

**AN ANALYSIS OF SPEECH STYLES USED IN BOY  
WILLIAM'S VLOG ON "NEBENG BOY WITH JOKOWI"  
EPISODE**

**UNDERGRADUATE THESIS**

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**STUDY PROGRAM OF ENGLISH  
DEPARTEMENT OF LANGUAGES AND LITERATURE  
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2019**

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**UNDERGRADUATE THESIS**

**Presented to  
Universitas Brawijaya  
in partial fulfillment of the requirements  
for the degree of Sarjana Sastra**

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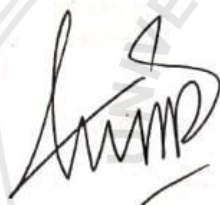
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## ABSTRACT

Anggraeni, Sinta Dewi. 2019. **An Analysis Of Speech Styles Used In Boy William's Vlog On "Nebeng Boy With Jokowi" Episode.** Study Program of English, Departement of Languages and Literature, Faculty of Cultural Studies, Universitas Brawijaya. Supervisor : Yuni Astuti

Keywords: speech styles, Boy William's vlog, nebeng boy.

This study investigates speech style produced by Boy William and Jokowi in Boy William's vlog on "Nebeng Boy with Jokowi" episode. They come from the different social background. Therefore, the writer conducted the study to find out the types of speech styles used by Boy William and Jokowi in Boy William's vlog on "Nebeng Boy with Jokowi" episode and analyzed the factors that influenced Boy William and Joko Widodo in using certain types of the speech styles.

In analyzing the types of speech style, this study used theory from Joos (1976) and supporting theories of standard and non-standard of Bahasa Indonesia by Kridalaksana (1992) as the data of this study were in the form of Bahasa Indonesia. Then, the writer used the theory from Holmes (2001) to analyze the factors that influenced the speakers in using certain types of speech styles. The writer uses descriptive qualitative method since the data is in the form of utterances. The data of this study is based on transcripts in the communication of Boy William's vlog on "Nebeng Boy with Jokowi" episode, especially Joko Widodo and Boy William as the data document analysis.

The writer found that from 5 (five) types of speech styles (frozen style, casual style, consultative style, casual style, and intimate style) based on Joos' theory, the writer only found 3 (three) of them. They were formal style, consultative style and casual style. From the 104 (one hundred and four) utterances, the type of speech styles that were used by the speakers is formal style in 11 (twelve) utterances or 10,6%, consultative style in 42 (fourty two) utterances or 40,4%, and the last is casual style in 51 (fifty one) utterances or 49%. The findings showed that the factors that influence the speakers in using certain types of speech styles as the theory proposed by Holmes (2001) are age of addressee, social background of addressee and speech convergence.

Finally, the writer suggests the next researchers who interested conducting a study about speech style to use another theory of speech style, for example, Nababan's theory (1993) or Keraf's theory (2008). Those theories would help the next researchers to conduct the study of speech style. Then, they can also observe the same topic with different objects.

## ABSTRAK

Anggraeni, Sinta Dewi. 2019. **Analisis Gaya Bahasa Lisan yang Digunakan Pada Vlog Boy William di Episode “Nebeng Boy dengan Jokowi”**. Program Studi Sastra Inggris. Universitas Brawijaya. Pembimbing: Yuni Astuti.

Kata Kunci: jenis gaya bahasa lisan, boy william’s vlog, nebeng boy.

Studi ini meneliti tentang gaya bicara Boy William dan Jokowi dalam vlog Boy William di episode "Nebeng Boy dengan Jokowi". Mereka berasal dari latar belakang sosial yang berbeda. Untuk itu, dalam penelitian ini penulis melakukan penelitian untuk mengetahui jenis gaya bicara yang digunakan oleh Boy William dan Jokowi dalam vlog Boy William pada episode "Nebeng Boy dengan Jokowi" dan menganalisa faktor-faktor yang mempengaruhi Boy William dan Joko Widodo dalam penggunaan jenis-jenis tertentu dari gaya bicara tersebut.

Dalam menganalisis jenis-jenis gaya bicara, penelitian ini menggunakan teori dari Joos (1976) dan teori-teori pendukung standar dan non-standar Bahasa Indonesia oleh Kridalaksana (1992) karena data penelitian ini adalah dalam bentuk Bahasa Indonesia. Kemudian, penulis menggunakan teori dari Holmes (2001) untuk menganalisis faktor-faktor yang mempengaruhi penutur dalam penggunaan jenis gaya bicara tertentu. Penulis menggunakan metode deskriptif kualitatif karena datanya berupa ucapan-ucapan. Data penelitian ini didasarkan pada transkrip dalam komunikasi pada vlog Boy William di episode “Nebeng Boy dengan Jokowi”, khususnya Joko Widodo dan Boy William sebagai analisis dokumen data.

Penulis menemukan bahwa dari 5 (lima) jenis gaya bicara (gaya beku, gaya kasual, gaya konsultatif, gaya kasual, dan gaya intim) berdasarkan teori Joos, penulis hanya menemukan 3 (tiga) di antaranya. Mereka adalah gaya formal, gaya konsultatif dan gaya kasual. Dari 104 (seratus empat) ucapan, jenis gaya bicara yang digunakan oleh penutur adalah gaya formal dalam 11 (sebelas) ucapan atau 10,6%, gaya konsultatif dalam 42 (empat puluh dua) ucapan atau 40,4 %, dan yang terakhir adalah gaya kasual dalam 51 (lima puluh satu) ucapan atau 49%. Temuan menunjukkan bahwa faktor-faktor yang mempengaruhi pembicara dalam penggunaan jenis gaya bicara tertentu seperti teori yang dikemukakan oleh Holmes (2001) adalah umur penerima, latar belakang sosial penerima dan konvergensi ucapan.

Terakhir, penulis menyarankan peneliti berikutnya yang tertarik melakukan penelitian tentang gaya bicara untuk menggunakan teori gaya bicara lain, misalnya, teori Nababan (1993) atau teori Keraf (2008). Teori-teori itu akan membantu para peneliti selanjutnya untuk melakukan studi gaya bicara. Kemudian, peneliti selanjutnya dapat mengamati topik yang sama dengan objek yang berbeda.

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Hopefully, this thesis can give contribution for the Faculty of Cultural Studies especially the student of English Departement in linguistics concentration. Then, from the recommended suggestion for the next researchers, the writer expects the further research could add knowledge and give a better understanding for the students of English's study program as the reference in conducting further studies of speech style.

Malang, July 2019

The Writer



## TABLE OF CONTENTS

|  |      |
|--|------|
| <b>TITLE PAGE</b> .....                                  | i    |
| <b>DECLARATION OF AUTHORSHIP</b> .....                   | ii   |
| <b>SUPERVISOR APPROVAL</b> .....                         | iii  |
| <b>BOARD OF EXAMINERS' CERTIFICATE OF APPROVAL</b> ..... | iv   |
| <b>ABSTRACT</b> .....                                    | v    |
| <b>ABSTRAK</b> .....                                     | vi   |
| <b>ACKNOWLEDGEMENTS</b> .....                            | vii  |
| <b>TABLE OF CONTENTS</b> .....                           | viii |
| <b>LIST OF TABLES</b> .....                              | x    |
| <b>LIST OF APPENDICES</b> .....                          | xi   |

|                                     |   |
|-------------------------------------|---|
| <b>CHAPTER I INTRODUCTION</b> ..... | 1 |
| 1.1 Background of Study.....        | 1 |
| 1.2 Problems of the Study .....     | 5 |
| 1.3 Objectives of the study .....   | 5 |
| 1.4 Definition of Key Terms .....   | 6 |

|  |    |
|--|----|
| <b>CHAPTER II REVIEW OF RELATED LITERATURE</b> .....                                 | 7  |
| 2.1 Sociolinguistic .....  | 7  |
| 2.2 Style.....   | 7  |
| 2.2.1 Speech Style .....   | 8  |
| 2.2.2 Types of Speech Styles .....   | 8  |
| 2.2.2.1 Frozen Style .....   | 9  |
| 2.2.2.2 Formal Style .....   | 9  |
| 2.2.2.3 Consultative Style.....  | 10 |
| 2.2.2.4 Casual Style.....  | 11 |
| 2.2.2.5 Intimate Style .....   | 12 |
| 2.3 Factor Influencing the Use of Speech Style .....                                 | 12 |
| 2.3.1 Age of Addressee .....   | 13 |
| 2.3.2 Social Background of Addressee .....   | 13 |
| 2.3.3 Speech Convergence .....   | 13 |
| 2.3.4 Speech Divergence .....  | 13 |
| 2.4 The Lexical and Grammatical Characteristics' for Standard Bahasa Indonesia ..... | 14 |
| 2.5 Vlog.....  | 15 |
| 2.6 Previous Studies.....  | 16 |

|   |    |
|---|----|
| <b>CHAPTER III RESEARCH METHODOLOGY</b> ..... | 20 |
| 3.1 Research Design.....                      | 20 |
| 3.2 Data Source.....                          | 20 |

|  |           |
|--|-----------|
| 3.3 Data Collection .....  | 21        |
| 3.4 Data Analysis .....  | 21        |
| <b>CHAPTER IV FINDINGS .....</b>   | <b>23</b> |
| 4.1 Findings .....   | 23        |
| 4.1.1 Analysis of the types of speech styles used by Boy William in Nebeng Boy With Jokowi Episode .....                       | 24        |
| 4.1.1.1 Formal Style .....   | 24        |
| 4.1.1.2 Consultative Style .....   | 25        |
| 4.1.1.3 Casual Style .....   | 27        |
| 4.1.2 Analysis of the types of speech styles used by Jokowi in Nebeng Boy With Jokowi Episode .....                            | 32        |
| 4.1.2.1 Formal Style .....   | 32        |
| 4.1.2.2 Consultative Style .....   | 33        |
| 4.1.2.3 Casual Style .....   | 35        |
| 4.1.3 Factor Influencing Boy William and Jokowi in Using Certain Types of Speech Style in Nebeng Boy With Jokowi Episode ..... | 36        |
| 4.2 Discussion .....   | 39        |
| 4.2.1 The types of speech styles in Nebeng Boy With Jokowi Episode .....   | 40        |
| 4.2.2 Factor Influencing Boy William and Jokowi in Using Certain Types of Speech Style in Nebeng Boy With Jokowi Episode ..... | 45        |
| <b>CHAPTER V CONCLUSION .....</b>  | <b>49</b> |
| 5.1 Conclusion .....   | 49        |
| 5.2 Suggestion .....   | 50        |
| <b>REFERENCES .....</b>  | <b>52</b> |
| <b>APPENDICES .....</b>  | <b>54</b> |

