

Language Style Used in Deddy Corbuzier Podcast YouTube Channel

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ABSTRACT

Language as one of significant thing for people to communicate has various style in its usage. People use language to share idea and feeling, to convey information and get entertainment. The variation of language is found from the style that people use when they talk. Language style is defined as the choice of words as the manner used by people when they speak to express their ideas. The difference of language style happens depends on the situation or context or to whom they talk with. Because the style of language is various, the use of language style in every occasion such as in news, infotainment, entertainment and events are not same. This research aims to find out the language style about language style used in Deddy Corbuzier Podcast YouTube Channel. The research design of this study was descriptive qualitative. The researcher chose the data from the conversation between the host and guests in the podcast that was from different topic and occupation. It was found that there are three kinds of language style used, they are Casual Style (71.04%), Formal Style (21.89%) and Intimate Style (7.07%).

Keywords: *Language, Language Style, Podcast YouTube Channel.*

1. INTRODUCTION

Language is one of significant thing for people to communicate one with another. It is used in daily life to express the emotions or feeling and share the idea and thoughts. The language itself used not only in the daily conversation but also in conveying information and entertainment that everyone can get through media such as television, newspaper and internet. Language is human and non-instinctive method of communicating ideas, emotions, and desires [1]. Language also has various style in its usage. The variation of language can be found from the style that people use when they talk. People do not speak in the same way when they want to say and share their thought. It is because they have their own style and they know how to differentiate or choose the language style in certain context or situation.

Style in language is about choice which as the manner of expressing for whatever is expressed. With the style, people have exact choices of conveying the idea or words depend on whom they talk with. People use different styles of language depending upon context in terms of subject matter, audience, model of speaking and the formality of the occasion [2]. The difference of language style happens according to the situation or context or to whom they talk with. The language style of someone is

different from his or her partner because of age, sex, status, social distance and occupation. In this modern era, the way of communication has been developed. People have used mobile phone and also social media to communicate and to interact in social life. Social media itself has been very useful for people to get not only information but also entertainment. Many social media has been improved nowadays; such as Facebook, Tweeter, Instagram and YouTube. One of the channel for people can get information and entertainment are YouTube. YouTube has been so popular nowadays. Almost all people, such as celebrity, politician and common people have YouTube channel. People who have it usually make content such as vlog (video blog) and podcast. Due to this digital era, podcast becomes one of the content in YouTube. Podcast is included in entertainment where people can watch the talk of the host with the guest. A podcast series usually features one or more recurring hosts engaged in a discussion about a particular topic or current event. Discussion and content within a podcast can range from carefully scripted to totally improvised.

This study was focused to the language style used in Deddy Corbuzier Podcast YouTube channel. Podcast YouTube channel is used by people same as the talk show in television. The difference is, in YouTube channel the

host does not provide the audience. So the conversation is only between the host and the guest. Here is the example of Deddy Corbuzier podcast YouTube channel. This is the podcast of Deddy Corbuzier with Rocky Gerung in October 30, 2019.

- Deddy : Rocky Gerung ye... hahaha*
(Rocky Gerung ye... hahaha)
- Rocky : bisa sampe sini gue*
(I can be here)
- Deddy : iya, anda adalah .. bro, menurut gue tuh elo adalah mahluk yang paling paling fenomenal di tahun pemilihan presiden*
(Yes, you are bro, I think you are the phenomenal guy in this presidential election year)
- Rocky : yang fenomenal yang maki maki gue*
(The phenomenal are the people who cuss me)
- Deddy : gimana rasanya tweeter 1.5 juta hilang, bro?*
(How does it feel losing 1.5 million tweeter followers?)
- Rocky : si dungu aja yang ngambil itu kan dan sebetulnya mereka yang rugi karena gue masih bisa ngatain mereka*
(Dumb people and they are loss because I stil can cuss them)

The preliminary data above shows that the host and the guest use casual style because they are in informal setting of situation. Deddy as the host also positioned the guest or as the participant, Rocky Gerung, as his friend whenever he is well known as cultural practitioner and sets the situation of the podcast in fun and relax situation.

