



# The Language Function Used on Podcasts on Denny Sumargo's Youtube Channel

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**Abstract.** Denny Sumargo is an artist and YouTuber from Indonesia who has many followers on the youtube channel. This study aims to determine what language functions are contained in podcast Denny Sumargo's. This research is sourced from youtube channel Denny Sumargo's. Research data in the form of expressions used in the video and used as many as 12 video data selected randomly by the researcher. The type of research used in this study is a qualitative approach method. The data collection method used is an observation method. Data collection techniques in this study used the method of listening, recording and documentation. First, researchers are looking for information about youtube that are currently on the rise and watching youtube Denny Sumargo's. Second, classifying the data into two main problems obtained. Third, conduct an analysis based on the data that has been found by using theory as a support in the process of analyzing the data. Finally, make conclusions at the end of this study. The results of the study from 12 data taken at random have 37 language function data consisting of expression functions, information functions, exploration functions, persuasion functions and entertainment functions.

**Keywords:** Signs · Meaning · Language Functions · Podcast

## 1 Introduction

Language is the main key for human life in this world, because with language people can interact with each other and language is a resource for social life. Language is also a communication tool for everyone, including children, children can develop their social skills (social skills) through language with a social environment starting with mastery of language skills, through language children can express their thoughts so that others can understand and catch what they are thinking. by children and can create a social relationship. With language skills, children can also develop other skills related to language skills, namely, writing, reading, counting.

According to Chaer (2013), language is a system of arbitrary sound symbols used by members of social groups to cooperate, communicate and identify themselves [1]. The language used in everyday life is divided into two types, namely verbal language and non-verbal language. Language is important in communicating to convey information or ideas in social activities. Semantics is a linguistic science that studies meaning.

Semantic studies are related to two other aspects, namely syntax, pragmatics and linguistic semantics. Linguistic semantics is the study of meaning that is used to understand human expression through language called semiotics.

Semiotics is a study that examines the signs that exist in human life. Signs are interpreted as everything in human life is a sign and the sign is something that must be given meaning. The concept of sign arises when there is a relationship between the signified and the signifier. The discussion in the study of semiotics is signs, the function of signs and the production of meaning. According to Wibowo (2013), semiotic analysis is an attempt to feel things that are stuck that require further analysis because they still have something in question when someone reads a certain text or discourse [2].

Wijana (2015) reveals that the relationship between words and the objects they designate is called meaning. It is just that some notes need to be underlined in connection with this mentalistic theory [3]. First, there are many mental images that a person has, not just one particular mental image. For example, speaking of pencils, there are various kinds of pencils that humans can imagine. Is it coloured pencils, mason pencils, pencils for making eyebrows, or something else. Humans can use all this knowledge in communication. Finally, the meaning of the word is not only concerned with the things it points to (the denotation) but also various values of taste (soft, rough) as part of the reflection of culture.

Each language has its own function, based on the theory of Agustina (1995) there are several functions of language, including the function of expression is a function that expresses attitudes towards what is said, for example statements of pleasure, hate, admiration, anger, annoyance, sadness and disappointment can be expressed by language, although behavior and gestures, and expressions also play a role in expressing the inner expression [4]. The information function is a function that conveys messages or mandates to others. The function of exploration is the use of language to explain things, cases, and circumstances. The function of persuasion is the use of language that is influencing or inviting others to do or not do something well. The function of entertainment is the use of language with the intention of entertaining, pleasing, or satisfying inner feelings.

Podcasts are one of the most widely uploaded video recordings on YouTube. Podcasts were originally audio or video files that were uploaded on the web to be accessed by individuals, whether subscribed or not and could be listened to or watched using a computer or portable digital media player [5]. Podcasts have become a popular medium for young people in the world and in Indonesia for now, because the younger generation uses the internet more with various communication technology devices. SPEAK BANG! Denny Sumargo is one of his many podcast on youtube. CURHAT BANG Channel! Denny Sumargo is a channel created in 2020 by public figure Denny Sumargo. There are three podcast presented on youtube, namely VIRAL, PUBLIC FIGURE and STORY OF LIFE.channel youtube owned by actor Denny Sumargo focuses on the story of an actress and actor who is living his life who will inspire millennials in this modern era.

