.

In short, there are various factors that underlying the selection style of speech by people. The factors come from the social setting and background , the addressee or participant, the function of language itself, and many others.

### 2.4.1 Age of Addressee

According to Holmes (2001, p.225) people generally talk differently to children and adults. When talking to children, people intend to use simpler and grammatical construction while when talking to adults, the sentences are more complex and explicit. The use of conjunction such as “and” and “but” are usually

used by the speakers when they want to link simple sentences, for example (taken from Holmes, 2001, p.225)

a. A letter from adult to child :

Thank you very much for the letter you sent me. It was beautifully written and enjoyed reading it. I liked the postcards you sent me from your holidays too. What a lovely time you had swimming and surfing. I wished I was there too.

b. A letter from adult to adult too :

Thanks for your last letter and the subsequent postcards from exotic resorts. We were all green with envy ever your trip to Rio with all expenses paid! How do you get to be so lucky?

#### **2.4.2 Social Background of Addressee**

Holmes (2001, p.230) states that speakers tend to have different pronunciation when they do speech or talk to different social class. This occurrence directly effects to speech style of speakers. Moreover, speakers will tend to use formal type of speech style when talk to higher social class. On the other hand, speakers will tend to use informal speech style when they are talking to lower social class.

#### **2.4.3 Speech Convergence**

Holmes (2001, p.230) explains that when people talk to each other, their speech become more similar. It happens because the speakers like to other or the speaker has a private interest in pleasing each other or putting at ease. This case

makes each person's speech convergences towards the speech of the person. That is how speech accommodation happens. In other word, this process tends to imitate or behave other styles. Therefore, the terms of speech convergence is related with the process of speech accommodation.

#### **2.4.4 Speech Divergence**

Speech divergence is the opposite of speech convergence. In the speech convergence, style of the speech is converged when there is a private interest feeling from the speaker to the hearer or vice versa (Holmes, 2001). On the other hand, speech divergence happens when there is an uncomfortable feeling from the speaker to the hearer. Usually this is happened because there is a disagreed opinion or a sentiment feeling from the beginning. In this case, the speaker tends to make a new style or showing different style of speech from the hearer or vice versa.

#### **2.5 Previous Studies**

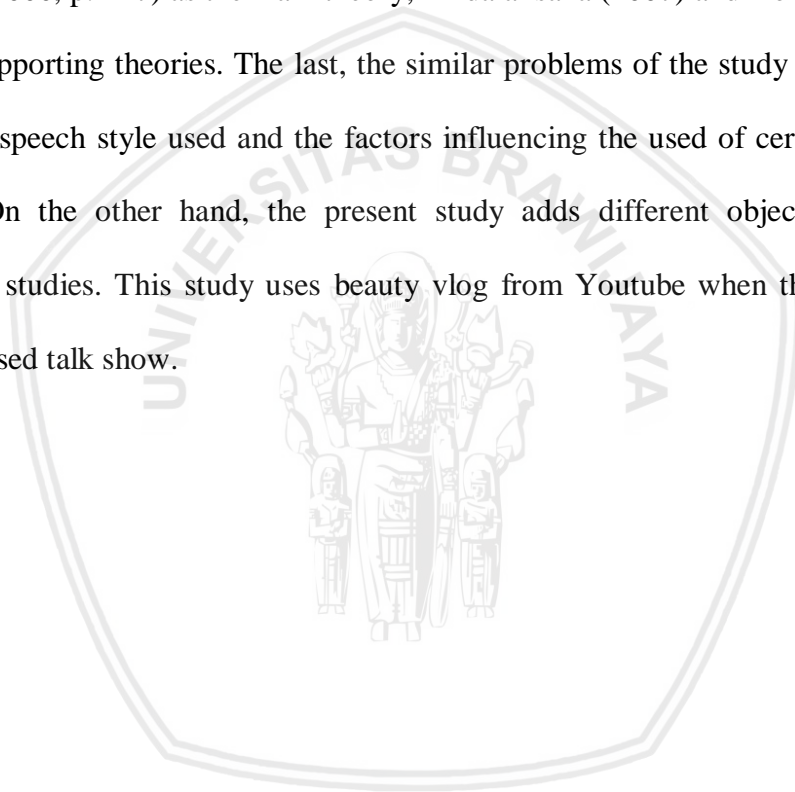
There are many studies concerning with speech styles in different ways. In this study, the writer reviews two undergraduate thesis that related with this study. The first is the study by Pratiwi (2014) entitled "Speech Styles Performed by the Hosts of Masterchef Indonesia Season 3 Cooking Talent Show". In her study, she analyzed the types of speech style by using the main theory speech styles by Joos (1967, cited in Broderick 1976), with supporting theories of standard and non-standard of Bahasa Indonesia by Kridalaksana (1989) and Chaer and Agustina (2004) as the data of the study are in form of Bahasa Indonesia. The findings



showed that the hosts preferred not to use very formal style (frozen style) since this show was a program cooking show which more semi-formal, and also did not use intimate style since the relationship between the hosts and the participations was not extremely close as it is mentioned in Joo's theory. After reading and comprehending the first previous studies, there are some similarities with the present study. First, the using of oral communication as the object. Second, the using of the theories from Joos (cited in Brown and Attardo 2000, p. 117 ) as the main theory, Chaer and Agustina (2010) and Kridalaksana (2007, p.3) as the supporting theories. The last, the similar problem of the study such as the types of speech style used and the factors influencing the used of certain speech styles. On the other hand, the present study has different object from the previous studies. This study uses beauty vlog from Youtube when the previous studies used talent show .

The second studies, the study by Chikita (2015) entitled "Speech Styles Used by Megawati Soekarno Putri and Basuki Tjahaja Purnama in Mata Najwa Talk Show on Merayakan Indonesia Episode". In her study, she tried to analyze the types of speech style by using the theory of Joos (1967) and supporting theory by Chaer and Agustina (2010) and Holmes (2001). The researcher found three types of speech styles used by Megawati Soekarno Putri and Basuki Tjahaja Purnama. They were formal style, consultative style, and casual style. Consultative style was the mostly used by both of them. The possible reason of using that style as the most speech style because in real life, they were close friend. The researcher also found that in using certain types of speech style,

Megawati Soekarno Putri and Basuki Tjahaja Purnama was influenced by three factors, they were; age of addressee, social background of addressee, and speech convergence. After reading the second previous studies, there are some similarities with the present study. First, the using of oral communication as the object. Second, the using of the same theories from Joos (cited in Brown and Attardo 2000, p. 117) as the main theory, Kridalaksana (2007) and Holmes (2001) as the supporting theories. The last, the similar problems of the study such as the types of speech style used and the factors influencing the used of certain speech styles. On the other hand, the present study adds different object from the previous studies. This study uses beauty vlog from Youtube when the previous studies used talk show.



## CHAPTER III

### RESEARCH METHOD

This chapter presents the methodology used by the writer in conducting the research. The writer presents the research design, data source, data collection and data analysis.

