

CHAPTER I

INTRODUCTION

A. Background of Study

Language is a tool that every human being must own in order to communicate with one another. The language product of communication comes in a variety of forms, including those used to make requests, provide information, entertainment, and more. People can interact and communicate with one another for any purpose through language. As a human being, people need a language to express their emotions, ideas, feelings, and thoughts to others by using sounds, gestures and also signals that have pattern.

Sociolinguistics is the term referring to the study of language and society. Socio stands for social or anything to do with society, while linguistics is the study of language. According to Fishman in Wardhaugh (2015), argues that sociolinguistics should recognize "who speaks (or writes) what language (or what language variation), to whom and when, and to what goal". Downes in Wahyudiantari (2023) argue that language is a means of communication, it is very essential because language is used by all people to communicate with one another. So that it can be said that language is important because it is used to learn and comprehend the ideas of others people. It is impossible to comprehend one without the other since the language and society are so connected.

The objective of language is to communicate an ideas or piece of information from the speaker to the audience. It has many different styles, and

each of them plays a significant role in helping other people understand the meaning of social communication in language and the goal of social interaction. And by its style also enables us to understand it from the language's speakers. In linguistic study, language style belongs under the semantic category.

According to Chaika in Wani (2013), she argues that languages come in two varieties: spoken language and written language. A spoken language is an expression that is created through sound, such as in speaking, narrative, debate, radio, television, and other media. While written language refers to expressions that take the form of written texts, such as those found in books, journals, newspapers, comic books, novels, etc.

Language serves as the essential medium for communication. Its primary function is to express ideas, concepts, and thoughts, functioning as a practical tool for people to effectively communicate with others (Hartman, 1972, cited in Febriani, *et al.*, 2019). Style is more connected to the situation rather than with the speaker. Speeches at ceremonies must be delivered in a highly formal manner; public lectures are slightly less formal; casual conversation is more informal; and conversations among friends can be very informal. This means that when people evaluate style, they are analyzing the same speakers who communicate in various ways in various contexts, not other speakers who speak in various ways.

In Islam, humans are required to have good communication to each other. It is also explained that humans have different styles of language

according to their environmental conditions. The holy Qur'an Q.S. Al-Isra verse 84 emphasizes this.

قُلْ كُلٌّ يَعْمَلُ عَلَىٰ شَاكِلَتِهِ ۗ فَرَبُّكُمْ أَعْلَمُ بِمَنْ هُوَ أَهْدَىٰ سَبِيلًا

This verse explains that the style and way of communication of every human is different related to the situation in the environment around. Meyerhoff (2019), argues that language style also describes the personality, mindset, condition of human. Human condition can influence how people speak. For instance, when a president gives a statement in front of the public, very formal language is utilized. It occurs as a result of the formal environment and its specific functions for delivering this kind of information. In conversations between a father and a mother, the conditions are very different. When there is a close relationship between both participants, intimate language is employed. Generally, father frequently speaks in an intimate way to mother. For addition, they frequently call each other "*honey*," "*baby*," or other terms specific to their environment when speaking to one other as partners.

People speak differently depending on the context in addition to their regional and social dialects. Style refers to a person's unique way of expressing themselves in a specific case (Salzman, 1998, cited in Febriani, *et al.*, 2019). There are many ways to know language style, one of them is by listening to a podcast. For some people, maybe they are quite familiar with podcasts, through podcasts we cannot get entertainment, but we can also use it as a learning tool or practice our ability in language skills. In a podcasts, we can also increase our vocabulary and it's easier for us to practice listening skills.

Joo cited in Febriani, *et al.*, (2019) argued that language has five different styles it is: frozen style, formal style, consultative style, casual style and intimate style. There are various types of research that discussed about the types and dominant of language style, but none of them analyzed on podcasts. For the addition the previous studies focused on the language style on movie, novel, and advertisement. Previous studies also utilized different theories. Regarding a certain research, the researcher is concerned about the various types and dominant language styles used in podcasts on DIVE Studio.

DIVE Studio is a South Korean company established in 2019 by Eric Nam and his siblings. It operates as a podcast network catering to K-pop enthusiasts, Asian Americans, and those who have an interest in Asian arts and culture. The podcast features various artists, including Eric Nam, Peniel from BTOB, and Ashley as the hosts. DIVE Studio covers a wide array of topics, from pop culture, young adulthood, music, K-Pop, and movie reviews to casual discussions on random subjects, all of which are highly relevant to young audiences.

The researcher chose DIVE studio podcast because there are many utterances on every podcast episode that can be analyzed. Americans, and viewers who appreciate Asian arts and culture. Furthermore, the interesting DIVE studio its use of a mixed-language. They also provide numerous English podcasts that are easily understandable, each episode is presented by different hosts, adding diversity to the content.

Based on the explanation above, the researcher wants to analyze the language style from the host on DIVE Studio podcasts, because it is interested and related with the researcher wants to know more about language style. The theory of Martin Joos may be a useful tool for this research. From the theory, the writer can more understand about the kinds of characteristics of each style. So, in this research the researcher will conduct a study entitles “**AN ANALYSIS OF LANGUAGE STYLE IN DIVE STUDIO PODCASTS**”

B. Definition of Key Term

1. Language Style

Language Style is a variation of a person's language used in daily communication. The way a person speaks has certain variations, depending on the situation and conditions when they communicate. In a podcasts language style can vary widely, it is depending on the podcast's genre, target audience, and the personalities of the hosts. In this research, the researcher will analyze the type and dominant language style that used on DIVE studio podcast.

2. DIVE studio

DIVE studio is a podcast channel that establishes in 2019 by Eric Nam and his siblings. This podcast channel used a mixed language and the topic focus on K-pop, Korean popular culture and many interesting topics with duration 30-60 minutes for each episodes. And there are variety topics and theme on Dive Studio YouTube channel such as *Daebak show, Get Real, Beauty Bar, Hwaiting, Unbelievable, and more*

C. Research Question

Based on the background of study, this research is expected to answer the main question:

1. How many types of language style are used in DIVE studios podcasts?
2. What is the most dominant type of language style in DIVE studio podcasts?

D. Objective of Study

Based on the explanation above, so that the objective of this study is:

1. To identify how many types of language style are used in DIVE studios podcasts
2. To identify the most dominant type of language style that used in DIVE studio podcasts

E. Significant of Study

The researcher hopes this research will be useful for:

1. Theoretically

The findings of this study significantly can be a reference in sociolinguistic topic and improve the reader knowledge about language style in DIVE studio podcasts. However, the researcher hopes this research enhance the reader's' to understanding that there are many language styles that are employed in some ways such as podcasts or text. Additionally, individuals can incorporate these language styles into their daily lives for effective communication and expression.

2. Practically

a. For English Teacher

The teacher can use this research as a guidance to improve their comprehension of language style. The teacher can also apply podcast from DIVE Studio as the media to teach their students because this podcast have many topic that is interesting for students to enjoy during teaching and learning process.

b. For Students

The students can ore understand about the language style and be able to apply it in their life. They can also improve their English skills through watching or listening to the podcast on DIVE Studio. Moreover, students can integrate these language styles into their daily communication to improve their effectiveness in expressing ideas and thoughts.

c. For the other researcher

The findings of this study will provide ideas for future research that aim to identify language style in various contexts. Additionally, the next researcher can utilize this study as a guide for language style in podcast.