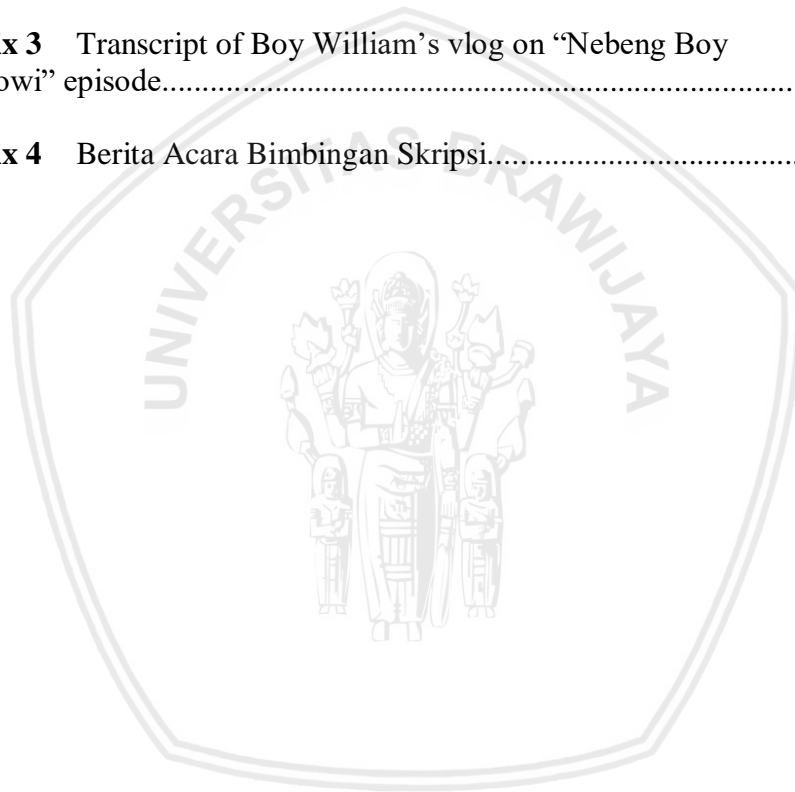
## LIST OF TABLES

|   |    |
|---|----|
| <b>Table 3.1</b> The classification of the speech style used by Boy William ..... | 22 |
| <b>Table 3.2</b> The classification of the speech style used by Jokowi .....      | 22 |



## APPENDICES

|                   |   |    |
|-------------------|---|----|
| <b>Appendix 1</b> | The table of the utterances which are containing speech styles produced by Boy William in Boy William's vlog on "Nebeng Boy with Jokowi" episode..... | 54 |
| <b>Appendix 2</b> | The table of the utterances which are containing speech styles produced by Jokowi in Boy William's vlog on "Nebeng Boy with Jokowi" episode.....      | 58 |
| <b>Appendix 3</b> | Transcript of Boy William's vlog on "Nebeng Boy with Jokowi" episode.....   | 63 |
| <b>Appendix 4</b> | Berita Acara Bimbingan Skripsi.....   | 69 |



## CHAPTER I

### INTRODUCTION

This chapter includes four main descriptions about the introduction of the study, namely background of the study, problems of the study, objectives of the study, and definition of key terms.

#### 1.1 Background of Study

Language has an important role in the human life as the primary tool of communication used by the people in the world. As a tool of communication, language has many functions such as, to share the ideas, emotions, or feelings to other people. Every person has different ways and characteristic in communicating the ideas, emotions, and desires with others. People use a certain choice of code or variety which is called as style. Style itself is what an individual speaker does with a language in relation to the other people. According to Holmes (2001), style is a choice of code or variety that is influenced by the addressees and the context. People's style in speaking can be changed because it depends on some factors such as, the addressee, age, context, and etc.

Style can occur in written and spoken discourse. The style which occurs in spoken discourse is called speech styles. Speech style refers to the types of language that a speaker uses which is characterized by the degree of formality. Speech style is the important part in communication for different goals and different topics, even though the speaker communicates with the same language. People may change their style when interacting with someone else, depending on



the situation such as, with who the addressee is and where do they speak. They also adapt their style appropriated with their interlocutors or the situation and function by using speech style. Joos (1976) mentions that speech style is divided into five forms. They are frozen style, formal style, consultative style, casual style and intimate style. It means that people have five options of styles when they want to communicate with other people. For example, a style used by people when they interact with their close friend is different from style used when interacting with their teacher, parent, etc. People tend to use informal style when communicating with their close friend, but when communicating with their teacher, they use formal style. In conclusion, there are many factors that can influence the speech styles of the speaker, such as the addressee, purpose, setting, and etc.

The addressee affects the speaker's choice to decide what the variation of their speech style. The speaker will choose the speech style based on the people they are talking to. Speakers tend to have different language and pronunciation when they talk to different social class. The era of technology has been changed the habits of modern society in various aspects, ranging from social, cultural, to educational. The phenomenon of speech style occurs in so many media such as movie, talk show, radio, vlog, etc. Based on the Google research cited in Trentech (2019), one of social media platform that plays an important role in most of people's life rather than other social media platforms is Youtube. People in these times are more dependent on Youtube in their daily lives. Youtube is arguably the window of science, where users can access various information. There are documentaries, tutorials, lifestyle, and so on. Also, Youtube is a content sharing

platform, where the quality depends on the user. Youtube's popular category of video sharing platform is Vlog. Vlog contains opinions, stories or daily activities that are usually written on a blog and it creates as a means to express the vlogger feelings and opinions to the public.

In this present study, the writer analyzes the speech style used in Boy William's vlog on "Nebeng Boy with Jokowi" episode especially the speech by Boy William itself and Jokowi as the guest star. Object of this study comes from the different social class. The host is an actor, he comes from entertainment field, while the guest star is the president, so that he comes from government field. The host, William Hartanto who was born in Jakarta, October 17, 1991 known professionally as Boy William. He are an Indonesian actor, VJ, and rapper. He first started his career by winning the Starteen model election in 2009 where he showed his talent for dancing the Haka Dance. He also played as the main character in several Indonesian films, such as Di Balik 98 and Sunshine Becomes You. He is currently a VJ of Breakout on the television channel NET. Then the guest star, Jokowi who was born in Surakarta, June 21, 1961 also known as Jokowi, is an Indonesian politician who is the seventh and current President of Indonesia. He has been elected in July 2014 as the first Indonesian president who not come from an elite political or military background, he was previously the Mayor of Surakarta from 2005 to 2012, and the Governor of Jakarta from 2012 to 2014. Therefore, this different social background can be the factors that influenced the speakers in using certain types of speech styles. The writer uses

vlog because vlog is popular content on Youtube that is liked and integrated with the daily lives of people at this time.

There are some reasons of choosing the vlog as the object of the study. First, this program of Youtube channel is so popular in our society, especially as users and connoisseurs of Youtube. This Youtube channel were liked by many Youtube users, it showed from the subscriber of this program in April 2019 were around 1.128.839 subscribers. The content is always up-to-date, educates and inspires. Besides, Boy always invited important and inspirational people in his car to have casual conversations. Second, this episode of Nebeng Boy is invited one of the most important people and also the most influential people in Indonesia, the president Jokowi. Therefore, this episode was trending in January 2019 and viewed around 7.474.051 times until April 2019. In this study, the writer decided to focus on the speech styles used by the vlogger and the main guest. The speech style used by the entertainer in a very casual situation although he talks with a president. It influenced by the setting of the vlog which are normal and relaxes situation. Also, the theme and the content of the vlog are the possible factors that influences the use of speech style. Third, the host and the guest star comes from different social background. The host is an actor, he comes from entertainment field, while the guest star is the president, so that he comes from government field. The analysis of this study focused only on conversations between vloggers and main guests which last for 15 minutes 29 seconds.

The writer hopes this study can give a better understanding about the speech styles used by vlogger and the guest star of Nebeng Boy and the readers can

recognize the types of speech styles took in conversations between the vlogger and the guest star. Also, the writer hopes that the reader can get better understanding the factor that influence the vlogger and the guest star in using certain types of the speech styles. Moreover, this study will enrich the research about speech style.

