

LANGUAGE STYLES USED BY PRESIDENT JOKO WIDODO IN INTERVIEWS WITH HOSTS OF THREE YOUTUBE CHANNELS

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Abstract

This research analyzed the language style of President Joko Widodo's speech in chatting with the hosts of three YouTube channels. The videos were published on January 18, March 17, and April 16, 2019. The writer applied a theory in analyzing the speech from Martin Joos (1976) about language styles. Language styles are divided into five, those are frozen or oratorical, formal or deliberative, consultative, casual, and intimate styles. This is a qualitative descriptive study. In analyzing the data, the writer did it by watching those videos, transcribing President Joko Widodo's speech, classifying the data or speech based on the language styles, narrating the data, and the last step was interpreting. Through the analysis, the writer finds that the most prominent style used by President Joko Widodo is the casual style.

Keywords: language style, speech, channel, style

Received: 10 July 2021

Revised : 26 September 2021

Accepted: 02 December 2021

Published: 30 June 2022

INTRODUCTION

Language style has many variations. One of the language variation types is style. Style is a distinct appearance dictated by the design concepts used (Cambridge Dictionary, 2021). It also applies to how people interact in social situations and how they use language variation to convey meaning (Coupland, 2007). It is used in everyday communication, and each person has a different language style in expressing ideas and communicate through language. Every aspect of human communication makes use of language style. Everyone has their way of expressing themselves through words. People speak in various ways, depending not just on their native and social dialects but also on the situation.

The speaker's language style is inextricably related to the speaker's social status, education, occupation, age, sex, and a number of other social trends, all of which will affect the speaker's language style (Hornberger

& McKay, 2010; Yule, 1985). Language style also shows the condition of the speakers, mindset, and personality (Meyerhoff, 2011). Depending on the circumstances of doing so, the language style is how you talk or write, the individual (or individuals) to whom you speak or write. Most native speakers of a language engage with their colleagues, at a work interview, at university, with small children, with their friends, and so on in number of ways. Style or register is the term for these circumstance dialects. Almost everybody has a casual as well as a formal style. In an informal style, the concepts of contracting are used more frequently, the syntactic rules of discussion are changed, and several phrases that are not applied in a formal style are used (Fromkin et al., 2013).

The language style is the preference in the midst of the other alternatives in using language (Ducrot & Todorov, 1993). According to Martin Joos, language styles are divided into five categories: frozen or oratorical, formal or deliberative, consultative, casual, and intimate

styles (Brown, 2007). There was research regarding the language style used by a motivator in a talk show (Aini, Dahratul; Bahri, 2016). The finding revealed that the motivator preferred to communicate with audiences in a consultative manner. Another study showed that five kinds of language styles were used in the conversations in the novel, in which casual and intimate style were mostly used (Rahayu & Parmawati, 2020). Meanwhile, a research was done in a military hostel, Kompi Bantuan Yonif Mekanis 643/wns, Anjongan District Pontianak showing that Persit (wives of the army) mostly used formal style in communication with people from three language styles: formal style, consultative style, and casual style (Sari, 2019).

President Joko Widodo's interviews in three YouTube channels were observed by the writer to represent language style. Previous research showed language styles have been observed in various fields, such as advertisement, talk show, movie, and campaign speech. This research aimed to observe President Joko Widodo's speech when he was interviewed by several celebrities in Indonesia. It is interesting to observe President Joko Widodo's speech since he is a president, a role model for many people in Indonesia.

People use language style in communicating. It is influenced by many things, such as how individuals speak, originality, social dialect, and content. This study will explain five classifications of language styles proposed by Martin Joos (Brown, 2007). According to Martin Joos, language style refers to the speaker's language as defined by the degree of formality, ranging from the most formal to the least formal. Besides, people may attempt to relate the level of formality chosen to a variety of factors, including the type of occasion; the various social, age, and other differences among the participants; the particular task at hand, such as writing or speaking; one or more participants' emotional involvement; and so on (Suandari, 2012; Wardhaugh, 2006). The five categories of language style will be described as follows.

Frozen or oratorical style is used when someone is talking in public. This style is meant to be remembered and applied in a formal

environment, such as a palace, a ceremonial speech, or other formal occasions. It can include very large groups of individuals whose members are known to each other. It is the most formal style, with the most complex grammatical structure and vocabulary, which is only known by experts in a particular field. It uses conventional and ritualized phrases. The speech wording is usually prepared in advance. The speaker also pays attention to the intonation and rhetorical devices. Examples of situations that may use frozen style are marriage vow, judicial sentencing, allegiance to the country or flag, prayer, etc. They can be said as frozen since they remain unchanged, and revisions require careful development of thoughts and other technical writing considerations.