Several studies on semiotic analysis belonging to Wirawanda (2021) in their research entitled "Constructive Journalism in the New Variant of Covid-19 News (Roland Barthes' Semiotics Analysis of News at Okezone.com)" [6]. Kusuma (2017) in their research entitled "Analysis of Roland Barthes' Semiotics on the Ritual of Otonan in Bali" [7]. Among previous studies, the similarities with this study can be seen in terms of the theory

used, namely Roland Barthes' semiotic theory and using qualitative research methods. While the difference lies in the formulation of the problem that will be analyzed by the data, because this study focuses on signs, verbal meanings and language functions that are expressed directly by the host and guest star in podcast Denny Sumargo's.

## **2 Method**

Research on "Functions of language in Podcasts in Denny Sumargo's Youtube Channel" uses a qualitative descriptive method within the scope of semiotics which is classified as microlinguistics. Qualitative descriptive is an approach to assist researchers in solving problems experienced during the research process. The approach itself is like behavior, movement and thought that is trying to be described in the form of language or words that are natural and useful. According to Maleong (2007), the characteristics of descriptive research are trying to collect data in the form of words, pictures and not in the form of numbers.

## **3 Result and Discussion**

### **3.1 Language Functions in Podcasts on Denny Sumargo's Youtube Channel**

The function of language as a communication tool or a means to convey information and to express thoughts, feelings, or ideas also has the following functions; (1) as a tool to express feelings or self-expression in order to be able to express images, intentions, ideas and feelings; (2) as a means of communication Language is a channel of one's intentions; (3) as a tool for social integration and adaptation when adapting in a social environment, a person will choose the language used depending on the situation and conditions encountered; (4) as a means of social control that affects a person's behavior and speech. Referring to Chaer's theory (1995), the language functions found in podcast can be divided into 5, namely the expression function, information function, exploration function, persuasion function, and entertainment function [4].

#### **3.1.1 Expression Function**

According to Chaer (1995), the expression function is a function that expresses the attitude towards what is said, for example, happy, hate, amazed, angry, irritated, sad and disappointed statements that can be expressed in language, even though their behavior and movements Gestures, and expressions also play a role in expressing that inner expression [4]. The following is an expression function found in podcast Denny Sumargo's.

Data (1): at 8:43 min in youtube with the title "117 TRILLION cuii 117 TRILLION, YOUR money has been DITLED, GIL4".



Image source: youtube channel Denny Sumargo

In the trailer, Denny Sumargo and Raymond said;

Denny Sumargo: what about binary options? Hahahahahaha.

Raymond: oh my gosh, I'm scared to talk about this. Hahahaha.

From the conversation between Raymond and Denny Sumargo, there is a language function, namely the function of expression. In the conversation, it was clear that Denny Sumargo asked about binary options interspersed with laughter. Raymond said that he was afraid to discuss is also a function of language expression that can be seen from what he said and was interspersed with laughter.

Data (2): at 14:44 min in youtube with the title "FRAUD AFFILIATOR!?' 'I NEVER FORCE PEOPLE TO TRAD' – INDRAKENZ".



Image source: youtube channel Denny Sumargo

In the footage, Indrakenz said;

"Affiliator, the money goes to you".

The appropriate language function to describe an Indrakenz in the snippet is an expression function. At that scene, Indrakenz told Denny Sumargo that someone was judging him. He immediately repeated the statement in a high tone and pointed at what looked like an angry person. It is included in the function of expression because the language used with behavior and gestures and high-pitched expressions.

### 3.1.2 Information Function

According to Chaer (1995), the information function is a function that conveys messages or mandates to others. The following is a function of the information contained in podcast Denny Sumargo's.

Data (1): At minute 27:23 in youtube with the title “CHILDREN OF CANTINE GUARD, NOW HAS A BILLION EXPORT FACTORY – Julio EXPORTS True Story”. In his excerpt, Julio said;

“As bad as living, well in the end you die too. So just run it before God calls it means it’s not finished yet.”