### **1.1 Problems of the Study**

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

1. What are the types of speech styles used by Boy William and Jokowi in Boy William's *vlog* on "Nebeng Boy with Jokowi" episode?
2. What are the factors influencing Boy William and Jokowi in using certain types of speech styles in Boy William's *vlog* on "Nebeng Boy with Jokowi" episode?

### **1.2 Objectives of the study**

Based on the problems of study, the objectives of the study are :

1. To find out the types of speech styles used by Boy William and Jokowi in Boy William's *vlog* on "Nebeng Boy with Jokowi" episode.
2. To identify the factors influencing Boy William and Jokowi in using certain types of speech styles in Boy William's *vlog* on "Nebeng Boy with Jokowi" episode.

### 1.3 Definition of Key Term

Below are the key terms of this study to avoid misunderstanding:

- a. Style : Style is a choice of code or variety that is influenced by the addressees and the context. (Holmes, 2001)
- b. Speech style : Speech style is also called style shifting. According to Mayerhoff (2006), style shifting means the variation in speech produced by the speakers correlating with the differences in addressee, social context, personal aim, and so on. This study analyzes the speech styles used by Boy William and Jokowi according to the classification of speech styles proposed by Joos (1967).
- c. Nebeng Boy : Nebeng boy is a name of Youtube video blog channel from Boy William which invited an important person or inspirational person in his car to have a casual conversation.



## CHAPTER II

### REVIEW OF RELATED LITERATURE

This chapter discusses about review of the related literature and the previous studies used to complete this research.

#### 2.1 Sociolinguistic

Sociolinguistics is a branch of linguistics that concerns with the relation between language and society. Sociolinguistics is defined as the study of language dealing with society on running a successful communication (Wardhaugh, 2006). In addition, (Yule, 2006) define sociolinguistics as the study of language and society which takes anthropology in relation to culture, sociology in relation to language role within social group, and social psychology in relation to expressing and identifying attitudes and behavior of group into account as the supporting disciplines to investigate how language is applied within society. Sociolinguistics also investigates the influence of the social factor on the way people speak and the language varieties that people use.

#### 2.2 Style

Style is a choice of code or variety that is influenced by the addressees and the context (Holmes, 2001). In communicating with the others, people have their own characteristic, it is called style. Style is what an individual speaker does with a language in relation to the other people. People's style in speaking can be changed because it depends on some factors such as, the addressee, age, context, and etc.

### 2.2.1 Speech Style

Every person has different speech style while communicating with the others. Speech style itself can be defined as the code or the variation of language which is used by people when they want to interact with the others. Speech style is the important part in communication for different goals and different topics, even though they communicate with the same language. The use of speech style can be influenced by some factors such as the situation, participants, and topics. Yule (2006) states that there is gradation of style of speech, from very formal to very informal. People can change their style based on the situation around them such as, participants and the context. Speech style occurs in spoken discourse such as, in speech, talk show, ect.

Speech style is also called style shifting. According to Mayerhoff (2006), style shifting means the variation in speech prouced by the speakers correlating with the differences in adreesee, social context, personal aim, and so on. In brief, the speech styles can be influenced by some factors, such as addressee, setting, purpose, an etc.

### 2.2.2 Types of Speech Styles

In communicating with each other, people have different style. There are some theories concerned with speech styles. Joos, who proposed the theory of speech styles, in his book entitled “The Five Clocks” stated that speech styles are classified into five types of speech style from the most formal to the least formal, they are frozen style, formal style, consultative style, casual style, and intimate style. Joos (1967) states that speech styles that are used by the speakers are

characterized by the degree of formality. Below are the classifications of speech styles:

#### **2.2.2.1 Frozen Style**

Frozen style is the most formal style of speech. This type of speech style occurs in very formal situation. It is usually used for formal ceremony and official government events or international meeting. Commonly, it is used in ceremonial, court, government or administration. In this speech style, the speaker and hearer are not in contact so there is no feedback. As Joos (1967, as cited in Brown and Attardo 2009) has been stated that frozen style usually appears in written text so that there is no response or feedback from addressee to the speaker. It means that people who use this type of style have high skill communication and educated because need more elaboration than the other styles. It is seen by how president talks to society, lawyer in court, and prime minister who talk to each other. In written mode, this style can be found in historic documents such as, Indonesian fundamental constitutional, tenancy, purchasing, and selling agreement.

#### **2.2.3.1 Formal Style**

Formal style is a type of speech style that used in formal situation. In this formal style, the hearers are not allowed to make any interruption but should wait until they are allowed to speak. It means that this style is lower than frozen style and commonly it is used in formal situation, such as in office, school and when people meet new people.

According to Joos (1967, as cited in Brown and Attardo 2009), formal style is the type of speech style where formal English is used. The vocabulary and language of formal style is in standard form and complete sentence that consist of at least subject, predicate, object, and all background information is clearly given to the hearer. In writing, this needs careful editing, so the writer is expected to have enough time to polish his text. In speaking, what the speaker says is something that has been prepared beforehand.

#### **2.2.4.1 Consultative Style**

According Joos (1967), consultative style is the type of speech style which is applied on semi-formal occasion happened in a single communication by two participants. Consultative style can called as semiformal style because it is appear between formal style and informal style. It usually occurs in daily conversation in school, conversation with colleague, small-scope meeting. It means that these styles are thought formal enough but lower than formal style. The sentence in this style usually is shorter than formal style and it is also required for everyday communication. According to Joos (1967, cited in Broderick 1976) consultative style has certain characteristics, such as has minimal unit of sentence structure and uses non-standard vocabulary. The unspecific word such as the uses of demonstrative pronoun (this, that, those, and these) and figure of speech are usually occur in this style. The conversation that uses consultative style usually has two active speakers. So, there are two ways of communications between the speaker and the hearer that can bring responses from the two speakers in

conversation. This style usually occurs and used in some group discussion, school or trading buyer with seller.

#### **2.2.5.1 Casual Style**

Casual style can be defined as a style that is used for communication in a certain groups of friends or society which is not formal group in normal condition without any barriers but still appropriate to communicate. This style is used for the conversation in our relaxed or normal situation. People tend to use this style when they have conversation with friends, family and people who have close relationship. This style is characterized by simple sentence and usually applied in daily conversation. For example, when a student has a conversation with his friends. The speaker can deliver their message expressively and do not have any difficulties in finding the right words. Joos (1967) explains that there are two characteristics that indicate a casual conversation, those are ellipsis and slang. Those two characteristics give a clear explanation to differentiate casual style from consultative style. Bellow are the example:

I think that I can fly. (consultative style)

I think I can fly. (casual style)

From the example, it can be seen that in consultative style, the sentence is written in complete structure while in casual style, the word "that" is omitted.



### **2.2.6.1 Intimate Style**

Intimate style is about private language used within close friend and family. It means that intimate style is used in non-public and also generally used in pair. As Joos (1967, as cited in Brown and Attardo 2009) has been stated that intimate style usually used by people who have close relationship such as, family or close friend. The future of intimate style is jargon, because jargon is a technical vocabulary associated with very special activity. Jargon is used to show the secret language between the people in the same profession or background. This style is marked by using incomplete sentence or short sentence. They usually use very short and incomplete utterance and the articulation of speech is mostly unclear. It is because both addressor and addressee have the same background information about the topic.

## **2.2 Factor Influencing the Use of Speech Style**

The addressee affects the speaker's choice to decide what the variation of their speech style. The speaker will choose the speech style based on the people they are talking to. Speakers tend to have different language and pronunciation when they talk to different social class. Holmes (2001) explained that there are some factors that affect styles of speech in term of addressee such as, age of addressee, social background of addressee, speech convergence and speech divergence.

### **2.3.1 Age of Addressee**

Holmes (2001) argued that people generally talk differently to children and to adults. It means that when people talk to children, they intend to use simpler vocabulary and grammatical construction so the children can be more easier to know what the speaker meant. While when people talk to adults, the sentences are more complex. The use of conjunction such as “and” and “but” are usually used by the speakers when they want to use some simple sentences.

### **2.3.2 Social Background of Addressee**

According to Holmes (2001), speakers tend to have different pronunciation when they talk to different social class. It means that when speakers talking to middle or higher class, they tend to use formal style and usually have clear pronunciation rather than when talking to lower social class. Also, speakers tend to use informal style in talking to lower social class. This phenomenon directly affects the speakers' speech style.

### **2.3.3 Speech Convergence**

Holmes (2001) explained that when people talk to each other, their speech become more similar. It happens because the speakers like the other or the speakers have vested interest in pleasing the other or putting them at a case. This makes the speakers' speech converges towards the speech of addressee. This is the process of imitating other's style and how speech accommodation happens.

### **2.3.4 Speech Divergence**

This term is the opposite of speech convergence. Speech divergence happens when there is an uncomfortable feeling from the speaker towards the

addressee. It can be caused by the difference of opinion or a sentiment feeling from the beginning. In speech divergence, the speakers tend to create a new style or show different style of speech.