#### 3.1 Research Design

This study was aimed to examine how a beauty vlogger on Youtube delivers her messages or speeches to her viewers. It explored the types of speech styles that has connection with sociolinguistics and social phenomena around us. This study used qualitative approach because it analyzed the speech styles used by Suhay Salim when she talks to her viewers in *Skincare Routine + Praktek, Wardah One Brand Tutorial/ First Impression, January Faves 2018* videos on Youtube. The data were in the form of words, rather than number or statistic form. According to Ary et al (2010, p.29), qualitative research is used to understand a phenomenon by focusing on the total picture rather than breaking it down into variables. The goal is a holistic picture and depth understanding.

Moreover, the writer specified this research only to find out the way or how beauty vlogger on Youtube delivers their messages or speeches related with beauty and the factors that influence Suhay Salim to speak with certain speech styles.

### 3.2 Data Source

The data of this study were the utterances produced by Suhay Salim in *Wardah One Brand Tutorial/ First Impression, Skincare Routine + Praktek, January Faves 2018* videos on Youtube. The data were taken from three beauty vlogs of Suhay Salim from the last three years, the first one is *Wardah One Brand Tutorial/ First Impression* published on Jan 29, 2016. It has 5,959,895 views as the biggest total viewers that she ever had. The second one is *Skincare Routine + Praktek* published on Sep 11, 2017. It has 2,489,130 views as the second position of her biggest viewers. Last but not least, a beauty vlog entitled *January Faves 2018* that was broadcasted on February 2, 2018 and has 500,000 views. The selection of the vlog was based on some reasons. First, those videos catch viewers attention by the total number of viewers. Second, those videos were the permanent contents of Suhay's Youtube channel as beauty influencer. Third, the contents of those videos represent the content of a beauty vlogger that usually make related with beauty and stuffs.

### 3.3 Data Collection

In collecting the data, the writer used document analysis as the method since the data were in the form of words. The data in this study were taken from the video whose utterances are transcribed by the writer. Ary, et al (2010, p.431) state that, there are three methods in collecting the data, they are; observation, interviewing, and document analysis. There were some procedures to collect the data before beginning to analyze the object, those were:

1. Watching and listening the videos carefully to understand the content of the beauty vlogs by Suhay Salim on Youtube.
2. Transcribing the utterances uttered by Suhay Salim.
3. Checking the utterances from the videos with the transcription to ensure that the transcript matches the video.

### 3.4 Data Analysis

Data analysis was the next step after the data were collected and composed. The final activity in qualitative research was analyzing and interpreting the data collection and then presenting the result. Ary et al. (2010) mention that data analysis is a process where the researchers systematically search and arrange the data in order to increase his understanding over a particular phenomenon that is being researched and to enable the researchers to present what have been learnt.

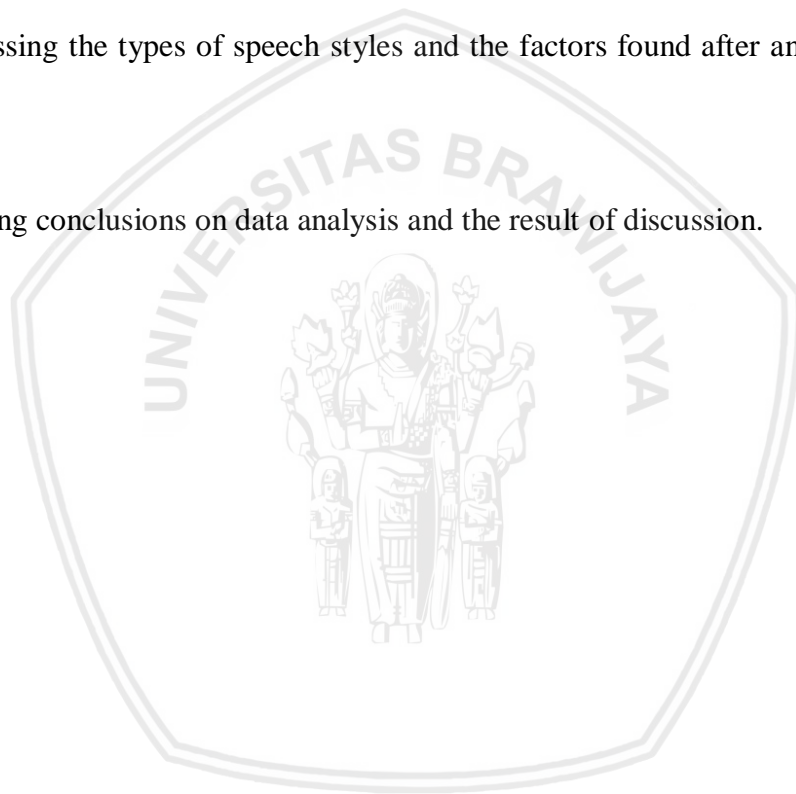
The writer analyzed the data by using the following steps:

1. Organizing the utterances used by Suhay Salim into the table.

**Table 3.4 The use of speech styles types**

No.	Utterances	Types of Speech Styles				
		Frozen style	Formal style	Consultative style	Casual style	Intimate style

2. Categorizing and analyzing the beauty vlogger utterances based on the types of speech styles by Joos (1967, cited in Brown and Attardo 2000, p. 117) and the supporting theory by Kridalaksana (2007).
3. Analyzing the factors which affect the use of speech styles based on Holmes (2001) theory by observing the beauty vlog in term of addressee.
4. Discussing the types of speech styles and the factors found after analysing the data.
5. Drawing conclusions on data analysis and the result of discussion.





## CHAPTER IV

### FINDING AND DISCUSSION

This chapter consists of the finding and the discussion. The writer explains the answer of the problems of the study based on the result of the analysis.

#### 4.1 Finding

The finding provides the answer of the research problems. The first problem of the study is the types of speech style that used by Suhay Salim. The second is the factors influencing speech styles used by Suhay Salim.

##### 4.1.1 Types of Speech Style Used by Suhay Salim in Her Beauty Vlogs

In this study, the writer analyzed three beauty vlogs with Suhay Salim as the speaker, those are *Skin Care Routine + Praktek*, *Wardah One Brand Tutorial / First Impression* and *January Faves 2018*. The beauty vlogs were taken from the same Youtube channel owned by Suhay Salim as those beauty vlogs attract people's attention. The writer analyzed all the utterances from each beauty vlogs by using the theory proposed by Joss (1967) and also supporting theory by Kridalaksana (2007) to find out the types of speech styles. Also, the writer used the theory of Holmes (2001) to find out about the influencing factors behind Suhay Salim utterances. Then, the writer presented the findings of Suhay Salim's utterances containing certain speech styles in each beauty vlogs as follows:

#### 4.1.1.1 Types of Speech Styles in Skin Care Routine + Praktek Beauty Vlog

##### 4.1.1.1.1 Formal Style

###### Datum 48

Kalau bukan kita yang menjaga, siapa lagi.