Formal or deliberative style refers to how people speak in front of audience, although the styles are not as polished as those used in the frozen style. This style enthralls and captivates the audience. It is most common in formal settings, where the meaning is the least common and contact is mostly one-way with little to no audience input. However, referring to a single listener, such as amongst strangers, may be used (Naily, 2016). This style can be found in sermons, graduation speeches, pronouncements made by judges, announcements at school, etc.

A consultative style is a style of speech for consulting conversation. It is used in semi-formal communication. This style shows norms in society when talking to strangers who speak the same language. It happens in two-way participation. First, it is used in negotiating with strangers or work colleagues. Second, it can be used in small group discussions and business-like situations. The examples of situations using consultative style are communication between teachers and students, employers and employees, doctor and patient, president, and his/her constituents, etc.

Casual style is the conversation between people who know each other very well. This style is common among peers and friends. It is free and easy participation of both speaker and listener. The diction or vocabulary in using this style is informal or colloquial. Examples of

situations using casual style are internet chatrooms, tweets, personal emails, blogs, etc.

Intimate style is the conversation between very close people, such as family, loved ones, best friends, in which the speaker can reveal herself or himself and the absence of social inhibitions along with the conversation. The conversation may not be shared with the public. The people in the conversation can express themselves freely.

Ethnography of communication is an approach to studying language and communication, which is comprehensive as actions happened naturally in everyday lives (Asare, 2015). It enumerates all the elements necessary to comprehend how a specific communicative event achieves its objectives. There are sixteen components involved in speaking, which constitute an ethnographic framework (Hymes, 2001). Components include message structure, message content, context, scenario, speaker/sender, addressor, hearer/receiver/audience, key, addressee, objectives (outcomes), aims (goals), channels, modes of communication, interaction norms, understanding norms, and genres. The formula, S.P.E.A.K.I.N.G, is the situation, participant, ends, act, key, instrumentality, norms, and genre from Hymes facilitates his presentation, which will be described below.

Setting and scene are part of the situation. The time and location of a speech act, or the physical conditions, are referred to as setting. In comparison, scene refers to the scene's "psychological atmosphere" or "cultural definition," which includes formality and a sense of play or seriousness (Hymes, 2001). For the videos in this research, the setting and scene were the same years in 2019, and they took place in Jakarta. Two videos were in Istana Bogor, the presidential living place, and one video was in a car since it was kind of programs of the host, Boy William. The scene in those three videos was mostly the same, semi-formal since they were chatting with President Joko Widodo. President Joko Widodo seemed to put himself in the semi-formal situation as he mostly talked in the casual style.

The individual or people who are participating in the speech are referred to as

participants. Personal attributes are included (age, sex, social status, and relationships). There are some combinations in deciding participants such as speaker-listener, addressor - addressee, sender-receiver, etc. It defines the specific roles of the participants. Participants in these videos are President Joko Widodo, his family, and the hosts.

Ends refer to the purposes, goals, and outcomes of the speech. The chats between the President Joko Widodo and the hosts were different. The first video's purpose is to interview President Joko Widodo about his life as a president. The second purpose is asking for advice from President Joko Widodo and his wife, and the third one's purpose is to discuss presidential programs.

Act or speech act refers to form and content. For example, the words used, how words used, and what the participants say related to the actual topic of the speech. The words used and how they are used in the three videos here are mostly in casual conversation.

Key has to do with the sound, manner, or spirit of the voice. Talking with the president, interestingly, the chats were not always in a serious situation. It is noticeable that the participants involved in the videos laughed quite a lot, and their word choices, especially the President Joko Widodo, were not always in the standard Indonesian language.

Instrumentality is the channel through which communication flows can be analyzed. For example, written or spoken speech and the actual forms specified in the speech, such as the chosen language, dialect, code, or register.

Norms refer to the rules of communication or guiding talk. It refers to specific behaviour between participants. For example, when Boy William asked President Joko Widodo if they could ride a cart. He asked permission because he was talking to President Joko Widodo.

Poem, mythology, novel, proverb, riddle, curse, prayer, oration, lecture, advertisement, type message, editorial, and so on are examples of genres.

This research aimed at analyzing President Joko Widodo's speech when he was being interviewed by several celebrities in Indonesia. It

was interesting to observe President Joko Widodo's speech since he is a president, a role model for many people in Indonesia.

METHODS

This study used descriptive qualitative method in analyzing the data sources. It is appropriate to be used in this study because it will describe in detail language style. The data were taken from three YouTube videos interviewing the president of Indonesia, Joko Widodo.