The language function used by Julio is the information language function, it can be seen from the way Julio gives a message to the audience that in life there will be good and bad tones that must be passed until the time comes.

Data (2): at 27:37 min in youtube with the title “CHILDREN OF THE CANTINE GUARD, NOW HAS A BILLION EXPORT FACTORY – Julio EXPORTS True Story”. In the snippet, Denny Sumargo said;

“Denny always remembers, as long as the vacuum part hasn’t sounded, it means there’s still a chance even if it’s 1%”.

The language function used in this expression is an information language function, Denny Sumargo gives a message to the audience that don’t give up easily because every day there will always be new opportunities for people who want to try and keep trying.

Data (3): at 27:41 min in youtube with the title “CHILDREN OF THE CANTINE GUARD, NOW HAS A BILLION EXPORT FACTORY – Julio EXPORTS A True Story”. In the video footage, Julio said;

“Don’t be a person who is always pessimistic, because pessimists always see life from the negative side. He never wants to learn to see it from the positive side, because if you force him or you tell him, eventually they will try to bring you down.”

The function of the language of information used in expressing these expressions. Julio gave a very useful message for the audience, especially young people who still have negative thoughts to start or do something. Julio also said that if you are a person who always thinks pessimistically, you will always have a negative lifestyle.

Data (4): at 26:43 min in youtube with the title “117 TRILLION cuui 117 TRILLION, YOUR money has been DITLED, GIL4”. In his excerpt, Raymond says;

“Don’t ever say something is an investment if it’s not an investment, don’t say something has no risk even though the risk is really big, that’s totally wrong. That is why fraudulent investment is rampant in Indonesia.”

The language function used by Raymond in the sentence is an information function. Raymond provided an information for Denny Sumargo and also for the audience so that everyone is more careful in choosing an investment so as not to enter the world of fraudulent investments.

Data (5): at 31:43 min in youtube with the title “117 TRILLION cuui 117 TRILLION, YOUR MONEY HAS BEEN DITLED, GIL4”. In the clip, Denny Sumargo as the host of the show closed the podcast saying;

“As God has said, greed is not good. Let’s learn together and I’ve learned, I hope I don’t repeat the same mistake again.”

The language function used by Denny Sumargo is an information function. Denny Sumargo gave a closing sentence in the form of a message for the audience. He hopes that after watching podcast, all viewers can learn from the mistakes that have existed before and can not repeat the same mistakes in the future.

### 3.1.3 Exploration Function

According to Chaer (1995), the function of exploration is the use of language to explain things, cases, and circumstances [4]. The following are the exploration functions contained in podcast Denny Sumargo’s.

Data (1): 23:40 min in youtube with the title “CHILD GUARD CANTINE, NOW HAS A BILLION EXPORT FACTORY – Julio EXPORTS True Story”. In the snippet, Julio makes a statement;

“It turns out that this is what I’m looking for, this life is what I’m looking for. I know I want to go home, but I say to myself ‘you can’t go home, you have to stay here for a year’. Then it’s like that every night, every night I’m sometimes given to sleep on the floor, on the sofa, right. I cry, every night I cry because I fight myself, it’s hard. The reason is that I want to be them, I want to see that I am them. I’m not the only person from Jakarta who came to help. But I am a local person who might be lucky to have the knowledge to live a better life.”

The language function used by Julio Export is an exploratory language function. Julio explained a case and his situation was not comfortable living in Maluku while he had to stay there to conduct a survey of export materials.

Data (2): at 5:52 min in youtube with the title “117 TRILLION cuii 117 TRILLION, YOUR MONEY HAS BEEN DITLED, GIL4”. In his excerpt, Denny Sumargo said;

“Baccarat, so if I play baccarat at the casino, I lose up to 35 billion. He has statistics, if you play baccarat, you can choose between placing it on the player or on the banker. So the statistics look blue and blue, that means the player wins, red is the banker. Usually when it’s blue 4 times, then the next step is definitely the banker because it’s impossible for the player to win all the time even though a fraction of a percent he curves up to 10 times, but in the end, it’s definitely going to the banker and we have to cut our luck, that’s it.”