If we don't take care of, who else

The utterance above was stated by Suhay when she mentioned a slogan that usually used in Indonesia. Based on the characteristics of standard Bahasa Indonesia by Kridalaksana (2007), it is considered as formal style because of the use of prefix *me-* consistently and explicitly in the word *menjaga*, and the use of grammatical function such as subject, predicate and object. Also, there is no lexical and grammatical elements from regional dialect which is considered strange.

###### Datum 114

That's why I keep using this. I really love this.

The utterance was stated by Suhay when she reviewed after effect of using Cosrx Snail Bee serum. It is considered as formal style because the use of standard grammar and pronunciation. Also, no regional dialects in it.

###### Datum 160

And I'll see you guys on my next video. Bye

The utterance was stated by Suhay when she gave her last greeting as the closing to her viewers. It is considered as formal style because the use of standard grammar and pronunciation that usually used in formal or semi-formal occasion.

#### 4.1.1.1.2 Casual Style

In investigating this style, the writer categorizes those utterances into casual style since the sentences meet the characteristics of casual style that has ellipsis or omission, and a slang language or non-standard language which indicates group relationship. The following is the explanation in the casual style found.

##### Datum 3

Seperti judulnya kali ini **gue** mau **bikin** skin care rutin lagi karena ada beberapa yang **update** lagi **nggak abis-abis** perubahannya tapi kalian banyak banget yang minta sekaligus **dipraktekin so that's what I'm gonna do today**.

As stated on the title, now I want to make a routine skin care again because there are a few updates that the changes never end, but you really ask a lot and also practiced so that's what I'm gonna do today.

This utterance can be classified into casual style. The word *gue* here is non-standard vocabulary based on KBBI (Kamus Besar Bahasa Indonesia). This word *gue* has the same meaning of *saya*. This word is usually used in daily activity with friends. This word also influenced by Betawi dialect. One of the characteristics of casual style is the use of word that influenced by dialect. Besides, the words *bikin*, *nggak*, *abis-abis*, and *dipraktekin*, here, are also non-standard vocabulary of KBBI (Kamus Besar Bahasa Indonesia). Those words can be replaced by the words *membuat*, *tidak*, *habis-habis*, and *dipraktekkan*. Meanwhile, there are some English words such as skin care, and update. Also,

there is an English sentence uttered; ‘so that’s what I’m gonna do today’ that are not appropriate since this utterance is in Bahasa Indonesia.

### Datum 5

**Gue** cuma **pakai softlens** doang karena kalau **nggak** kok **nggak** kelihatan, tapi biasanya sih kalau **gue udah** mulai pakai **skin care udah** **nggak pakai softlens** lagi karena sebelum cuci muka pasti udah **gue** lepas **duluan softlensnya**.

I just wear the softlens because if it doesn't, it's not visible, but usually if I start using skin care, I don't use contact lenses anymore, because before washing my face, I should have released the contact lens first.

This utterance above was stated by Suhay Salim when she mentioned the reason why she wears her softlens. It is considered as casual style since it contains local dialect like *gue* instead of *saya*. Besides, there are some non-standard vocabulary such as *pakai* that should be added by prefix *me-* to become *memakai*, *nggak* instead of *tidak*, *udah* instead of *sudah*, *cuci* that should be added by prefix *me-* to become *mencuci*, the omission of the word *terlebih* in front of the word *duluan* to become *terlebih dahulu* in formal form. Further, the word *kok* and *sih* which indicate the slang words that usually used in certain society like teenagers. The writer also found, the English words such as ‘softlens’ instead of *kontak lensa* and ‘skin care’ instead of *perawatan kulit*.

### Datum 7

Langsung **aja** buat pagi-paginya biasanya pertama **gue** lakukan tuh **kayak** cuma bilas muka **gue doang pakai** air **nggak pakai** sabun **nggak pakai** apa-apa habis itu **pakai clay mask**.

For the morning, usually the first time I did is like I just rinsed my face using water, I didn't use soap, I didn't use anything, after that I used clay mask.

This utterance was stated by Suhay Salim when she was describing her morning routine step by step. This utterance considered as casual style because there are some non-standard vocabulary based on KBBI (Kamus Besar Bahasa

Indonesia) such as *aja* instead of *saja*, *buat* instead of *untuk*, *gue* instead of *saya*, *kayak* instead of *seperti*, *nggak* instead of *tidak*, and *habis* instead of *setelah*. The writer also found the English word ‘clay mask’ that is not appropriate to use since this utterance is in Bahasa Indonesia. Besides, there are two words that should be added by prefix *me-*, those are; *bilas* to become *membilas*, and *pakai* to become *memakai*.

### Datum 12

Karena **skin care routine** malamnya banyak banget jadi bangun-bangun **tuh** masih agak **minyakan gitu** dan **gua kayak** geli.

Because there are so many routine skin care at night, so when I woke up, it is still a bit oily and I feel disgusted.

This utterance was stated by Suhay Salim when she told what she felt in the morning after her night skin care routine. It is considered as casual style since this utterance contains non-standard words that are not appropriate in KBBI (Kamus Besar Bahasa Indonesia) such as ‘skin care routine’ instead of *rutinitas perawatan kulit*, *minyakan* that should be added by prefix *ber-* to become *berminyak*, *gitu* instead of *begitu*, *gue* instead of *saya*, *kayak* instead of *seperti*. Besides, there is the slang word *tuh* that usually used as colloquial word.

### Datum 20

Sambil **nunggu** dia kering, biasanya banyak yang **gue** lakukan, bisa **joget-joget** bisa **nyanyi nyanyi** atau sambil **ngerjain** kerjaan **gua** atau sambil **nonton** film, **banyaklah** biasanya yang **gua** kerjakan karena **gua** gesit dan lincah.

While waiting for it to dry, usually there are many things I do, I can dancing, singing or working on my work or watching a movie, there are many things I usually do because I am agile and agile.

The utterance was stated by Suhay Salim when she told what she usually did while waiting her Freeman detoxifying mud mask done. It is considered as casual style since it has some non-standard words such as *gue* instead of *saya*,

and the word *lah* in the end of the word *banyak*. Based on Kridalaksana (2007), one of the characteristics of standard Bahasa Indonesia is the use of prefix *ber-* and *me-* consistently, by Kridalaksana's explanation, the words *nunggu* should become *menunggu*, *joget-joget* should become *berjoget*, *nyanyi* should become *bernyanyi*, *ngerjain* should become *mengerjakan*, and *nonton* should become *menonton*.

### Datum 32

Jangan males males **lah** jadi orang, harus dicuci dulu.

Don't be a lazy person, you have to wash it first.

The utterance stated by Suhay Salim can be categorized as casual style since it has minimal unit of structure and uses non-standard vocabularies based on KBBI (Kamus Besar Bahasa Indonesia) such as the words *males* and *lah*. The word *lah*, here, can be classified as an informal form, this word can be omitted to make this utterance becomes formal. Further, the word *males* is non-standard vocabulary; this word come from the standard word *malas*.