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

The data of this study are in Bahasa Indonesia, so that the writer uses some lexical and grammatical characteristics in standard Bahasa Indonesia. By using this theory, the writer is easy to analyze the data. Based on this theory, the writer can classify which speech styles can be considered as formal style and informal style. The formal speech style (frozen style and formal style) uses the standard vocabulary while the informal speech style (consultative style, casual style, and intimate style) uses non-standard vocabulary. Based on Kridalaksana (1992, p.3) the standard forms of Bahasa Indonesia have some characteristics as follows:

1. The use of conjunction such as *bahwa* and *karena* consistently and explicitly, for example:

|                               |   |
|-------------------------------|---|
| Standard Bahasa Indonesia     | : <i>Dia tidak tahu <u>bahwa</u> ibunya sakit</i> |
| Non-standard Bahasa Indonesia | : <i>Dia tidak <u>tahu</u> ibunya sakit</i>       |

2. The use of suffix –kah and pun consistently, for example:

|                               |  |
|-------------------------------|--|
| Standart Bahasa Indonesia     | : <i>Apaka<u>h</u> kamu sudah makan?</i> |
| Non-standart Bahasa Indonesia | : <i>sudah makan?</i>                    |

3. The use of grammatical function such as subject, predicate and object explicitly and constantly, for example:

|                           |   |
|---------------------------|---|
| Standard Bahasa Indonesia | : <i><u>Mella</u> <u>pergi</u> <u>ke</u> <u>Jakarta</u></i> |
|---------------------------|---|

|                               |                           |   |   |
|-------------------------------|---------------------------|---|---|
|                               | S                         | P | O |
| Non-standard Bahasa Indonesia | : <u>Mella ke Jakarta</u> |   |   |
|                               | P                         | O |   |

4. The use of prefix me- and ber- consistently, for example:

Standard Bahasa Indonesia : Ibu membeli beras di Pasar

Non-standard Bahasa Indonesia : Ibu beli beras di Pasar

5. The consistent use of the pattern verb phrase: Aspect+doer+verb, for example:

Standard Bahasa Indonesia : Buku itu sudah saya temukan

Non-standard Bahasa Indonesia : Buku itu saya sudah temukan

6. The use of syntactical construction, for example:

Standard Bahasa Indonesia : membersihkan

Non-standard Bahasa Indonesia : bikin bersih

7. The limited number of lexical and grammatical elements from regional dialect which is considered strange, for example:

Standard Bahasa Indonesia : Dia menangis di kamarnya

Non-standard Bahasa Indonesia : Dia nangis di kamarnya

Furthermore, according to Kridalaksana (1992, p.5), there are some words that indicate non-standard Bahasa Indonesia which considered as non-formal speech style, for example : *kenapa, situ, deh, bilang, dong, kasih, nggak, gini, sih, kok*.

## 2.4 Vlog

A vlog is a video blog post in the form of web television. The term can also refer to a blog made up entirely of video blog posts (Gunelius, 2016). Vlog posts

are created by creating a video of yourself or an event, uploading it to the Internet and publishing it within a post on your blog. Vlog entries often combine embedded video (or a video link) with supporting text, images, and other metadata. In addition, a vlog is also defined as journalistic video documentation on the web of a person's life, thoughts, opinions, and interests. A vlog can be topical and timeless, instructional and entertaining. The main thread is trying to communicate on a personal level with your audience. Entries can be recorded in one take or cut into multiple parts. Vlog category is popular on the video sharing platform Youtube.

People who create vlogs are known as "vloggers." Some vloggers post videos for fun, while others run vlogs for the purpose of generating revenue through advertisements. According to Sari (2017), the vlogosphere is a very democratic arena. Unlike mainstream media, such as television or commercial Web sites, vlogs are not, for the most part, created to make money. As a result, vloggers are free to make their content about whatever they desire, no matter how controversial the topic. Vlogging gives average citizens an audience and a chance to make their voices heard. Additionally, Youtube offers free video hosting, which means vloggers can post unlimited videos without paying web hosting fees.

## **2.5 Previous Studies**

Some studies related to speech styles have been done by previous researchers. One of the studies is a speech style research done by Hamdany and Damanhuri (2017), entitled "Speech Style Used in the Workplace in 510 Days of

Summer Movie”. In this study, the researchers selected descriptive qualitative method to analyze the data. The purpose of this study was to describe the types and the social context that influence speech style which used by some characters in the workplace in 510 Days of Summer movie. The theories that were applied in this study are Joos theory (1967) which concerned about speech style, and the theory of context from Hymes (1974) that influenced the speech style (speaking). The result of this study showed that there were four types of speech style in the workplace in 510 Days of Summer movie. They were formal, consultative, casual and intimate styles. From the four styles, consultative style was the most dominant style found in this study because this style was required for daily communication in the workplace.

The second previous study is research done by Pratiwi (2014) entitled “Speech Styles Performed by The Hosts of “Masterchef Indonesia Season 3” Cooking Talent Show”. This study investigated the speech styles performed by the hosts of Masterchef Indonesia season 3 Cooking Talent Show when they talked to the participants of the show. In this study, she conducted the study to find out the types of speech styles that are used by the hosts in “Masterchef Indonesia Season 3” and to analyze the type of speech style that is mostly used in the show. The theories that were applied in this study are Joos theory (1967) and also supporting theories of standard and non-standard of Bahasa Indonesia by Kridalaksana (1989) and Chaer and Agustina (2004) as the data of this study were in the form of Bahasa Indonesia. This study used qualitative document analysis since the data of this study were in the form of words rather than numbers and



used the transcription of the hosts' utterances to be analyzed. The data of this study were the hosts' utterances in the first episode of Masterchef Indonesia season 3 that containing speech styles. The 5 (five) types of speech styles based on Joos theory (frozen style, formal style, consultative style, casual style, and intimate style), she only found 3 (three) of them. They were formal style, consultative style, and casual style. The type of speech styles that were mostly used by the hosts consultative style in 95 (ninety three) utterances or 66%, followed by casual style in 31 (thirty one) utterances or 21,5%, and the last was formal style in 19 (eighteen) utterances or 12,5%. The findings showed that the hosts preferred not to use frozen style since this show was more semi-formal show and also did not use intimate style since the relationship between the hosts and the participants was not extremely close.

This research has similarities and differences to the previous research. The similarity of this research and the previous research above is that the researchers analyze the speech styles and apply Joos theory to identify the classification of speech styles. This present study used qualitative research, as the previous studies have been used. Meanwhile, the difference lies on the case being analyzed. The first research focuses on analyzing the speech style and the social context that influence speech style which used by some characters in the workplace in 510 Days of Summer movie. The second research focuses on analyzing the speech style that performed by the host of a talent show. Different from the previous research above, this study analyzes a vlog that covers the utterances of Boy William as the host and Jokowi as the guest star.

Besides, the first previous research does not have the supporting theory as the second previous research has. In other hands, the use of theory in analyzing the factors that influenced the speakers in using certain types of speech styles between the second previous research and this present research is different. The present research used the theory from Holmes (2001) while the second previous research the theory from Hymes (1974). This present research used the theory from Holmes (2001) rather than the theory from Hymes (1974) because the theory from Holmes is more specific and clear in elaborating the factors that affect the use of speech style. So, this present study completes and provides comprehensive understanding between using the theory and the supporting data from the previous studies that have done. Therefore, the results data analysis of the present study is more accurate and complete.

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

In this chapter, the writer elaborates the research design, data source, data collection, and data analysis.

#### **3.1 Research Design**

This study is classified into descriptive qualitative since the data is in the form of utterances. The data were analyzed descriptively based on transcripts in the communication of Boy William's vlog on "Nebeng Boy with Jokowi" episode, especially Jokowi and Boy William as the data document analysis. It focuses on understanding the utterances or speech styles used by Jokowi and Boy William.

Descriptive qualitative method is an appropriate design used in conducting this study, which aimed describing the speech style constructed by Jokowi and Boy William. This method is flexible to answer the statement of the problems offered in the first chapter. Besides, the data are interpreted and displayed descriptively and systematically based on the supporting theory.

#### **3.2 Data Source**

The data of this study are the utterances produced by Jokowi and Boy William that delivered in Nebeng Boy. The writer chooses this object because the phenomenon about speech style can be found in a vlog, especially in Nebeng Boy. In this episode, Jokowi who is a politicians is as the guest. The writer focuses on

identifying the speech styles that used by Jokowi and Boy William in the vlog. The data of this study are the speech styles used in 15 minutes 29 seconds of conversation in the full episode of Jokowi and Boy William in *Nebeng Boy*.

### 3.1 Data Collection

The data of this study were taken from the video which the utterances are transcribed. In collecting the data, the writer does some steps as follows :

1. Downloading the video of *Nebeng Boy* which Jokowi as the guest of Boy William in the episode from Youtube.  
(<https://www.Youtube.com/watch?v=So2db5jdCQ0&t=223s>)
2. Watching the video of *Nebeng Boy* which Jokowi as the guest of Boy William in the episode.
3. Transcribing the utterances used by Boy William and Jokowi.
4. Reviewing the video to make sure that the transcription matches with the video.
5. Listing the utterances which contain the five types of speech style.
6. Selecting the utterances that appropriate with the five types of speech style.

### 3.2 Data Analysis

In analysing the data, the writer do several steps as follows:

1. Classifying the utterances used by Boy William and Jokowi in the *vlog* into the categories of speech style based on Joos (1967) theory. The following

table is the table of classification of the video blog. The table of the classification of the speech style used by Boy William and Jokowi for appendix is as follows:

Table 3.1 The classification of the speech style used by Boy William

| No. | Utterances | Types of Speech Style |        |              |        |          |
|-----|------------|-----------------------|--------|--------------|--------|----------|
|     |            | Frozen                | Formal | Consultative | Casual | Intimate |
| 1.  |            |                       |        |              |        |          |
| 2.  |            |                       |        |              |        |          |

Table 3.2 The classification of the speech style used by Jokowi

| No. | Utterances | Types of Speech Style |        |              |        |          |
|-----|------------|-----------------------|--------|--------------|--------|----------|
|     |            | Frozen                | Formal | Consultative | Casual | Intimate |
| 1.  |            |                       |        |              |        |          |
| 2.  |            |                       |        |              |        |          |

2. Classifying the types of speech style which been collected based on the theory from Joos (1967) and supporting theory by Kridalaksana (1992).
3. Analyzing the factors that influenced Boy William and Jokowi Widodo in using certain types of speech styles based the theory from Holmes (2001).
4. Drawing the conclusion of the analysis based on the findings.