The language function used by Denny Sumargo is an exploratory function. It is said to be a function of exploratory language because Denny Sumargo explained something where he explained how to play baccarat at the casino and Denny Sumargo also explained the situation when he lost playing baccarat.

Data (3): at 30:35 min in youtube with the title “117 TRILLION cuii 117 TRILLION, YOUR money has been DITLED, GIL4”. In a snippet of the podcast, Raymond says;

“But if asked, can the state help these victims. The goal of the Indonesian state to make regulations is to protect its people. If it turns out that he is legally operating

in Indonesia but he turns out to be different, the state can take such action. Now this binary is because it is illegal in Indonesia, so we cannot take action.”

The language function used by Raymond is an exploratory function. Raymond explained something where the state of Indonesia did not legalize gambling.

Data (4): at 3:47 min in youtube with the title “FRAUD AFFILIATOR!?! ‘I NEVER FORCE PEOPLE TO TRAD’ – INDRAKENZ”. In the snippet, Indrakenz said;

“You say it’s very poor, but it’s difficult. It’s hard to want to eat to be frugal. So I can’t want to eat, I just can’t eat it. I even have to think that tomorrow I have to save money, I have this kind of salary, especially if I go abroad. I’m from a small town, my background is from Rantau Prapat. From Medan, it took 8 hours to arrive at the Prapat Rantau. This is my hometown, there I was born with all the conditions that are lacking, the house is only a plot and indeed the resources are all lacking in technology and even I study in the field. When I finished 2013 I had to go straight to the field because there was no campus at my place.”

The language function used in the Indrakenz excerpt is an exploratory function. Indrakenz uses language to explain things and his situation when he started his education in his hometown.

Data (5): at 8:18 min in youtube with the title “FRAUD AFFILIATOR!?! ‘I NEVER FORCE PEOPLE TO TRAD’ – INDRAKENZ”. In the podcast, Indrakenz said;

“Well, I’m making an analogy with affiliates like this, you want to sell your motorbike and the one who owns your motorbike and I have a friend who wants to buy it, I’ll add it. Can you give me 70 percent? There’s no way your profit is smaller than mine and I don’t own the platform.”

The language function used by Indrakenz is an exploratory function. In this sentence, Indrakenz describes a situation and uses an image to explain the benefits obtained by affiliates.

### 3.1.4 Function of Persuasion

According to Chaer (1995), the function of persuasion is the use of language that is influencing or inviting others to do or not do something well [4]. The following is the function of persuasion contained in podcast Denny Sumargo’s.

Data (1): at 2:55 min in youtube with the title “CHILDREN OF THE CANTINE GUARD, NOW HAS A BILLION EXPORT FACTORY – Julio EXPORTS A True Story”. In the snippet, Julio said;

“When you see something difficult, everything becomes difficult. When you see something possible, anything is possible.”

The use of language used by Julio is a function of persuasive language. Julio invites the audience to think well and do something good and right.

Data (2): at 29:04 min in youtube with the title “117 TRILLION cuui 117 TRILLION, YOUR money has been DITLED, GIL4”. In his excerpt, Denny Sumargo said;

“If you’ve lost, finding fault is your right but it doesn’t solve the problem. Because the problem comes back to you, you want to get up and stop or take the best path or you stay on the wrong path. That’s the key.”

The function of language contained in the sentence is a function of persuasion. Denny Sumargo as a public figure as well as a host in podcast has a good influence on the audience to always think positively and be confident so as not to be rash in making a good decision.

Data (3): at 13:35 min in youtube with the title “[LATEST NEWS!!!] WHO FINALLY WIN?? – dr. RICHARD LEE”. Denny Sumargo said;

“Like now, I always try to guide people to see the good in their lives.”

The function of language contained is a function of persuasion. The function of persuasion is a function that is influencing or inviting people to do something well. clip podcast, Denny Sumargo, who used to be a person who fell and slumped, now gets up and wants to invite others to see the good in each other, because life is not always about bad and falling.