### Datum 50

**Gua** lagi **demen banget** sama ini karena dia membantu melembabkan **banget** kalau kulit **lo** kering **ya I highly highly recommend this**.

I'm very happy with this because it helps moisturize a lot, if you have dry skin, I highly recommend this.

This utterance can be categorized as casual style. There are several words which are non-standard vocabulary based on KBBI (Kamus Besar Bahasa Indonesia), such as the word *gue* instead of *saya*, *demen* instead of *suka*, *banget* instead of *sekali*, *lo* instead of *kamu* or *kalian*. There is also an English clause



stated; *I highly highly recommend this* which cannot be classified as standard vocabularies because this utterance is basically in Bahasa Indonesia.

#### Datum 54

Ini sama **kayak** yang tadi kayak **diratain doang** di tangan terus **ditemplokin aja, ditiban lah** intinya tapi **pastiin** yang tadi **udah nyerap** dulu.

It's the same as the one before, just like being spread on the hand, then just apply it, that's the point, but make sure the one before was absorbed first.

This utterance was stated by Suhay Salim when she explained how to use Benton Snail Bee High Content Essence. This utterance is considered as casual style. It contains non-standard vocabulary of KBBI (Kamus Besar Bahasa Indonesia) in the word *kayak* instead of *seperti*, *diratain* instead of *diratakan*, *ditemplokin* instead of *ditempelkan*, *ditiban* instead of *ditimpa*, *pastiin* instead of *pastikan*, *udah* instead of *sudah*, and *nyerap* instead of *menyerap* which are considered as informal style.

#### Datum 62

**I don't really like to rub a lot around my eye area** jadi **gua** lebih suka produk yang teksturnya lebih cair dan dia juga katanya bisa buat **smile lines gitu** jadi **taruh aja** di sekitar bibir sisaannya.

I don't really like to rub a lot around my eye area, so I prefer a product that are more liquid texture and it also said that can make smile lines so just put it around lips area.

This utterance was stated by Suhay Salim when she was describing how to use the Caudalie Premier Cru The Eye Cream and the function of it. In this utterance, the writer found non-standard vocabulary based on KBBI (Kamus Besar Bahasa Indonesia) in the word *gue* instead of *saya*, *gitu* instead of *begitu*, *taruh* instead of *letakkan*, *aja* instead of *saja*. Besides, there are some English

clause, *I don't really like to like rub a lot around my eye area*, and *smile lines* which are not appropriate to use since this utterance is in Bahasa Indonesia.

### Datum 70

**By the way, gue nggak** menyarankan **lu** tidur sambil pakai ini ya, **kayak** misalnya tidur siang atau apa itu, **do not do that** terutama kalau **lu** tidurnya pencak silat yang gerak ke mana-mana **gitu** karena dia bakal nempel di bantal **lu**.

By the way, I don't suggest you to sleep while using this, yeah, like for example nap or something like that, do not do that, especially if you sleep with pencak silat that moves everywhere because it's going to stick on your pillow.

The utterance stated by Suhay Salim can be classified into casual style since it contains non-standard vocabulary. It is shown by the use of word *gitu* which is non-standard vocabulary of KBBI (Kamus Besar Bahasa Indonesia) instead of *begitu*, *gue* instead of *saya*, *nggak* instead of *tidak*, *lu* instead of *kamu/kalian*, *kayak* instead of *seperti*. Besides, there are some English words such as *by the way* and *do not do that* which cannot be classified as standard word since the utterance is in Bahasa Indonesia.

### 4.1.1.2 Types of Speech Styles in Wardah One Brand Tutorial / First Impression Beauty Vlog

#### 4.1.1.2.1 Formal Style

##### Datum 1

Hi, welcome back to my channel.

This utterance was stated by Suhay Salim when she gave her greeting of the video. It is considered as formal style because the utterance contains standard grammatical pateran and vocabulary of English.

### Datum 9

My skin has never been better, I swear.

The utterance was stated by Suhay when she gave the update information about her skin condition after using Wardah hydrating moisturizer cream. It is considered as formal style, because the use of standard word and grammatical pattern.

### Datum 74

Thank you so so much for watching.

This utterance stated by Suhay to show her gratitude towards her viewers that watch her video. It is considered as formal style because the utterance used standard of English in term of grammatical pattern and pronunciation.

#### 4.1.1.2.2 Casual Style

### Datum 5

Jadi disini **gue punya kantong gini** isinya produk wardah semua. **Gue** agak kaget juga **sih** sebenarnya karena **gue** belum pernah **nyoba** produk wardah sama sekali **make up-nya**.

So here I have a plastic bag with all this wardah products. I was a bit surprised, really, actually because I had never tried Wardah's product at all.

This utterance can be categorized as casual style. There are several words which are non-standard vocabulary based on KBBI (Kamus Besar Bahasa Indonesia), such as the word *gue*, *kantongan*, *gini*, *agak*, *sih*, *sebenarnya*, and *make up-nya*. The word *kan*, here, can be classified as an informal form, further, this word can be omitted to make this utterance becomes formal. Besides, the words *gue*, *kantongan*, *gini*, *agak* and *sebenarnya* are non-standard vocabularies; those words come from the words *saya*, *kantung*, *begini*, *sedikit*, and *sebenarnya*.

The English word *make up-nya* here cannot be classified as standard vocabulary since the utterance is in Bahasa Indonesia.

### Datum 8

Pokoknya **nggak** ada yang **bener** sampai akhirnya **gue** memutuskan **nyobain** wardah yang hydrating moisturizer cream yang seri aloe vera **and I love it**.

The point is there's nothing right until finally I decide to try the wardah hydrating moisturizer cream in aloe vera series and I love it.

This utterance was stated by Suhay Salim when she gave her personal experience towards Wardah hydrating moisturizer cream. In this utterance, there are several words which are categorized as non-standard vocabulary based on KBBI (Kamus Besar Bahasa Indonesia). They are *nggak* instead of *tidak*, *bener* instead of *benar*, *gue* instead of *saya*, *nyobain* that should be replaced by the word *mencoba*. Besides, there is an expression 'I love it' which indicate as an English word.

### Datum 10

Dan dia yang krim jadi lebih **tebel** dari yang gel dan **gue** suka karena dia agak lebih tahan lama **lah**.

And its cream is thicker than the gel and I like it because it is a little more longlasting.

This utterance was stated by Suhay Salim when she showed her preference towards Wardah hydrating moisturizer cream. It is considered as casual style since there are some non-standard vocabulary such as *tebel* instead of *tebal*, and *gue* instead of *saya*. Besides, there is the slang word *lah* that usually used in informal occasion or daily activity.

### Datum 17

Jadi **gue bakal pake** itu lagi, dikit **aja** karena biasanya setelah beberapa lama bagian sini **tuh** paling sering **ngeletek**.

So I'm going to use it again, just a little because usually after a while this section is most often flake off.