The first video was taken from Boy William's channel. The owner of this channel is Boy William, and he was also the host in the interview with President Joko Widodo. In his channel, he used some kinds of setting. The places could be in the interviewee's house or his special segment, which was called *Nebeng Boy*, where the interviewee and the host had a conversation in Boy William's car. The interview with President Joko Widodo was placed in Boy William's car, a restaurant, and a recreation park. Not only President Joko Widodo, but Boy William also interviewed some members of his family. Those are Gibran Rakabuming Raka (President Joko Widodo's son), Selvi Ananda (President Joko Widodo's daughter in law), and Jan Ethes Srinarendra (President Joko Widodo's grandson). This video was uploaded on January 18, 2019, with fifteen minutes and twenty-nine seconds in length. This link <https://www.youtube.com/watch?v=So2db5jdCQ0&t=361s> is the full session of the interview footage.

The second video was taken from a YouTube channel named Baim Paula's channel. The owner of this channel is a couple, husband and wife. Their names are Baim Wong and Paula Verhoeven. They interviewed President Joko Widodo and Iriana Joko Widodo (President Joko Widodo's wife). This video was uploaded on March 17, 2019, and the duration was twenty-one minutes and five seconds. This link, <https://www.youtube.com/watch?v=ISewFoPZjGI>, can be visited to see the interview.

The third video was from Papa Gading's YouTube channel. The owner of this channel is Gading Marten. Comparing to other videos, this was the only interview in which the president

was alone. The conversation was only between the host, Gading Marten, and President Joko Widodo. It was uploaded on April 16, 2019, with twenty-two minutes and seventeen seconds duration. To see this interview, this link <https://www.youtube.com/watch?v=KjA1RXyA-JM> can be visited.

In collecting the data, the writer did it by downloading the videos and watching them. Then, transcribing President Joko Widodo's speech and the hosts, classifying the data or speech based on the language styles, giving examples for each language style, and the last step is drawing the conclusion. Two theories will be used in analyzing the data. Those are Martin Joos's theory about language style and S.P.E.A.K.I.N.G theory from Dell Hymes.

RESULTS AND DISCUSSION

In all three videos, the speech acts showed that the participants mostly talked in a casual style. Although the hosts talked with President Joko Widodo, interestingly, the chats were not always in serious situations. The participants involved in the videos laughed quite a lot, and their word choices, especially the president, which not always in the Indonesian standard language. They met face to face. The meetings were scheduled because they interviewed President Joko Widodo, and presidential security protocol was obeyed. Besides, all hosts showed politeness in talking with President Joko Widodo and with the family. Those three videos showed that they were in interview format but ran naturally.

In the first video with Boy William, President Joko Widodo was interviewed with his family. The participants were President Joko Widodo, Boy William as the host, Gibran Rakabuming Raka, Selvi Ananda, and Jan Ethes Srinarendra. Boy William was the host who interviewed President Joko Widodo. At 8:20, Jan Ethes Srinarendra (President Joko Widodo's grandson) appeared then followed by Gibran Rakabuming Raka (President Joko Widodo's son, Jan Ethes Srinarendra's father) and Selvi Ananda (President Joko Widodo's daughter in law, Jan Ethes Srinarendra's mother).

The video was uploaded on January 18, 2019. The purpose was to interview President

Joko Widodo about his life as a president, family life, and a little bit about his experience. The video was taken in three places. Those were in Boy William's car, restaurant, and cart. The host spoke formally to President Joko Widodo since he changed how he addressed himself into *Aku* instead of *Gua*. *Aku* is more formal to be used than *Gua*, but *Saya* is even more formal than *Aku*. The situation in that video was considered to be semi-formal.

The second video was uploaded on March 17, 2019. The purpose was to seek advice from President Joko Widodo and the wife on handling a new family and making it last. The situation was semi-formal in this video. It was taken in Istana Bogor, a presidential living place. It was situated in a room where they sat on chairs in a semicircle. The host, Baim Wong, at the end of the video, said to President Joko Widodo that he tried to be himself in talking with President Joko Widodo, which showed that he tried to avoid being so formal although he was talking to President Joko Widodo.

The participants were President Joko Widodo; Iriana Joko Widodo, wife of President Joko Widodo; Baim Wong, the host; Paula Verhoeven, the host, Baim Wong's wife. Other people existed in the video but not transcribed since no scenes showed that President Joko Widodo talked with them. Baim Wong and Paula Verhoeven were the hosts. They interviewed President Joko Widodo and the wife, Iriana Joko Widodo.