## CHAPTER IV

### FINDINGS

This chapter presents the findings of the problem of the study. Along with the findings, this chapter also discusses the result of the analysis proposed in the study.

#### 4.1 Findings

In this part the writer presents the finding based on the problems of the study. The first problem is finding out the types of speech styles that used by Boy William and Jokowi in Nebeng Boy. The second is to identify the factors that influencing in using the certain types of speech style. The data of this study are the utterances pronounced by Jokowi and Boy William that delivered in Nebeng Boy. Based on the analysis using Joos' theory (1967) and supporting theory by Kridalaksana (1992), the writer found that there are 104 utterances which contained three kinds of speech style such as formal style 11 utterances, consultative style 42 utterances, and casual style 51 utterances. The finding showed that casual style was the most types of speech styles that were used by Boy William and Jokowi. Then, in using certain types of speech style, both of them were influenced by 3 factors that proposed by Holmes (2001). They were the age of addressee, social background of addressee, and speech convergence.



#### 4.1.1 Analysis of the types of speech styles used by Boy William in Nebeng Boy With Jokowi Episode

In this study, the writer analyzed the types of speech styles used by Boy William in Boy William's vlog on "Nebeng Boy with Jokowi" episode. There were 55 utterances stated by Boy William as the host in Boy William's vlog on "Nebeng Boy with Jokowi" episode. It consisted of formal style, consultative style, and casual style. The following is some of the detail analysis of the speech style that were used.

##### 4.1.1.1 Formal Style

The writer found that there is 1 utterance used by Boy William which categorized as formal style since the sentence fulfills the characteristics of formal style that proposed by Joos (1967) and the supporting theory by Kridalaksana (1992). The vocabulary and language used are in standart form and complete structure.

#### Datum 47

Boy:

*Apa yang membuat bapak happy selain keluarga?*

(What is the thing that makes you happy except family?)

This utterance was stated by Boy while asking the question to Jokowi about a thing. According to Joos (1967), the utterance which was stated by Jokowi is classified as formal style. The vocabulary used in this utterance is in standart form and complete interrogative sentence stucture. It used the the prefix *me-* as proposed by Kridalaksana (1992), in the word *membuat*. Also, it contain of 5W1H, *apa (what)* which is the standart stucture of interrogative sentence.

Moreover, the manner of this speech is polite. It can showed from the word “Bapak” not “kamu”.

#### 4.1.1.2 Consultative Style

The writer found that there are 21 utterances used by Boy William which categorized as consultative style since the setting is occurs in semi-formal situation, so the utterance that were used is non standart vocabulary but still paying attention with the structure of sentence.

##### Datum 2

Boy :

*Waaa.. Bapak Jokowi di dalam mobil gua, guys..*

(Oh My God.. Mr. Jokowi is already in my car, guys)

This utterance was stated by Boy William while Jokowi is already in his car. According to Joos (1967), the utterance which was stated by Jokowi is classified as consultative style since the utterance have minimal unit of structure. It also fulfills the criteria based on the supporting theory from Kridalaksana (1992). It has *Bapak Jokowi* is a subject, *di dalam* is a predicate, and *mobil gua* is complement. Also, it used inappropriate word such as “gua”, it should be change with “saya” to make the utterance more formal.

##### Datum 8

Boy:

*Amiin.. Kita dukung.*

( Amen.. We supports)

This utterance was stated by Boy while replying the statement from Jokowi when Jokowi say in datum 5: “Ndak boleh, ya kita harus optimis, kita

harus melihat kedepan itu penuh dengan harapan. Rakyat juga sama, dibawa kepada sebuah harapan-harapan besar, bahwa negara ini bisa menjadi kuat ekonominya, bisa menjadi negara maju dan itu butuh kerja keras”. It classified as consultative style because it has minimal unit of sentence struture as Joos’ (1967) was stated, such as *kita* is as the subject and *dukung* is as the predicate.

### Datum 11

Boy:

*Pak, **aku** kemarin baru **nonton** ya di white house, Mr. Obama, dia ini ngeluarin statemen kalo ternyata disana itu di white house makanan itu nggak gratis, ternyata tu mereka pun harus bayar, emang begitu?*

( Sir, **I just watched** at the white house, Mr. Obama, he is issuing a statement if it turns out that there is no free food at the white house, they also have to pay, is that right? )

This utterance is the question which Boy stated to Jokowi about in White House. This utterance is classified as consultative style because it has minimal unit of sentence struture as Joos’ (1967) was stated, such as *aku (I)* is as the subject and *nonton (just watched)* is as the predicate. It also used inappropriate word such as *aku* instead of *saya*.

### Datum 13

Boy:

***Bapak** itu orangnya sibuk **banget**, banyak **banget** ngurusin ABCDE.*

(You are a very busy person, so many things that you handled, ABCDE.)

This utterance is classified as consultative style because the manner of this speech is polite although the language that used is non standart Bahasa Indonesia. It can showed from the word “Bapak” not “kamu”. Also, it used non-standart word “banget” instead of “sekali”.

#### Datum 14

Boy:

*Kita sekarang **disini** relax sedikit aja pak. Saya tau bapak tu orangnya suka ke konser, demen dengerin musik.*

(We **just relax** here now, sir. I know you are the people who likes to go to concerts, and listens to music.)

This utterance is classified as consultative style because it has minimal unit of sentence structure as Joos' (1967) was stated, such as *we* is as the subject and *just relax* is as the predicate. The purpose of this utterance was to ask the hearer, the speaker want to make the hearer more relax.

#### Datum 15

Boy:

*Metalica? Life of god pak? Itu musik teriak-teriak lo pak..*

(Metallica? Life of god, sir? Those are screaming music, sir ...)

This utterance is classified as consultative style because this utterance was the continuation from the previous utterance that was produced by Jokowi. In datum 9 Jokowi said: "Saya ini, ya.. kalo dimobil dari Bogor ke Jakarta itu punya waktu 1 jam, biasanya saya pake dengerin metalika kayak tadi, kemudian dengerin gun n roses sama life of god, win, itu yaa.." This utterances also use non-standard vocabulary.

#### 4.1.1.3 Casual Style

The writer found that there are 32 utterances used by Boy William which categorized as casual style since the setting is in normal and relaxed situation, so the speaker can deliver their message expressively and do not have any difficulties

in finding the right words. The utterance that were used is non standart vocabulary and uncomplete structure.

### Datum 1

Boy:

*Kita ini mau menjemput salah satu idola gua, gua deg-degan banget, gua nggak tau rasanya gimana.. Oh My God..*

(We want to pick up one of my idols, I'm really excited, I don't know what it feels like ... Oh My God ...)

This utterance is classified as casual style since the setting is in normal and relaxed situation because as we can see that the speaker can deliver their message expressively and do not have any difficulties in finding the right words. Besides the sentences is not pays attention to the use of grammatical fuction such as subject, predicate and object. This utterance also influence by local dialect. Sometimes, Boy William used Jakarta dialect because Boy William was live in Java, such as the uses of “gua”. As we know that the word “gua” is a slang word which comes from Jakarta language. He used the word “gua” instead of “saya”. Moreover, the word that were used is non standart form of Bahasa Indonesia, such as *mau, gua, banget, nggak, tau*, and etc.

### Datum 3

Boy:

*Halo Pak Jokowi...*

(Hello Mr. Jokowi...)

This utterance above was stated by Boy William when he replies the greet from Jokowi with saying “Halo”. This utterance is classified as casual style since the setting is in normal and relaxed situation, it can be seen from the utterance that

is belong to greeting. The aim of this utterance is in order to familiarize each other.

#### Datum 4

Boy:

*Dulu **emang** bapak kecil cita-citanya jadi apa **kalo nggak** jadi presiden?*

(when you was a child, what was your dream of becoming if you didn't become a president?)

This utterance is classified as casual style since the setting is in normal and relaxed situation because as we can see that the speaker can deliver their message expressively and do not have any difficulties in finding the right words. Besides the sentences is not pays attention to the use of grammatical fuction such as subject, predicate and object. The word that were used is non standart form of Bahasa Indonesia, such as *emang*, *kalo*, and *nggak*. Those word should be change to the standart form of Bahasa Indonesia to make the utterance more formal.

#### Datum 5

Boy:

*Bapak Joko Widodo **mah** sekarang sudah jadi presiden, udah terkenal gini, mau buka usaha dimanapun udah pasti laku, dalam sehari balik modal pak.*

(Mr. Joko Widodo is now a president, already well-known, if you want to open a business wherever you are sure to sell, in a day, the capital is returns, sir.)

This utterance is classified as casual style since the setting is in normal and relaxed situation because as we can see that the speaker can deliver their message expressively and do not have any difficulties in finding the right words. Besides the sentences is not pays attention to the use of grammatical fuction such as



subject, predicate and object. The used of expressively word “mah” showed that the situation is relax because it is usually applied in daily coversation.