This utterance was stated by Suhay Salim when she told about her skin condition. It is considered as casual style because it contains non-standard vocabulary such as *gue* instead of *saya*, *bakal* instead of *akan*, *pake* instead of *memakai*, *dikit* instead of *sedikit*, *aja* instead of *saja*, *sini* instead of *disini*, *ngeletek* instead of *mengelupas* and the last one is the word *tuh* which indicates the slang word.

### Datum 19

Dan alis **udah** jadi, jadi sekarang langsung ke mata.

And the eyebrows have been made, so it's now straight to the eye.

This utterance stated by Suhay Salim when she was explaining the steps of her make-up. It is considered as casual style since there is an omission word in the word *alis* and *mata* that should be *riasan alis* and *riasan mata* to give the clearer meaning to the hearers.

### Datum 22

Tapi **gue tetep** perlu item, tapi **gue** cuma **nemu item** di palette yang M ini.

But I still need black color, but I only find black in this M palette.

This utterance was stated by Suhay Salim after conveying the reason why she used two eye shadow palette. This utterance can be categorized as casual

style. It can be seen from the used of non-standard word such as *gue* instead of *saya*, *tetep* instead of *tetap*, *item* instead of *hitam*. Further, the words *perlu* and *nemu* here are non-standard Bahasa Indonesia because there are no prefix *me-*. According to Kridalaksana (2007), the use prefix *me-* in an utterance can be classified into standard form of Bahasa Indonesia. Therefore, the words *perlu* and *nemu* here should be replaced by *memerlukan* and *menemukan*.

### Datum 38

Di ujungnya lagi **buat bikin** gelap lebih intens lagi, **diblend** lagi ujung-ujungnya **biar** semuanya **kecampur**.

At the end again, to make it darker even more intense, blend the edges again so that everything was mixed up.

The utterance was stated by Suhay Salim when she showed how to make the eye make-up. It is considered as casual style since the speaker used some non-standard vocabulary based on KBBI (*Kamus Besar Bahasa Indonesia*), which are; *buat* instead of *untuk*, *bikin* instead of *membuat*, the English word + prefix *di-* in the word *diblend* instead of *diratakan*, *biar* instead of *supaya*, and *kecampur* instead of *tercampur*.

### Datum 51

**Please please**, semoga warnanya **nyambung**.

Please please, I hope the colors will match.

The utterance was stated by Suhay Salim when she hoped that her make-up color will be fit with one another. It is considered as casual style since Suhay



borrowed English word which is *please*, and non-standard word based on KBBI (*Kamus Besar Bahasa Indonesia*) *nyambung* instead of *cocok*.

### Datum 63

**Yeah, it's very very light tapi gue suka teksturnya. I might gonna try another color.**

Yeah, it's very very light but I like its texture. I might gonna try another color.

The utterance was stated by Suhay Salim to convey her personal opinion about Wardah matte lipstick. It is considered as casual style because Suhay changed her language into English while the appropriate language on the video is in Bahasa Indonesia. Besides, the word *gue* indicates Betawi dialect that should be replaced by the word *saya* to make it to be the standard vocabulary of *Bahasa Indonesia*.

#### 4.1.1.3 Types of Speech Styles in January Faves 2018 Beauty Vlog

##### 4.1.1.3.1 Formal Style

In investigating this style, the writer concerned on the use of standard words and the completeness of sentence structure. The writer found some uttered by Suhay Salim, those are:

### Datum 34

Ini dari Moko-Moko.

This is from Moko-Moko

The utterance above was stated by Suhay when she tried to introduce a beauty product from Moko Moko brand. It is categorized as formal style because

it fulfills the criteria of formal style by Joos (1967). It has the complete structure; *ini* as subject, *dari* as predicate, and *Moko Moko* as object. The word *Moko Moko*, here, referred to a cosmetic brand. The vocabularies used in this utterance is also in a standard form of Bahasa Indonesia.

### **Datum 56**

I would always always use this.

The utterance stated by Suhay about her preference beauty product that she usually used this time. It is considered as formal style because the use of standard word and grammatical pattern of English. Besides, there is no influence of regional dialect in term of pronunciation.

### **Datum 95**

Ini dari Natural Pacific merk Korea juga mirip juga namanya sama Nature Republic, ya.

This is from Natural Pasific from Korean brand that also similar in name to Nature Republic, huh.

This utterance was stated by Suhay for introducing Natural Pacific Real Floral Toner Rose. It is considered as formal style since the utterance fulfills both lexical and grammatical characteristics of standard Bahasa Indonesia. There is no non-standard vocabulary and regional dialect used. The word *ya* also shows the indication that the speaker wants to maintain the communication with the hearers.

### **Datum 112**

Yang terakhir adalah dua produk dari Laneige.

The last one is two products from Laneige.

According to Joos (1967), the utterance above is categorized as formal style. It has complete sentence because there are subject, predicate and object in it. The sentence contains grammar patterns and standard vocabulary of Bahasa Indonesia.

#### **Datum 116**

Yang pertama Mini Pore Waterclay Mask, dia clay mask.

The first is Mini Pore Waterclay Mask, it is clay mask.

The utterance above is classified into formal style because the formula of that sentence showed the use of standard grammar. The utterance also contains standard words as the characteristics of formal style based on Joos (1967).

#### **Datum 135**

And i'll see you guys on my next video. Bye

The utterance was stated by Suhay as her last part of closing of her video. It is classified into formal style because combines maximum explicit words and complexity of sentence.

#### **4.1.1.3.2 Casual Style**

##### **Datum 2**

Kali ini seperti judulnya, **gue mau bikin** January Faves, jadi produk-produk apa **aja** yang **gue** suka banget di bulan Januari kemarin.

Here, it's like the title, I want to make January Faves, it is about the products I really liked in January.

This utterance is classified into casual style. The word *gue*, here, is non-standard vocabulary based on KBBI (Kamus Besar Bahasa Indonesia). The word

*gue* has the same meaning of *saya*. The word *gue* is usually used in daily activity. This word also influenced by Betawi dialect. As stated by Kridalaksana (2007), one of the characteristics of casual style is the use of word that influenced by dialect. Besides, the word *mau*, *bikin* and *aja* are also non-standard vocabulary of KBBI. It can be replaced by the words *akan*, *membuat* and *saja*.

### Datum 5

Ada dua **eyeshadow** yang **gue** lagi suka banget bulan **kemaren**, yang pertama dari LT Pro ini **udah gue bikin** tutorialnya juga namanya naturally glam eyeshadow pallete.

There are two eyeshadow that I really like last month, the first from the LT Pro, I've made the tutorial, also the name is naturally glam eyeshadow pallete.

This utterance can be classified into casual style. The word *gue* here is non-standard vocabulary based on KBBI (Kamus Besar Bahasa Indonesia). The word *gue* has the same meaning of *saya*. The word *gue* is usually used in daily activity. This word also influenced by Betawi dialect. Another non-standard vocabularies are the word *udah* instead of *sudah*, *kemaren* instead of *kemarin*. Besides, the English word 'eyeshadow' instead of *perona mata* since this utterance is in Bahasa Indonesia.