The third video was uploaded on April 16, 2019. This video was also considered to be semi-formal. The place was the same as the second video, in Istana Bogor by walking around and in the canteen of the presidential living place. They had a chat while having coffee. The topics of the chat here were more serious than in the previous videos. It could be seen from the language styles used by President Joko Widodo, which shows more variations.

The participants were only two, President Joko Widodo and Gading Marten. Gading Marten was the host. He interviewed President Joko Widodo. The conversation was mostly discussing presidential programs.

All hosts showed politeness in talking with President Joko Widodo and the family. They

were in interview format but ran naturally. The writer tabulated and measured the total number of language types by transcribing President Joko Widodo's videos with four hosts into text. The outcome was shown in Table 1.

Table 1. Total Number and Percentage of Language Style Used by Joko Widodo in Three YouTube Videos

No.	Types of Language Style	Number (F)	Percentage (X)
1	Frozen or Oratorical Style	0	0 %
2	Formal or Deliberative Style	1	0.4 %
3	Consultative Style	7	2.8 %
4	Casual Style	243	96.0 %
5	Intimate Style	2	0.8 %
Total		253	100 %

According to Table 1, the most popular language style used by President Joko Widodo in three YouTube videos was casual style (96.0 %), followed by consultative style (2.8 %), formal or intimate style (0.8 %), deliberative style (0.4 %), and no result for frozen or oratorical style (0%).

As a president, President Joko Widodo showed his closeness with people by using mostly casual style in talking. However, sometimes he remained formal when he uttered important messages for the hosts and Indonesian people. The four hosts sometimes were seeking advice from President Joko Widodo, so he used the consultative style. And for the intimate style, President Joko Widodo used it in the third video in Papa Gading's YouTube channel as he greeted a baby girl, the host's daughter. Meanwhile, for the frozen style, no results show this style since this style is used for occasions in which the speeches remain unchanged.

According to the finding above, it was found that President Joko Widodo used four styles of language in three videos. The language styles used were formal or deliberative, consultative, casual, and intimate styles.

President Joko Widodo's most common style was casual style. President Joko Widodo preferred to converse with four hosts in casual style. It was common for him to laugh in those videos; a simple laugh created an open and friendly situation, although he is a president. Below are the explanations and findings in detail for every language style found in three YouTube videos.

Frozen or Oratorical Styles

Frozen style was not found in the three videos. It is also known as the most formal style, commonly used in very formal situations and has symbolic meaning. Furthermore, the frozen style remains unchanged, and revisions involve careful production of ideas and other considerations for professional writing.

Formal or Deliberative Styles

Formal style is used when people use the language carefully concerning grammar, word usage, and arrangement of phrases. Only one statement of formal style by President Joko Widodo was discovered among the data sources. Datum (1) was from the first video, the interview between President Joko Widodo and Boy William. The following was the sentences and vocabularies that appeared in the video.

(1) *Kita harus melihat ke depan itu penuh dengan harapan. Rakyat juga sama dibawa kepada sebuah harapan lebih besar bahwa negara ini bisa menjadi negara yang kuat ekonominya dan bisa menjadi negara maju.*

(We have to look ahead with hopes. People are also given greater hope that this country can become a strong and developed country with a strong economy.)

Datum (1) above was taken from the first video that using formal style. It could be categorized into formal style. The sentences showed that President Joko Widodo used good sentence patterns and chose to express ideas using standard language or in Indonesian known as *Bahasa Baku*.

Consultative Styles

Consultative style data were found in two videos. The interview of President Joko Widodo with Boy William had one datum that showed the usage of consultative style. Meanwhile, the second video contained six data of consultative style. The hosts of the second video, Baim Wong and Paula, consulted on life as a married couple to President Joko Widodo and the wife, Iriana Joko Widodo. Each detail of consultative style results could be seen below.

(2) *Ndak boleh. Kita harus optimis.*

(It shouldn't be that way. We have to be optimistic.)

(3) *Jangan dilebih-lebihkan, ya betul. Biasa saja, wajar ada perbedaan. Namanya mungkin Mas Baim baru apa, capek, bisa aja kan gampang kesel.*

(Don't exaggerate, that's right. It is normal to have differences in life. It might be because Mas Baim is still new as a husband, maybe you are tired, so it is easy for you to get mad.)

(4) *Biasalah dalam rumah tangga, seperti itu tu biasa jangan dianggep, biasa. Yang paling penting apa, ya sejam dua jam ngobrol, ya paling lama sehari lah, sudah, sudah.*

(It is a common thing in the family, that kind of things should not be a big problem, it is a common thing. The most important thing is to communicate to each other, chatting for one or two hours, having a cold war for a day is enough.)