#### Datum 6

Boy:

*Pernah bosen **nggak sih** pak jadi presiden, atau pernah ada rasa .....*

(Have you ever been bored with being a president, or have you ever felt ...)

This utterance is classified as casual style since the setting is in normal and relaxed situation because as we can see that the speaker can deliver their message expressively and do not have any difficulties in finding the right words. Besides the sentences is not pays attention to the use of grammatical fuction such as subject, predicate and object. The used of expressively word “nggak sih” showed that the situation is relax because it is usually applied in daily coversation.

#### Datum 16

Boy:

*Bapak mau keluarnya **gimana sih nyari** waktunya, **gimana** caranya?*

(If you want to go out, how the time you can find, how do you do it?)

This utterance is classified as casual style since the setting is in normal and relaxed situation because as we can see that the speaker can deliver their message expressively and do not have any difficulties in finding the right words. It can showed from the word “gimana”, “sih” and “nyari”. Those should be “bagaimana mencari” and ommite the appropriate word “sih”.

#### Datum 24

Boy:

*Dia itu tipikal remaja yang sama **nggak kayak lainnya?** Yang “**aduh papah, aduh papah telfon mulu...**”*

(Is your son the same as the others teenager? Which always said, "hmm daddy, why do you always call on ...")

This utterance is classified as casual style since the setting is in relaxed situation because as we can see that the speaker can deliver their message expressively and do not have any difficulties in finding the right words. It can showed from the word “nggak kayak lainnya”. Those should be “tidak seperti yang lain”. Also, the structure of this interrogative sentence is not complete, it does not contain of 5W1H.

#### Datum 40

Boy:

*Duh enak makanannya..*  
(wow, the food is delicious ...)

This utterance is classified as casual style since the setting is in normal and relaxed situation because as we can see that the speaker can deliver their message expressively and do not have any difficulties in finding the right words. It can showed from the word “duh”.

#### Datum 45

Boy:

*Hidup kayak gini enak ya, simple tapi happy aja ya. Meskipun kayak gini bapak tetep mikirin kerjaan nggak sih otaknya?*  
(Having life like this is funny, it's simple but it's happy. Even though it's

like this, are you still thinking about your job in your brain?)

This utterance is classified as casual style since the setting is in normal and relaxed situation because as we can see that the speaker can deliver their message expressively and do not have any difficulties in finding the right words. It can be seen from the use of expressively word “ya”. Also, It can showed from the word

“kayak gini” which should be “seperti ini”, “aja” should be “saja”, “tetep” should be “tetap”, “nggak” should be “nggak”. The appropriate word “otaknya” should be change with the word “pikirannya”, because it sounds rude. Then, omittes the word “sih”.

#### **4.1.2 Analysis of the types of speech styles used by Jokowi in Nebeng Boy With Jokowi Episode**

In this study, the writer analyzed the types of speech styles used by Jokowi in Boy William’s vlog on “Nebeng Boy with Jokowi” episode. There were 49 utterances stated by Jokowi as the guest star in Boy William’s vlog on “Nebeng Boy with Jokowi” episode. It consist of formal style, consultative style, and casual style. The following is the details analysis of the speech style that are used.

##### **4.1.2.1 Formal Style**

The writer found that there are 10 utterances used by Jokowi which categorized as formal style since the sentence fulfills the characteristics of formal style that proposed by Joos (1967) and the supporting theory by Kridalaksana (1992). The vocabulary and language that used are in standart form and complete structure.

#### **Datum 4**

Boy:

*Pernah bosen nggak sih pak jadi presiden, atau pernah ada rasa .....*

(Have you ever been bored with being a president, or have you ever felt ...)

Jokowi:

*Saya selalu syukuri dalam kesulitan apapun, kesusahan apapun, problem apapun, masalah apapun. Saya tidak pernah yang namanya mengeluh..*

*Mensyukuri dan mencari solusi, mencari jalan keluar setiap problem-problem yang ada.*

**(I am always grateful for any difficulties, any problems. I never complained ... Thanking and looking for solutions, looking for solutions to every problem.)**

This utterance was stated by Jokowi while answering the question from Boy about his feeling as the President of Indonesia. According to Joos (1967), the utterance which was stated by Jokowi is classified as formal style. The vocabulary used in this utterance is in standart form and complete structure. It has complete structure such as *I am* is a subject, *always grateful* is the predicate, and *any difficulties* is an object. It also fulfills the criteria of standart Bahasa Indonesia by Kridalaksana (1992) because it used the preffix *me-* consistently, such as *mensyukuri dan mencari*.

#### **Datum 17**

Jokowi:

***Nomer satu keluarga, betul. Karena kebahagiaan itu ada disana.***  
***(Family is number one, right. Because happiness is there.)***

This utterance was stated by Jokowi while answering the question from Boy about family. According to Joos (1967), the utterance which was stated by Jokowi is classified as formal style. The vocabulary used in this utterance is in standart form and complete structure. It also fulfills the criteria of standart Bahasa Indonesia by Kridalaksana (1992) because it use the conjunction *karena*.

#### **4.1.1.2 Consultative Style**

The writer found that there are 21 utterances used by Jokowi which categorized as consultative style since the setting is occurs in semi-formal

situation that proposed by Joos (1967), so the utterance that were used is non standart vocabulary but still paying attention with the structure of sentence.

#### Datum 9

Jokowi:

*Saya ini, ya.. kalo **dimobil** dari Bogor ke Jakarta itu punya waktu 1 jam, biasanya saya pake dengerin metalika kayak tadi, kemudian dengerin gun n roses sama life of god, win..*

(When on my way from Bogor to Jakarta, I have 1 hour, I usually uses to listening metallica like before, then listen to gun n rosses, life of god, win...)

This utterance is classified as consultative style because it has minimal unit of sentence struture as Joos' (1967) was stated, such as *saya* is as the subject and *dimobil* is as the predicate. This utterances also use non-standard vocabulary.

#### Datum 22

Jokowi:

*Kemanapun, kemanapun **saya dikawal**. Itu yang ngapain, privasi tu hilang. Kadang-kadang kita kan juga kepengen kan ke pasar tanpa pengawalan, atau ke mall tanpa pengawalan, pengen makan diwarung tanpa pengawalan.*

(Wherever, wherever **I am escorted**. **That's** what happens, privacy is gone. Sometimes we also want to go to the market without escort, or to the mall without escort, want to eat without escort.)

This utterance is classified as consultative style because it has minimal unit of sentence struture as Joos' (1967) was stated, such as *I am* is as the subject and escorted is as the predicate. It also used the unspesific word such the use of demonstrative pronoun such as *that* as Joos' (1967) stated.

#### 4.1.1.3 Casual Style

The writer found that there are 19 utterances used by Jokowi which categorized as casual style since the setting is in normal and relaxed situation, so the speaker can deliver their message expressively and do not have any difficulties in finding the right words. The utterance that were used is non standart vocabulary and uncomplete structure.

##### Datum 1

Jokowi:  
***Hai, Boy..***  
 (Hi, Boy..)

This utterance above was stated by Jokowi when he first greeted Boy with saying “Hai”. This utterance is classified as casual style since the setting is in normal and relaxed situation, it can be seen from the utterance that is belong to greeting. It is an introductory sentence used to initiate or start a conversation which aims to familiarize the host.

##### Datum 8

Jokowi:  
*Yaa.. Makanan saya apa **sih, wong** saya juga makan setiap hari inginnya ya tempe tahu. Ya yang penting itu, sama pecel.*  
 (Yes .. What is my food, I also eat every day. I just want tempeh and tofu. Yes, That is the important thing, with Pecel.)

This utterance was stated by Jokowi while answering the question from Boy about his favorit food. These utterances are categorized as casual style because the utterances fulfill the characteristics of casual style, such as ommission of subject. The sentence has no subject and it makes the sentence incomplete. This



casual style also influenced by local dialect. Sometimes, Jokowi used Javanese dialect because Jokowi was born in Java, such as “wong “as we know that the word “wong” is Javanese language. He used the word “wong” instead of “wong”. Moreover, the uses of word which is categorized as expressively word, such as “sih”.

#### **Datum 28**

Jokowi:

*Ya ngerti, ya tau, tapi nggak ngikutin hahaa*

(Yes, of course. I understand, I know, but I don't follow it hahaa)

This utterance is classified as casual style since the setting is in normal and relaxed situation because as we can see that the speaker can deliver their message expressively and do not have any difficulties in finding the right words. Besides the sentences is not pays attention to the use of grammatical fuction such as subject, predicate and object. The used of expressively word “Ya ngerti”, “ya tau”, “nggak ngikutin” showed that the situation is relaxes because it usually applied in daily coversation.

#### **4.1.3 Factor Influencing Boy William and Jokowi in Using Certain Types of Speech Style in Nebeng Boy With Jokowi Episode**

From the finding, there were 55 utterances stated by Boy William as the host in Boy William’s vlog on “Nebeng Boy with Jokowi” episode. It consists of formal style, consultative style, and casual style. There were 2 utterances used by Boy William which categorized into formal style. The characteristic of formal

style based on Joos (1967) are consisting of complete structure and using standart language. The vocabulary and language of formal style is in standart form and complete sentence that consist of at least subject, predicate, object, and all background information is clearly given to the hearer. It also commonly used in formal situation, such as in office, school and when people meet new people. Also, based on the supporting theory from Kridalaksana (1992), formal style used the standard forms of Bahasa Indonesia. The reason of using this formal style based on the theory of Holmes (2001) is social background of addressee. The addressee here is Joko Widodo or popularly known as Jokowi who is the guest star, is President of our country, Indonesia. Therefore, to give respect to him as the President of Indonesia, Boy adapt his speech style appropriate with Jokowi with using formal style. Boy also tried to be more polite to Jokowi, because both of them comes from different social class, so it influenced the language that they used and made the language definitely different.