### Datum 8

Karena **this is basically all I need** apalagi **kalo traveling** karena warna-warna kayak *ginilah* yang akan **gue** pake mulu.

Because this is basically all I need, especially if traveling because of the colors that I usually used.

The utterance above was produced by Suhay Salim to show the reason why she likes Lt Pro Naturally Glam Eyeshadow Palette. It can be classified into casual style because there are some English words; *this is basically all I need* that

should be translated into *ini adalah yang sebenarnya aku butuhkan* and replace the word *traveling* with *bepergian*. Further, the word *lah* on *ginilah* here also can be categorized into non-standard vocabulary. To make this utterance become a formal style, the word *lah* can be omitted. There are some non-standard words such as *kalo* instead of using the word *kalau*, *gue* instead of *saya*, *pake* instead of *pakai* and *mulu* instead of *melulu*.

### Datum 11

Sebenarnya **nggak** netral, jadi ini yang kayak lebih ke warna-warni **gitu**. **Bentar gue keluarin** dulu brushnya.

Actually it's not neutral, so this is more colorful. Wait a second, I take the brush first.

The utterance was produced by Suhay to give the fact about Urban Decay x Jean-Michel Basquiat Eyeshadow Palette. It is considered as casual style because it fulfills the criteria of casual style; there were an omission of subject and non-standard vocabulary, such as *bentar* instead of using the word *sebentar*, and *gitu* instead of using the word *begitu*. It uses local dialect words such as *nggak* instead of *tidak* and *gue* instead of *saya* that influence by Betawi dialect. The word *keluarin* should be given a prefix *me-* to become *mengeluarkan*.

### Datum 17

Belum pernah **gue pake** di video **but I think I'm gonna do that really soon**.

I've never used it in the video but I think I'm gonna do that really soon.

This utterance was stated by Suhay in giving more statement towards Urban Decay x Jean-Michel Basquiat Eyeshadow Palette. It is considered as casual style because it has the characteristics of that style. It uses some non-

standard vocabularies based on KBBI (*Kamus Besar Bahasa Indonesia*) such as *gue* instead of *saya* dan *pake* instead of *memakai*. It also uses English expression; *but I think I'm gonna do that really soon* that should be translated into *tapi kira-kira saya akan melakukan itu sesegera mungkin* in Bahasa Indonesia.

### Datum 31

**So, I think it makes sense** kenapa warnanya sepuat ini dan **gue personally** emang suka banget lipstick yang warnanya pucat karena **gue** hampir selalu bikin **smokey eye**.

So, I think it makes sense why this color is so pale and I personally really like pale lipstick because I almost always make smokey eyes.

This utterance was produced by Suhay Salim when she wanted to give her opinion about the relation of the color of the eye shadow and lipstick. It is considered as casual style because it has the characteristics of that style. It uses some non-standard vocabulary that are not appropriate in KBBI (*Kamus Besar Bahasa Indonesia*) such as *gue* instead of *saya* that influenced by local dialect. Another non-standard vocabulary when the speaker switched her language from Indonesian into English shown by an expression, 'So I think it makes sense' instead of *jadi saya kira itu masuk akal*, personally instead of *sendiri* and smokey eye instead of *mata smokey*.

### Datum 37

**Productnya** juga bagus banget bedaknya **alus nyatu** banget sama warna kulit **gue** dan **packagingnya** kecil banget.

The product is also really good, the powder is very soft and suit with my skin color and the packaging is really small

This utterance was stated by Suhay to give a comment about Moko Moko Fine Cover Two Way Cake. It is considered as casual style because it contains

some non-standard vocabulary such as *alus* instead of *halus*, *nyatu* that should be added prefix *me-* to become *menyatu*, and *gue* instead of *saya*. Here, the writer also found the use of some English words combined with suffix *-nya* in *productnya* instead of *produknya* and *packagingnya* instead of *kemasannya*.

#### Datum 42

**Gue** suka banget karena ada **shimmernya** sedikit dan warnanya agak nggak terlalu **pigmented, you can easily build this up**.

I really like it because there is a little shimmer and the color is not too pigmented, you can easily build this up.

This utterance was stated by Suhay Salim to show her preference towards Moko Moko Marshmallow Bun Blush On. It can be classified as casual style since it has minimal unit of structure and contains non-standard vocabulary such as *gue* instead of *saya*. Besides, it has some English words such as *shimmernya* instead of *kilaunya*, *pigmented* instead of *berpigmen*, and also ‘you can easily build this up’ instead of *kamu bisa dengan mudah menambahkannya*.

#### Datum 44

Pokoknya **kalo** belum pernah nyoba Moko Moko ya coba **lah nak** buruan sebelum kiamat **lu** harus **coba** bagus **batz**.

Anyway, if you have never tried Moko Moko, you should try it before doomsday, you have to try, it’s so good.

The utterance above was stated by Suhay when she suggested her viewers to try Moko Moko products. It is considered as casual style because there is an omission of the subject. The non-standard vocabularies are shown by the words *kalo* instead of *kalau*, *nyoba* instead of *mencoba*, *lu* instead of *kamu*, the word *nak* that come from *anak*, indicate a nickname to younger person, the word *kiamat* in



Bahasa Indonesia means the end of the days and the word *batz* (from the word *banget*) instead of *sekali*.

### Datum 53

Tapi ini itu hasilnya lebih **dewy** dan **nggak se-full coverage** yang **liquidnya but I don't mind that**.

But the result is more dewy and not as full coverage as the liquid one but I don't mind that.

The utterance above was stated by Suhay when she tried to figure out the comparison between the BB cushion version and liquid version of Estee Lauder Double Wear. The writer found a non-standard vocabulary in the word *nggak* instead of using the word *tidak*. The word *nggak* is usually used in non-formal condition. In fact, people feel comfort in saying *nggak* word rather than *tidak* word. Besides, it adopted some words from English such as *dewy* instead of *basah*, prefix *se-* in *sefull coverage*, *liquidnya* instead of *bentuk cairnya*, 'but I don't mind that' instead of *tetapi saya tidak memperdulikan itu*.

### Datum 64

Ini bagus banget **gue udah nggak ngerti** lagi terutama buat **beresin** tekstur muka **lo** ini sakit jiwa **sih**.

This is really good, I don't understand anymore, especially to fix your facial texture, it's a mental illness.

The utterance was stated by Suhay when she told that The Ordinary Azelaic Acid Suspension 10% is really works on her skin. It is considered into as casual style because there are some non-standard words based on KBBI (Kamus Besar Bahasa Indonesia) such as *gue* instead of *saya*, *udah* instead of *sudah*, *nggak* instead of *tidak*. The writer also found some words that should be added by

prefix *me-* to make it fulfill the criteria of standard words such as *ngerti* instead of *mengerti*, *beresin* instead of *membereskan*.