The researcher is interested to analyse about language style used in Deddy Corbuzier PodCast YouTube channel because it is unique and different from the other talk show. Corbuzier uses YouTube as the media of his podcast. The content of the podcast is the conversation between Corbuzier and the famous people with the hottest issue or topic and also about the journey of life. The guests come from different background knowledge, status or interest that can be as politician, artists, doctor, cultural practitioner, governor, etc. Deddy also has his own language style that is different from another podcaster.

Because the language style in Deddy Corbuzier Podcast YouTube channel is different from another language style of talk show used in television and also in another podcast, it is probably found that the language style in Deddy Coorbuzier podcast is various. It is because Corbuzier does not use the same language style to all guests but it depends on who will be the guest, whether they are older person, the same age, friendly or

easy going person and someone who has the high position in Indonesia.

1.1. Language Variety

Language varies. The variety of language is exist among all social group. There are some point of views of language variety stated by linguists. Language variety is inexistence of an individual that speaks in the same rules all the times because they will continue to explore the usefulness of the beauty of the language based on the individual's goal [3]. Language variety occurs because of its non-homogeneous speaker and social interaction in a very diverse society [4]. Based on the point of views, people can find the variation of language from the form of language, vocabulary, grammar and style. Hence, language style is the categories of language variety in which the speakers choose the certain linguistic that contains the same information.

1.2. Language Style

Style is the character of someone. Language style refers to the selection of linguistics form to convey social or artistic effects. Language style is a way to express the idea with the special language showing that writer's soul, spirit and concern [5]. Style of language is the kind of language variety in which the speaker selects certain linguistic forms rather than others that contain the same information [6]. It is the way individuals speak varies not only according to their regional and social dialect but also according to the context. In communication, a speaker uses different styles in order not to bother the situation of speaking and not to offend the hearer. In choosing a certain style, the speaker needs to adjust to the situation when the communication happens. In a formal situation, for instance, it is necessary for the speaker to use formal style, while in informal situation, he/ she uses the informal one.

Language style is the form of language that the speaker uses which is characterized by the degree of formality [7]. It is the way individuals speak varies not only according to their regional and social dialect but also according to context. Based on the statement above, it can be concluded that language style occurs during the conversation where it depends on situation and context the speakers talk about. It is used in purpose to make the speakers, listeners or readers understand. It is the way people manipulate others and control their interaction in bringing messages or ideas conveyed in word and tone of voice. The characteristics of language style are selecting and choosing the linguistics forms appeared from a person or group of people.

The language styles is identified into five classes, namely: frozen style, formal style, consultative style, casual style, and intimate style [8].

Frozen Style

Frozen style or oratorical style is the most formal style that usually used in the situation that has a symbolic value. The characteristics of this style are the use of maintained and unchanged sentence structure, the use of long sentence construction, and the use of exaggerated intonation. However, the readers or the listeners cannot give question to the speakers. This is usually uses long sentence with good grammatical and vocabulary. Mainly, certain specialist, professional orators, lawyers and preachers, uses frozen style. Below is the example of frozen style used in Sunday service at church.

“The LORD bless you and keep you; the LORD make his face shine on you; the LORD make his face shine on you; the LORD turn his face toward you and give you peace”.

This is the blessing that a pastor or priest say to the congregation after worshipping. These blessing words cannot be changed because it has been set as the closing part before the congregation end the fellowship.