The second kind of speech style used by Boy William is consultative style. From the 104 utterances, there were 21 utterances stated by Boy William as the host in Boy William's vlog on "Nebeng Boy with Jokowi" episode. The possible reason of using the kind of speech style is the age of addressee. Boy William is youngest than Jokowi. So, although the language that used is non standart Bahasa Indonesia, the manner of the speech that used is more polite.

The last kind of speech style used by Boy William is casual style. From the 104 utterances, there were 32 utterances stated by Boy William as the host in Boy William's vlog on "Nebeng Boy with Jokowi" episode which considered into

casual style. Speech convergence is the possible factor of using this type of speech style. Using this kind of speech style, Boy wants to be closer with the addressee to make the conversation more comfortable. In other hands, although Jokowi is a President, Jokowi is known as friendly and low profile person. It shown from the language that were used is simple and relaxe. Therefore, both of them used non standart language and influenced by dialect.

Then, there were 49 utterances stated by Jokowi as the main guest. It consist of formal style, consultative style, and casual style. There were 10 utterances used by Jokowi which categorized into formal style. In using formal style, he was influenced by the social background factors. As we know Jokowi is a President, so it influenced his speech style. So the language that he used is involved from the background of his profession.

The second kind of speech style used by Jokowi is consultative style. From the 104 utterances, there were 21 utterances stated by Jokowi as the main guest which considered into consultative style. The possible reason of using the kind of speech style are social background of addressee and the age of addressee. The addressee here is William Hartanto or popularly known as Boy William, is the host are an actor, VJ, and vlogger. Also, Jokowi is oldest than Boy William. Also, between Jokowi and the host, there is difference of level of occupation. Jokowi has higher level of occupation than Boy William. The language that he used is semi-formal and the standart language is not always applied in this conversation. So it is one of the reasons why Jokowi uses consultative style.

The last kind of speech style used by Jokowi is casual style. From the 104 utterances, there were 19 utterances stated by Jokowi as the guest star in Boy William's vlog on "Nebeng Boy with Jokowi" episode which considered into casual style. Speech convergence is the possible factor of using this type of speech style. In using this kind of speech style, Jokowi wants to be more closer with the addressee to make the conversation more comfortable. Besides, Jokowi is known as friendly and low profile person. It shown from the language that were used in everyday life is simple and relaxe. Therefore, both of them used non standart language and influenced by dialect.

However, the writer did not find speech divergence because the writer did not find disagreeing opinion or sentiment feeling from both of them. They have a comfortable conversation. Based on the analysis, the writer believed that social background and age of adreesee became the most dominant reason.

#### **4.1 Discussion**

In this study, the writer analyzed speech styles used by Boy William and Jokowi in Boy William's vlog in "Nebeng Boy with Jokowi" Episode. The host was Boy William who the owner of Nebeng Boy YouTube channel and the guest star was Jokowi. The analysis of this study only focused on conversations between the vlogger and main guest which last for 15 minutes 29 seconds.

They come from the different social background. This is the one that makes the writer interest to analyze this vlog. After analyzing the conversation between Boy William and Jokowi by ussing the theory from Joos' (1967) and the

supporting theory by Kridalaksana (1992) since the data of this study are in Bahasa Indonesia, the writer found that they were more using casual style rather than other style. It is evidenced by using non-standart language that simple and relaxe, expressively word as used in daily conversation, and has minimal unit of sentence structure while they speaking.

#### **4.2.1 The types of speech styles in Nebeng Boy With Jokowi Episode**

Related to the finding about the types of speech style by using Joos' theory (1967) and supporting theory by Kridalaksana (1992), the writer found that there are 104 utterances which contain three kinds of speech style such as formal style 11 utterances, consultative style 42 utterances, and casual style 51 utterances. The first type of speech style that used by Boy William and Jokowi is formal style. There were 1 utterances used by Boy William and 10 utterances used by Jokowi which categorized into formal style. The characteristic of formal style based on Joos (1967) are consisting of complete structure and using standart language. The vocabulary and language of formal style is in standart form and complete sentence that consist of at least subject, predicate, object, and all background information is clearly given to the hearer. It also commonly used in formal situation, such as in office, school and when people meet new people. Also, based on the supporting theory from Kridalaksana (1992), formal style used the standard forms of Bahasa Indonesia. It have some characteristics such as, the use of conjunction *bahwa* and *karena*, used suffix *-kah* and *pun*, used grammatical function subject, predicate and object, used prefix *me-* and *ber-*, used the pattern verb phrase:

Aspect+doer+verb, used syntactical construction, and the last is used the limited number of lexical and grammatical elements from regional dialect. The example can be seen in utterance produced by Jokowi in datum 10: *Saya selalu syukuri dalam kesulitan apapun, kesusahan apapun, problem apapun, masalah apapun. Saya tidak pernah yang namanya mengeluh.. Mensyukuri dan mencari solusi, mencari jalan keluar setiap problem-problem yang ada.* (I am always grateful for any difficulties, any problems. I never complained ... Thanking and looking for solutions, looking for solutions to every problem.) This utterance was stated by Jokowi while answering the question from Boy about his feels as the President of Indonesia. According to Joos (1967), the utterance which was stated by Jokowi is classified as formal style. The vocabulary used in this utterance is in standart form and complete structure. It has complete structure such as *I am* is a subject, *always grateful* is the predicate, and *any difficulties* is an object. It also fulfills the criteria of standart Bahasa Indonesia by Kridalaksana (1992) because it used used the preffix *me-* consistently, such as *mensyukuri* dan *mencari*.

The second type of speech style used is consultative style. Based on the analysis, the writer found that there were 42 utterances included in this style. The characteristic of consultative style based on Joos (1967) are has minimal unit of sentence structure and uses non-standard vocabulary. The unspecific word such as the uses of demonstrative pronoun (this, that, those, and these) and figure of speech are usually occur in this style. The conversation that uses consultative style usually has two active speakers. So, there are two ways of communications between the speaker and the hearer that can bring responses from the two speakers



in conversation. It usually occurs in daily conversation in school, conversation with colleague, small-scope meeting. It means that these styles are thought formal enough but lower than formal style. The sentence in this style usually is shorter than formal style and it is also required for everyday communication. For example in utterance produced by Boy William in datum 8: *Amiin.. Kita dukung.* ( *Amen.. We supports*). This utterance was stated by Boy while replying the statement from Jokowi when Jokowi say in datum 5: “Ndak boleh, ya kita harus optimis, kita harus melihat kedepan itu penuh dengan harapan. Rakyat juga sama, dibawa kepada sebuah harapan-harapan besar, bahwa negara ini bisa menjadi kuat ekonominya, bisa menjadi negara maju dan itu butuh kerja keras”. It classified as consultative style because it has minimal unit of sentence structure as Joos’ (1967) was stated, such as *kita* is as the subject and *dukung* is as the predicate.

The last type of speech style used is casual style. In this study, the writer found 51 utterances which categorized as casual style. Casual style is the mostly speech style used by Boy William and Jokowi. Joos (1967) explains that there are two characteristics that indicate a casual conversation, those are ellipsis and slang. Those two characteristics give a clear explanation to differentiate casual style from consultative style. This style is used for the conversation in our relaxed or normal situation. This style is characterized by simple sentence and usually applied in daily conversation. The speaker can deliver their message expressively and do not have any difficulties in finding the right words. It can be seen from the utterances that stated by Boy William in datum 1: *Kita ini mau menjemput salah satu idola gua, gua deg-degan banget, gua nggak tau rasanya gimana.. Oh My*



*God.. (We want to pick up one of my idols, I'm really excited, I don't know what it feels like .. Oh My God ..)* This utterance is classified as casual style since the setting is in normal and relaxed situation because as we can see that the speaker can deliver their message expressively and do not have any difficulties in finding the right words. Besides the sentences is not pays attention to the use of grammatical fuction such as subject, predicate and object. This utterance also influence by local dialect. Sometimes, Boy William used Jakarta dialect because Boy William was live in Java, such as the uses of “gua”. As we know that the word “gua” is a slang word which comes from Jakarta language. He used the word “gua” instead of “saya”. Moreover, the word that were used is non standart form of Bahasa Indonesia, such as mau, banget, nggak, tau, and etc.

In this study, the writer did not found frozen and intimate style used by Boy William and Jokowi. The possible reason that they did not use frozen style was the setting of the conversation in the vlog. Nebeng Boy is a a name of Youtube video blog channel from Boy William which invited an important people or inspirational people in his car to have a casual conversation. Frozen style itself is type of speech style that used in a very formal situation and require high skill. While Nebeng Boy is in nonformal and relax situation. There is no rule to speak formally. The speakers is not require high skill of communication. The speakers delivered their message expressively and do not have any difficulties in finding the right words.