### Datum 67

Jadi sekarang **gue make** dia tiap habis cuci muka **pakai** toner terus **gue pakai** ini barulah lanjut dengan rentetan **skin care** lainnya.

So, now I make it every time I wash my face with toner and then I use it, then continue with another series of skin care.

The utterance was stated by Suhay when she explained more about her skincare steps. It is considered into casual style because there are some non-standard vocabularies based on KBBI (Kamus Besar Bahasa Indonesia) such as *gue* instead of *saya*, *tiap* instead of *setiap*, and *habis* instead of *setelah*. The writer also found some words that should be dropping prefix *me-* in the word *make* to become *memakai* and *me-* in the word *pakai* to become *memakai*.

### Datum 81

Barulah **gue jadiin** dua kali sehari **but that's just me**.

After that, I make it twice a day but that's just me.

The utterance is considered as casual style because it consists some non-standard vocabulary based on KBBI (Kamus Besar Bahasa Indonesia) such as *gue* instead of *saya* and *jadiin* instead of *jadikan*. Besides, the use of English in the phrase *but that's just me* is considered as non-appropriate one since this utterance is in Bahasa Indonesia.

## Datum 82

**You can do whatever you want** karena memang ditulisnya boleh buat **AM and PM**.

You can do whatever you want because it's written suitable for AM and PM.

The utterance above was stated by Suhay Salim when she tried to explain more about the recommended time to use The Ordinary Azelaic Acid Suspension 10%. It is considered as casual style because there are some non-standard vocabulary based on KBBI (*Kamus Besar Bahasa Indonesia*) such as the use of English sentence; *you can do whatever you want* instead of *kalian bisa menggunakannya seperti yang kalian inginkan*. In the word formation process, AM is an acronym because it is formed from the initial letters of Ante Meridiem which means the time before noon instead of *pagi*, and PM is acronym because it is formed from the initial letters of Post Meridiem which means the time after noon instead of *malam*.

### 4.1.2 Factors Influencing Suhay Salim in Using Speech Styles in Her Beauty Vlogs

According to Holmes (2001), there are four factors that influence styles of speech in term of addressee; age of addressee, social background of addressee, speech convergence, and speech divergence. Based on the findings, the writer only found three out of four factors that influence Suhay Salim in using certain types of speech styles based on Holmes' theory, those are; age of addressee, social background of addressee and speech convergence.

Based on her Youtube channel video, Suhay Salim is 32 years old. By that, Suhay Salim is older or same as the average of her beauty vlogs viewers. It is shown by the way she called her viewers as 'nak' that usually used by the people to call the younger person in Indonesia. In relation with Holmes (2001) theory, the component of viewers has a big role in choosing this style, regarding who the speaker are talking to. Since the viewers are younger than her, she is not obliged to use a formal and polite style. She is allowed to use casual style since it will build a relaxing atmosphere. Besides, the used of casual style indicates that Suhay and her viewers has the same level of social background.

The last factor is speech convergence. In the conversation of those beauty vlogs, the writer saw that Suhay Salim wants to be closer with the addressee to make the conversation more comfortable. Therefore, the language that used by both of them are non-standard language and influenced by local dialect.

Furthermore, the possible reasons underlying the use of informal style by Suhay are the viewers (who are Suhay speaking to?), the function (why is Suhay speaking?), the setting or social context of the interaction (where are Suhay speaking?), and the kinds of occasion which is in vlog.

## **4.2 Discussion**

In this study, the writer analyzed speech styles used by Suhay Salim in *Skin Care Routine + Praktek, Wardah One Brand Tutorial*, and *January Faves 2018 beauty vlogs* on Youtube. Those videos raised some topics about steps on how to use skin care, how to use make-up and the products that she loved. In those videos, Suhay is talking about her personal opinion, the reason why she liked

those products and how she used it. It is her permanent contents on Youtube since her channel is related with beauty stuffs.

As a beauty influencer, there is no rule about how to speak in front of the camera. They just need to be the way they are, speak comfortably and briefly because the conversation was one way communication. After analyzing the monologue conversation by using Joos' theory (1967), the writer found that Suhay Salim are more using casual style rather than other styles. It is evidenced by the use of non-standard language and the minimal unit of sentence structure that exist on the monologue occurred by Suhay Salim.

Related to the finding about types of speech styles, the writer found that Suhay uses two out of five types of speech styles based on Joos (1967) theory. The first type of speech style that used by Suhay is formal style. Here, the writer found 12 utterances which categorized as formal style. According to Joos (1967, cited in Brown and Attardo 2000, p. 117), the vocabulary and language of formal style is in standard form and complete of sentence that consist of at least subject, predicate and object. The example is shown in the utterance produced by Suhay in datum 112: *Yang terakhir adalah dua produk dari Laneige*. This utterance was stated by Suhay Salim while introducing the last two favorite products. It is categorized as formal style because there are subject, predicate and object as the structure of complete sentence in it. The sentence uses standard grammar patterns and standard vocabulary of Bahasa Indonesia. Further, the context itself influenced the use of certain style. When Suhay is stating a fact or introduce a product, she tend to use formal style to give brief information.

The second style is casual style. In this study, the writer found 358 utterances which are categorized as casual style. According to Joos (1967), there are two main characteristics indicating the conversation included in casual style. First, there is an ellipsis or omission. The omission is usually on the unstressed words, for example the subject, article, pronoun, auxiliaries. Second, there is a slang language or non-standard language which indicates group relationship. It can be seen from the utterance produced by Suhay Salim in datum 37: *Productnya juga bagus banget, bedaknya alus nyatu banget sama warna kulit gue dan packagingnya kecil banget.*

The utterance above was stated by Suhay Salim to give a comment about Moko Moko Fine Cover Two Way Cake. It considered as casual style because it uses non-standard vocabulary such as *alus* instead of *halus*, *nyatu* that should be added prefix *me-* to become *menyatu*, *gue* instead of *saya*. Here, the writer also found the use of English word combined with suffix *-nya* containing derivation and borrowing processes such as *productnya* instead of *produknya*, and *packagingnya* instead of *kemasannya*.

Another example can be seen from the utterance produced by Suhay Salim in datum 44: *Pokoknya kalo belum pernah nyoba Moko Moko ya coba lah nak buruan sebelum kiamat lu harus coba bagus batz.* This utterance was stated by Suhay when she suggested her viewers to try Moko Moko products. It is considered as casual style because there is an omission of the subject. The non-standard vocabularies are shown by the words *kalo* instead of *kalau*, *nyoba* instead of *mencoba*, *lu* instead of *kamu / kalian*, the word *nak* that comes from

*anak*, indicates a nickname to younger person, the word *kiamat* in Bahasa Indonesia which means the end of the days and the word *batz* which is a clipping from the word *banget* as clipping is the process of shortening a word by deleting one or more syllables into a shorter one. Then, in using casual style both of them are influenced by speech convergence. It means she tried to make the situation more comfortable, so the conversation can go successfully.