Formal Style

Formal style is a kind of style that used in formal and important situation. The speaker is usually more careful about pronunciation, choice of words, and sentence structure for doing something important, such as speech, formal meeting, lesson books, etc. Formal language is mostly used in formal conversation when (he/she) converses with elder people, the appreciated people, the stranger, or the known people. In this style, every word is pronounced in complete form. The word choices are prone to be formal. Formal style is generally used in formal situation, where there is the least amount of shared background and the communication in this style is largely one way with little or no feedback from the audience, for example, in graduation ceremony which typically used in speaking to medium or large groups. However, it may also use in speaking to single hearer, for example, between strangers. For example: *“I would like to introduce myself to all of you”.*

Consultative Style

Consultative style is a business style that used in semi-formal situation. It is one type of language, which is required from every speaker and deals with public information. This style is the operational one because it is used in transaction exchange and operational process. This style usually happens when the speaker doing a conversation as seller-buyer, doctor-patient, or small discussion. Moreover, consultative style is one type of language which is required from every speaker. Consultative style happens in two-way participation. Both participants are active in case when one is speaking, the other will give short responses. It is the most operational among the other styles. It is used in negotiating with the strangers or work colleagues. It is also used in small group discussion, regular conversation at school, companies, trade conversation, etc. Below is

the example of consultative style which is used in bargaining between seller and buyer.

Buyer: “how much is the jacket?”

Seller: “Rp 250.000”

Buyer: “so expensive, may I bargain it?”

Rp150.000”

Seller: “The price is fixed, sorry!”

Casual Style

Casual style is used in informal situation or relaxed situation that in which utterances are expressed. Casual style is a casual conversation between friends, colleagues or acquaintance and relatives; in this context words need to be guarded and social barriers are moderately low. This style is used among friends and co-workers when an informal atmosphere is appropriated and desired such as outside the classroom where students have a chat. In addition, casual style is also communication between comrade sometimes member of family. In this style sometime use social varies are moderately low, informal and relaxed situation. Casual style is also defined as a style that is used for the conversation in our related or normal situation that appropriate to the conversation with our friends, the background information so freely inserted into casual conversation. This style is characterized by using *allegro*, which is a shortened form of words, phrases or sentences. In this style the speaker uses nickname when addressing one another, uses rapid and slurred pronunciation, slang, the repetitions, and non-standard form. For example: *“what’s up, buddy?”*

Intimate Style

Intimate style is the most casual style. It is usually used between family members, couples or lovers, and intimate (very close) friends. Intimate style is an intimate utterance avoids giving the addressee information outside of the speaker’s skin. This style can be identified by the use of incomplete language, short words, private codes, words signaling intimate relation, rapid and slurred pronunciation, non-verbal communication, and the use of non-standard forms. It is because the participants have known and understand each other. In this style, intonation is more important than grammar. The speaker sometimes uses private vocabulary. Therefore, intimate style is used between couples or among member of family to express the intimate phenomena. It excludes public information and shows a very close relationship. For example: *“I love you, honey”.*

1.3. Deddy Corbuzier Podcast YouTube Channel

Deddy Corbuzier podcast is one of the popular podcast in YouTube. He is known as a famous mentalist and magician artist in Indonesia who is also as a host in Hitam Putih Talk Show on Trans 7. Besides as a host in talk show on television, Deddy Corbuzier also has his own podcast program on YouTube. Corbuzier has started his podcast since July 2019. In the podcast, he has invited many famous and important people in Indonesia, such as governor, doctor, politician, actor, actress, singer and

many more. Deddy Corbuzier podcast always gets the high rating and likes from the viewer in every episode because the topic is always interesting, educative and trusted. The topic is various which depends on the guest or the happening hot topic in that time. Deddy Corbuzier has 15.4 million subscribers and now he has more than 852 video for his podcast and get three million rupiah for each video. He has his unique way that show the characteristic of his podcast in opening the podcast by saying “*five, four, three, two, one, and close the door!*”. He sets the room for the podcast so cozy and futuristic designed by using sophisticated tools for broadcasting such as microphone, headphone, stand microphone and spotlights. The good package, the language style used and the interesting topic make the podcast of Deddy Corbuzier always gets high viewer and likes which makes him as one of the famous podcaster in Indonesia.