Then possible reason that Boy William and Jokowi not use intimate style was the audience. The data of this study is comes from vlog that watched by wide

community, so it has public audiences. Besides, although Boy William and Jokowi are not close each other, so they not use intimate style. Intimate style is about private language used within close friend and family. It means that intimate style is used in non-public and also generally used in pair. As Joos (1967, as cited in Brown and Attardo 2009) has been stated that intimate style usually used by people who have close relationship such as, family or close friend. The future of intimate style is jargon, because jargon is a technical vocabulary associated with very special activity. Jargon is used to show the secret language between the people in the same profession or background. This style is marked by using incomplete sentence or short sentence. They usually use very short and incomplete utterance and the articulation of speech is mostly unclear. It is because both addressor and addressee have the same background information about the topic. Therefore, both Boy William and Jokowi did not use this style in order to avoid miss understanding by the viewers on this vlog, because it usually consist jargon that used to show a secret language between the people who have a close relationship.

In conclusion, after analyzing the types of speech style used in Nebeng Boy, the writer found that Boy William mostly used casual style to speak with the addressee, Joko Widodo. The possible reason for Boy William mostly used casual style was the influence of the social background factors, as we know that Boy William is an actor, so the language that he used are casual and more relax. However, the speech style that he used is not appropriate. His addressee here is Mr. Joko Widodo who is the President of Indonesia. It can be seen from the

finding in datum 4: “ Saya selalu syukuri dalam kesulitan apapun, kesusahan apapun, problem apapun, masalah apapun. Saya tidak pernah yang namanya mengeluh.. Mensyukuri dan mencari solusi, mencari jalan keluar setiap problem-problem yang ada.” This utterance was stated by Jokowi while answering the question from Boy about his feeling as the President of Indonesia in datum 6: “Pernah bosan nggak sih pak jadi presiden, atau pernah ada rasa ...”. From the finding, although Boy use casual style, Jokowi answer the question from Boy by keep using formal style. The possible reason for Jokowi keep using formal style is because actually, he gives a code to Boy that the language that Boy use is not appropriate. Boy should realize that he talks to a President. Boy should change his speech style and pay attention to the language he used appropriate with his interlocutor to make his speech to be more formal. Therefore, although Mr Jokowi is known as friendly and low profile person, it can make Mr Jokowi feel more respected and valued.

#### **4.2.2 Factor Influencing Boy William and Jokowi in Using Certain Types of Speech Style in Nebeng Boy With Jokowi Episode**

In using formal style, Boy William was influenced by social background of addressee. The addressee here is Joko Widodo or popularly known as Jokowi who is the guest star, is President of our country, Indonesia. Therefore, to give respect to him as the President of Indonesia, Boy adapt his speech style appropriate with Jokowi with using formal style. Boy also tried to be more polite to Jokowi, because both of them comes from different social class, so it influenced the

language that he used and made the language definitely different. For example in datum 47: *Apa yang membuat bapak happy selain keluarga? (What is the thing that makes you happy except family?)* This utterance was stated by Boy while asking the question to Jokowi about a thing. According to Joos (1967), the utterance which was stated by Boy William is classified as formal style. The vocabulary used in this utterance is in standart form and complete interogative sentence stucture. It used the the prefix *me-* as proposed by Kridalaksana (1992), in the word *membuat*. Also, it contains of 5W1H, *apa (what)* which is the standart stucture of interrogative sentence. Moreover, the manner of this speech is polite. It can be showed from the word “Bapak” not “kamu”.

Different from Boy William, in using formal style, Jokowi was influenced by the social background factors. As we know Jokowi is a President, so it influenced his speech style. So the language that he used is involved from the background of his profession.

Then, the possible reason of using consultative style is the setting of Nebeng Boy which is semi-formal and relax situation. It can be seen from the utterances that they used are not always in standart form of vocabulary. Moreover, in using this style Boy William is influenced is the age of addressee. Boy William is youngest than Jokowi. So, although the language that used is non standart Bahasa Indonesia, the manner of the speech that used is more polite. Meanwhile, Jokowi were influenced by social background of addressee and the age of addressee. The addressee here is Boy William, who are an actor, VJ, and vlogger. Also, Jokowi is oldest than Boy William. Also, between Jokowi and the host, there is difference of

level of occupation. Jokowi has higher level of occupation than Boy William. The language that he used is semi-formal and the standart language is not always applied in this conversation. So it is one of the reasons why Jokowi uses consultative style.

The last, speech convergence is the possible factor of using casual style. Using this kind of speech style, both of them wants to be closer with each other to make the conversation more comfortable. In other hands, although Jokowi is a President, Jokowi is known as friendly and low profile person. It shown from the language that were used is simple and relaxe. Therefore, both of them used non standart language and influenced by dialect. However, the writer did not find speech divergence because the writer did not find disagreeing opinion or sentiment feeling from both of them. They have a comfortable conversation.

Compared with the first previous study done by Hamdany and Damanhuri (2017), entitled "Speech Style Used in the Workplace in 510 Days of Summer Movie". The theories that were applied in this study are Joos theory (1967) which concerned about speech style, and the theory of context from Hymes (1974) that influenced the speech style (speaking). The result showed that there were four types of speech style in the workplace in 500 Days of Summer movie. They were formal, consultative, casual and intimate style. While this present study only found three types of speech style. They were formal, consultative, and casual style. The findings showed that the hosts preferred not to use frozen style since this show was more semi-formal show and also did not use intimate style since the relationship between the hosts and the participants was not extremely close.

The second previous study is research done by Pratiwi (2014) entitled “Speech Styles Performed by The Hosts of “Masterchef Indonesia Season 3” Cooking Talent Show”. In this study, she conducted the study to find out the types of speech styles that are used by the hosts in “Masterchef Indonesia Season 3” and to analyze the type of speech style that is mostly used in the show. The finding showed that based on the 5 (five) types of speech styles based on Joos’ (1967) theory, she only found 3 (three) of them. They were formal style, consultative style, and casual style. The type of speech styles that were mostly used by the hosts consultative style in 95 (ninety five) utterances or 66%, followed by casual style in 31 (thirty one) utterances or 21,5%, and the last was formal style in 19 (eighteen) utterances or 12,5%. While, this present study found that there are 104 utterances which contain three kinds of speech style such as formal style 11 utterances, consultative style 42 utterances, and casual style 51 utterances. Then, different from the second previous study from Pratiwi (2014) that found consultative style is the type of speech style that mostly used, this present study found that casual style was the most types of speech styles that were used by Boy William and Jokowi. It showed from the utterances that were expressively messages and relax.



## CHAPTER V

### CONCLUSION

#### 5.1 Conclusion

In this research, the writer discusses the speech styles pronounced by Boy William and Jokowi in Boy William's *vlog* on "Nebeng Boy with Jokowi" episode. This study discussed two problems of the study. The first problem is the types of speech style used by Boy William and Jokowi in Boy William's *vlog* on "Nebeng Boy with Jokowi" episode. Based on the analysis using Joos' theory (1967) and supporting theory by Kridalaksana (1992), the writer found that there were 104 utterances which contained three kinds of speech style such as formal style 11 utterances, consultative style 42 utterances, and casual style 51 utterances. The finding showed that casual style was the most types of speech styles that were used by Boy William and Jokowi. It showed by the utterances that was expressively message and relax. The speech styles that pronounced were not in a complete structure and used non standart vocabulary. The possible reason of using casual style as the mostly speech style used in Nebeng Boy is the setting of the *vlog* which are normal and relaxed situation. Because as we can see from the finding in utterance that stated by Boy in datum 6: "Pernah bosen nggak sih pak jadi presiden, atau pernah ada rasa..... (Have you ever been bored with being a president, or have you ever felt ...)". Here, Boy deliver their message expressively and do not paying attention in finding the right words. The language that were



used is non standart form of Bahasa Indonesia and it is usually applied in daily coversation.

The second problem is the factor that influenced Boy William and Jokowi in using certain types of speech styles in Boy William's *vlog* on "Nebeng Boy with Jokowi" episode. The result shows that there were three factors that influence both of them in using certain types of speech styles by using the theory from Holmes (2001). They were the age of addressee, social background of addressee, and speech convergence. When using formal style, both Boy William and Jokowi influenced by the social background of addressee. Jokowi is the president of Indonesia, so that Boy William adapt his speech style appropriately with the interlocutor. While when using consultative style, both Boy William and Jokowi are influenced by the age of addressee. Both of them are adults. Moreover, the setting occurs in semi-formal situation, so the utterance that were used is non standart vocabulary but still paying attention with the structure of sentence. Then, speech convergence was the factor that influences both of them in using casual style. Although there is formal speech style, Boy still mostly use casual style to talk to Jokowi because it influenced by the theme or the content of the *vlog*. In conclusion, there are similarities and differentiate on factors that influence Boy William and Jokowi in using certain types of speech style.

## 5.2 Suggestion

After conducting the study, the writer would like to recommend some suggestions for the next researchers who interested conducting a study about

speech style. First, the writer suggests the next researchers to use another theory of speech style, for example Nababan's theory (1993) or Keraf's theory (2008). Those theory would help the next reseachers to conduct the study of speech style. Also, the next reseachers could compare the result of the study based on the theory.

Second, the writer suggests next reseachers to investigate the other object or topic since there are so many objects in our surrounding society that can be observed. The next researchers can observed the same topic but with different object, such as the speech style from other politician Prabowo, Budiono, or other politicians who have their own distinctive style of speech. Hopefully, the writer expects the further research could add knowledge and give a better understanding for the students of English's study program as the reference in conducting further studies of speech style.

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