Data (4): at 01:58 min in youtube with the title “CAVE IN GREBEK TAKEN TO THE POLICE OFFICE”. Ivan Seventeen says;

“School can’t panic”.

The function of persuasive language is a function that is influencing other people to do something well. The expression expressed by Ivan is a function of persuasive language because Ivan invites the audience to be aware that a hero or someone who is the backbone of his family cannot panic in dealing with problems that occur both within himself and those that befall his family.

Data (5): in 24:59 min. video youtube with the title “NORA’S LAST WARNING FOR JERINX!”. Nora says;

“Before protecting others, protect yourself, family and wife first.”

In Nora’s expression there is a persuasive language function, which is a language function that is influencing other people to do something well. Nora in this video podcast invites the audience to always prioritize their own feelings before others.

### 3.1.5 Entertainment Function

According to Chaer (1995), the entertainment function is the use of language with the intention of entertaining, pleasing, or satisfying inner feelings [4]. The following are the entertainment functions contained in podcast Denny Sumargo’s.

Data (1): at 32:35 min in youtube with the title “FRAUD AFFILIATOR!?! ‘I NEVER FORCE PEOPLE TO TRAD’ – INDRAKENZ”. At the end of the video podcast with Indrakenz, Denny Sumargo said;

“Okay, thanks bro, good luck with the book (taking the book) being born poor is a privilege”.



The language function seen in the sentence is the entertainment language function. Denny Sumargo thanked Indrakenz that he wanted to be invited to come on podcast and also wished success for the publication of the first book created by Indrakenz himself.

Data (2): conversation at 12:24 min in youtube with the title “CAVE IN GREBEK TAKEN TO THE POLICE OFFICE”. The entertainment function is a language function that is entertaining inner feelings. At that time there was an entertainment function in the video podcast and Ivan said again about the funny thing he found when he was adrift in the middle of the sea.

“in the middle of the sea, he invited me to vlog like that. Hahahahaha”.

In this case, Ivan tried to entertain Denny Sumargo as the host in the video recording to the audience who was watching the video podcast.

Data (3): conversation at 19:57 min in youtube with the title “NORA’S LAST WARNING FOR JERINX!”. Denny Sumargo said;

“It means you are a woman who really respects your husband. You really take care of him, he has dignity and honor if I catch him. You are also very supportive of what he does.”

The expression expressed by Denny Sumargo is an expression that has a language function that is pleasing to inner feelings, namely the function of entertainment language. This was done by Denny Sumargo in order to please the inner feelings of the guest star he invited, namely Nora.

Data (4): conversation at minute 53:23 in youtube with the title “TONONAN ADULTS! PLEASE WATCH YOUR CHILDREN”. In the snippet there is a function of entertainment language, namely a language function that is pleasing to the inner feelings of the interlocutor and oneself. Denny Sumargo as the host said;

“I heard that I want to have children, I also pray that God will give you a gift.”

Denny Sumargo uses the entertainment function in expressing this which means pleasing the feelings of the interlocutor, namely Mami Ipel and Adjunct Perwir.

## 4 Conclusion

The conclusion of this study is that the language function in Denny Sumargo’s podcast which refers to Chaer’s theory is divided into 5, namely; expression function, information function, exploration function, persuasion function and entertainment function. In the analysis process, the researcher used 12 video podcasts belonging to Denny Sumargo and found the following language functions; a) the expression language function obtained 6 data; b) information language function obtained 10 data; c) exploratory language function obtained 11 data; d) persuasion language function obtained 6 data; e) the entertainment language function obtained 4 data. From the known data, the language function that often appears is the exploratory language function with an occurrence frequency of 11 data. This is because Denny Sumargo’s video podcast shows that the intensity of the presence of the exploration function is more often used because the language function is

a function to explain a case or thing experienced by the guest stars. The guest stars gave many stories or explained about the conditions they were going through or currently experiencing so that Denny Sumargo's podcast viewers could learn a lot about future problems or find solutions.

Figures and tables should be placed either at the top or bottom of the page and close to the text referring to them if.

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