2. METHODOLOGY

This study is conducted by using qualitative research. Descriptive qualitative is the method that emphasized to the meaning and description of certain condition (in certain context) which used in daily life. Qualitative research is descriptive which means what is going on and what data shows [9]. The qualitative research produces descriptive data, which are people’s own written or spoken words and observable behaviour. This research is concluded as a kind of recorded communication such as video, while data source of this study consist of video of Deddy Corbuzier Podcast YouTube channel. The Subject of the data are Deddy Corbuzier as the host and Ganjar Pranowo, Nadiem Makarim and Sandiaga Uno as the guests. The object of this study are the clauses consisting the language style found between the host and the guests on the podcast YouTube channel. The researcher chooses the podcasts from the high viewer or rating and like as the data of this study.

3. RESULT AND DISCUSSION

In this study the researcher only found three kinds of language style, they are formal style, casual style and intimate style. There are three video of Deddy Corbuzier podcast YouTube channel with the different time and topic.

Here are the tables that show the number of language style use in the conversation, following with some examples of the conversation.

“DARI SHALOM SAMPAI ASSALAMUALAIKUM ASIK AJA LAH...”

Table 1. Kinds of Language Style used in Deddy Corbuzier Podcast with Ganjar Pranowo

No	Language Style	Number of Language Style			
		Host		Guest	
		Frequency	Percentage	Frequency	Percentage
1	Frozen Style	0	0	0	0
2	Formal Style	9	9.57%	9	9.57%
3	Consultative Style	0	0	0	0
4	Casual Style	28	29.78%	43	45.74%
5	Intimate Style	2	2.12%	3	3.19%

Formal Style

G : *tadi saya bercanda. Saya nggak akan merasa apa ya menyakiti atau apa,*
(I am just making joke. I do not feel hurt or something)

D : *loh iya justru itu, bro. Masalah ini dari duluan nggak ada.*
(That is the point, bro. There’s no problem before, right?)

Casual Style

D : *nggak, gini sorry, gue potong dulu karena saya selalu katakan kadang kadang Indonesia rusak itu bukan karena banyak orang tidak benar ngomong tapi karena banyak orang benar nggak mau ngomong*
(No,.. like this, I stop for a while because I always say sometimes Indonesia gets worst, it is not because many bad people speak but because many right people do not want to speak)

G : *Itu tadi. Orang mengerti benar nggak mau bicara, maka yang salah itu menjadi benar*
(Yes, as it is so. People know what is right but they do not want to speak, then the wrong becomes right)

Intimate Style

D : *iya iya iya. Ok bro.. gue nggak mau ngganggu waktu lu lah. You’ve been more than an hour here. Tapi ini seperti gini, one of the best podcast ever*
(Ya ya, ok bro. I do not want to bother your time. You’ve been more than an hour here. But this is one of the best podcast ever)

G : *haha*
(hahah)

Table 1 showed that both the host and the guest dominantly use Casual style. Deddy use casual style shows from the words *gue* and *lu* that he used.

“DEBAT BESAR KULIAH NGGAK PENTING”

Table 2. Kinds of Language Style used in Deddy Corbuzier Podcast with Nadiem Makarim

No	Language Style	Number of Language Style			
		Host		Guest	
		Frequency	Percentage	Frequency	Percentage
1	Frozen Style	0	0	0	0
2	Formal Style	8	9.09%	20	22.72%
3	Consultative Style	0	0	0	0
4	Casual Style	33	37.5%	22	25%
5	Intimate Style	2	2.27%	3	3.40%

Formal Style

NM : *Belajar bersosialisasi belajar berteman dan lain lain. Itu adalah juga sangat penting di luar akademis*

(Learn to socialize, learn to make friends and so on. It is also very important, out of academia)

D : *di luar akademis... I am listening*
(Out of academia... I am learning)

Casual Style

D : *Tapi dari semua yang lo omongin itu dari social media tentang filter pendidikan itu semua mungkin nggak ini semua dimasukkan kedalam sekolah*

(But from all that you are talking about from social media about education filters, is it possible if all of this included in the school?)