The possible reason of using casual style as the mostly used speech style because casual style is used in informal occasion and beauty vlog is not a video that contains serious or heavy content, but contains an informative opinion and means to entertain the viewers. Casual style is also good for giving an opinion about products because this style uses minimal standard structure but it combines with some non-standard vocabularies that make the opinions easier to understand by the viewers. Further, the context itself influenced the use of certain style because most of her utterances on her video are her personal opinion that she should stated by understandable way by giving more explanation and description.

Also, there are some unique words used by Suhay in her casual style. She tend used the words that influence by morphological process such as clipping process in the word *batz* that come from *banget*, derivation process in the word *packagingnya*, borrowing process in the word *pigmented* and acronym process in the word *AM* (Ante Meridiem).

Furthermore, Suhay is a bilingual speaker who have two languages which is Indonesian and English. The speaker of more than one language are known for their ability to code switch or mix their language during their communication.



There are a number of possible reasons for switching from one language to another; the first is to fulfill a need. A speaker who may not be able to express him/herself in one language might switch to another to compensate for the deficiency. As a result, the speaker may be triggered into speaking in the other language for a while. It happens when Suhay explained the make-up tutorial, it is common to use English words to describe that kind of activity such as the word 'blended' instead of *dibaurkan*. The second is to express solidarity. Switching also commonly occurs when an individual wishes to express solidarity with a particular social group. Here, the particular group is the beauty vlogger and her viewers because some of beauty vloggers are often used two languages on their vlogs.

Also, Suhay usually used two types of switching which are inter-sentential and intrasentential. In inter-sentential code switching, the language switch is done at sentence boundaries—words or phrases at the beginning or end of a sentence. This type is seen most often in fluent bilingual speakers. For example in datum 27: *Gue tau sih banyak banget yang suka banyak banget banget yang bilang bagus segala macem cuma gue belum pernah nyoba, so we'll see*, this utterance stated by Suhay in *Wardah One Brand Make-Up Tutorial/ First Impression* beauty vlog. Meanwhile, in intra-sentential code switching, the shift is done in the middle of a sentence, with no interruptions, hesitations, or pauses to indicate a shift. The speaker is usually unaware of the shift. For example in datum 60: *Tapi dia membantu melembabkan at least jadi gue pakai aja*, this utterance stated by Suhay in *Skincare Routine + Praktek* beauty vlog.

In certain settings, code switching might be a barrier to communication rather than an aid. In the beauty vlog, for example, code switching can be seen as language interference since it might impede information. Although viewers may see code switching as an acceptable form of communication in society and may feel comfortable switching languages in everyday conversation, in some other settings, this type of communication would put those who are not bilingual at a disadvantage, because they would not be able to understand. Therefore, code switching can be both beneficial and a possible language interference, depending on the situation and the context in which it occurs.

In this study, the writer did not find consultative style, frozen style and intimate style used by Suhay Salim. The possible reason that she did not use frozen style is because of the setting of the vlog. Suhay Salim's Youtube channel can be called as a casual-informative channel; there is no rule to always speak formally. The speaker is able to speak whether formal or informal. Meanwhile, frozen style is a written mode; speaker and hearer are not in contact so there is no feedback; it is sophisticated style, associated with literature (Joos, 1967). Meanwhile, the reason that she did not use consultative style was the form of communication of her video is one way communication, Suhay cannot get direct response from her viewers, however she will get it on the comment column after she uploaded her videos.

Compared with the first previous study from Pratiwi (2014) entitled "Speech Styles Performed by the Hosts of Masterchef Indonesia Season 3 Cooking Talent Show", the finding showed that the writer found three types of

speech style. They were formal style, consultative style and casual style while the present study finds two types: they are formal style, and casual style. In her study, she found that all the Hosts of Masterchef Indonesia Season 3 Cooking Talent Show, both male and female, mostly used consultative style in giving comments. She also found that actually male and female styles were not different. Her result is different from Holmes' theory states female will tend to use more standard language than male.

The second study comes from Chikita (2015) with her undergraduate thesis entitled "Speech Styles Used by Megawati Soekarno Putri and Basuki Tjahaja Purnama in Mata Najwa Talk Show on Merayakan Indonesia Episode". In that study, she analyzed types of speech style and the factors influence the speaker in using certain types of speech style. The finding showed that she found three types of speech style. They were formal, consultative and casual style. In her study, she found some factors which influence Megawati Soekarno Putri and Basuki Tjahaha Purnama in using the certain types of speech style namely age of the addressee, social background of the addressee, and speech convergence.

In the present findings, the writer shows the types of speech styles used by Suhay Salim in beauty vlogs on Youtube. There are 2 (two) types of speech styles found in this video. They are formal style and casual style. It means that Suhay Salim preferred to use semi-formal or informal speech style rather than consultative style, frozen style or intimate style. The writer also found some factors which influence Suhay Salim in using certain types of speech style such as age of addressee, social background of addressee and speech convergence.

## CHAPTER V

### CONCLUSION AND SUGGESTION

This chapter presents the conclusion of this research and suggestion for the next researchers.

#### 5.1 Conclusion

In this research, the writer discusses two problems of the study. The first problem is dealing with the types of speech styles performed by Suhay Salim as a beauty vlogger on beauty vlogs. Based on the analysis using Joos' theory (1967) and supporting theory by Kridalaksana (2007) the writer found that there are 370 utterances from three beauty vlogs which contain two kinds of speech style such as 12 utterances of formal style, and 358 utterances of casual style. The finding shows that casual style was the most types of speech styles that were used by Suhay Salim. It is showed by the utterances that had minimal unit of structure and used some non-standard vocabularies. The writer also found that Suhay Salim used bilingual which is Bahasa Indonesia and English to show some expression and key terms of beauty stuffs, she also used some words that has been modified by multiple word formation processes. The possible reason of using casual style as the mostly speech style used is the setting of the beauty vlog which is informal. There are no rules to speak formally based on standard language. Then, the audiences here were not too influential for her in choosing kind of speech style, because that is just beauty vlog.

The second problem is dealing with the factors that influence Suhay Salim in using certain speech style. The result shows that there were three factors which

influence both of them in using certain speech style by using theory of Holmes (2001). They were age of addressee, social background of addressee, and speech convergence. When, using formal style, Suhay Salim influenced by social background of addressee. Besides, age of addressee and speech convergence were the factor that influences Suhay Salim in using casual style. In conclusion, speech convergence was the biggest factor that influences Suhay Salim in using certain types of speech style.

## **5.2 Suggestion**

For the next researchers who are conducting the research in the similar field of speech styles will explore more about each speech styles, not only focusing on the types that a speaker used but also the morphological process behind its words, phrase or sentence. They can try to find out theory based on the different experts. The writer also suggests the next researchers to conduct the research with other kind of Youtube videos that maybe containing other speech styles that found in this study.

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