NM : *nggak Cuma di sekolah. Harus didalam society, juga harus dalam keluarganya dia ini ditanamkam. jadi ini bena benar harus gotong royong nggak bisa Cuma di sekolah*
(Not only at school. It must be in society; it must be also in his family. So it really must be done together, it cannot be only at school)

Intimate Style

NM : *Sekarang apa yg kita lakukan di kmpus merdeka itu persis banget a line sama kritiknya mas deddy*

(Now what we are doing at the Independent Campus is exactly the same as your critic, Mas Deddy)

D : *ok*

(ok)

Table 2 showed that both Deddy and Nadiem use Casual Style. Besides, Nadiem also most use Formal Style to respond though Deddy use Casual Style.

“BAKAL KORUPSI NGGAK BRO...”

Table 3. Kinds of Language Style used in Deddy Corbuzier Podcast with Sandiaga Uno

No	Language Style	Number of Language Style			
		Host		Guest	
		Frequency	Percentage	Frequency	Percentage
1	Frozen Style	0	0	0	0
2	Formal Style	14	12.17%	5	4.34%
3	Consultative Style	0	0	0	0
4	Casual Style	37	32.17%	48	41.73%
5	Intimate Style	8	6.95%	3	2.60%

Formal Style

D : *karena kalo anda korupsi maka ..*
(If you do corruption, then..)

S : *tragis banget bro*
(So tragic, bro)

Casual Style

D : *oh iya. Jadi masih boleh manggil bro?*
(Oh really, so I can still call bro?)

S : *boleh dong*
(Yes, please)

Intimate Style

D : *ajak saya lah bro..*
(Take me with you, bro)

S : *boleh boleh*
(Yes)

Table 3 showed that Deddy used Formal Style most. In the other side, Sandiaga who actually someone who works in formal institution as a minister used Casual Style as the dominant style.

Table 4 showed the accumulation of the number of language style used in the podcast, the frequency and the percentage. Casual style is the dominant style used, followed by the formal style and the intimate style as the lowest used. The entire guests who come from the governmental background have their own style in responding and answering the host who come from the entertainment background.

There is no frozen style found because it is a conversation while frozen style is always used in speech and very formal occasion. In addition, consultative style is not used because this podcast is not in business context.

Table 4. The Language Style used in all video

No	Language Style	Number of Language Style			
		Host		Guest	
		Frequency	Percentage	Frequency	Percentage
1	Frozen Style	0	0	0	0
2	Formal Style	31	21.99%	34	21.80%
3	Consultative Style	0	0	0	0
4	Casual Style	98	69.50%	113	72.43%
5	Intimate Style	12	8.51%	9	5.77%
Total		141	100%	156	100%

The Table 4 showed the language style used in all video between the host and the guest. The host used formal style (21.99%), casual style (69.50%) and intimate style (8.51%). The guests used formal style (21.80%), casual style (72.43%) and intimate style (5.77%). As the accumulation of all styles used between the host and the guests; formal style is 21.89%, casual style is 71.04% and intimate style is 7.07%. Table 4 showed that casual style was the dominant style used by the host and the guest. The guests used the casual style dominantly than the host because from the frequency of speaking, the guest speaks more than the host due to explaining or answering the host.

4. CONCLUSION

Based on the findings, the researcher concluded that Deddy Corbuzier Podcast Youtube Channel mostly used casual style, both the host and the guest. It is because this podcast is set as informal setting though the topic is various. The guest is also allowed to have their own style of language, whether it is formal or casual. The main thing is the explanation is clearly said. In conclusion, everyone has their own style of language, and it is not merely depend on the background of their job or title. Because whenever two people or more feel free to talk, get connected, they will be closer and more relax to share the idea. However, in other case some people want to impress other by the way they use their style of language. Some people will use the different language style

according to the partner of talking or the context and situation. The last some people use their language of style just the same to everybody because the style is as the uniqueness of characteristic of them.

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