(5) *Biarkan anak jadi dirinya sendiri. Mereka akan bangga terhadap dirinya sendiri.*

(Let your children be themselves. They will be proud of what they become.)

(6) *Apa yang mereka mau, ya dukungunya dari jauh saja nggak usah terlalu, terlalu dekat-deket apa, apa terlalu dibantu dengan, nggak usah. Dari jauh. Dan tentu saja, apa Ibu selalu berdoa, mengaji, saya juga, gitu aja. Itu aja, apa sih.*

(What they want, just support them, don't offer too much help for it. Just support as needed. And of course, my

wife and I always pray for them, just that. Nothing more.)

- (7) *Komunikasi yang baik, selalu mensyukuri. Komunikasi yang baik dan selalu mensyukuri. Apapun yang diberikan Allah kepada kita.*

(Having a good communication and always be grateful. So, having a good communication and always be grateful for anything that God gives for us.)

- (8) *Paula mendapatkan Baim, disyukuri. Baim mendapatkan Paula, disyukuri.*

(Both Paula and Baim should be grateful for being a couple.)

Datum (2) was taken from the first video; it was a suggestion from President Joko Widodo to Boy William who seeking for advice. The rest of the data of consultative style above found in the second video showed that the hosts consulted their married life to President Joko Widodo and his wife. They gave advice to the hosts by suggesting them on how to be good husband and wife. It can be seen from these sentences, “*Jangan dilebih-lebihkan, ya betul. Biasa saja, wajar ada perbedaan.*” from datum (3), “*Biasalah dalam rumah tangga, seperti itu tu biasa jangan dianggep, biasa.*” from datum (4), “*Biarkan anak jadi dirinya sendiri*” from datum (5), “*Apa yang mereka mau, ya dukunginya dari jauh saja nggak usah terlalu, terlalu dekat-deket apa, apa terlalu dibantu dengan, nggak usah*” from datum (6), “*Komunikasi yang baik, selalu mensyukuri*” from datum (7), and “*Paula mendapatkan Baim, disyukuri. Baim mendapatkan Paula, disyukuri*” from datum (8). Those contents made the speech considered to be consultative style.

Casual Styles

In three YouTube videos, President Joko Widodo used many statements that can be categorized as casual style. In the three YouTube videos, the author discovered 243 data related to casual style. The majority of President Joko Widodo's speech with four hosts was delivered casually. Interestingly, President Joko Widodo tended to use the casual style in talking with common people. The use of casual style indicated that the speaker was attempting to change his or her communication culture to

make it more understandable (Debora, 2013). It also showed that the speakers wanted to create a relaxed situation. It meant that President Joko Widodo let the hosts became themselves, be who they were in talking with him to express their ideas with no hesitation.

There were 90 data of casual style found in the first video. The following were some samples taken from the first video.

- (9) *Saya ada dua dulu, yang pertama Bapak pingin jadi anggota Paskibraka waktu muda.*

(Before I had two ambitions, the first I wanted to be a member of *Paskibraka* when I was young)

- (10) *Yang kedua, jadi pengusaha karena orang tua saya di bidang kayu jadi saya pinginnya di dunia yang sama, di dunia untuk prodak-prodak kayu. Tapi sekali lagi, ini adalah tanggung jawab besar, ya sekarang adalah jadi presiden dari sebuah negara besar yang rakyat yang juga sangat besar, 260 juta.*

(The second, I wanted to be a businessman because my parent was in furniture business, so I wanted to do the same thing, selling wooden products. But once again, this is a big responsibility. Now I am a president of a big country with huge population, 260 million.)

- (11) *Ndak, ndak, ndak ada. Selalu saya syukuri dalam kesulitan apapun, kesusahan apapun, problem apapun, masalah apapun, saya tidak pernah yang namanya kalau tidak mensyukuri dan mencari solusi, mencari jalan keluar setiap problem yang ada.*

(No, no, there is no such a thing. I always feel grateful in every condition, every difficulty, every problem. I never miss the feeling of being grateful and try to find the solution, looking for a way out for every problem.)

- (12) *Ya, makanan saya apa aja juga saya makan, orang saya makan setiap hari. Pengennya ya tempe, tahu, yang paling penting itu sama pecel.*

(Yes, I can eat any food, you know I eat every day. I want things like *tempe*,

tahu, and the most crucial when I eat is the food I have must be mixed with *pecel*.)

- (13) *Ya kalau ketemu sama anak memang sangat jarang sekali. Mungkin dua setengah bulan baru bisa ketemu, baru bisa bersama. Kadang pengen ketemu cucu juga waktunya nggak bisa jadi ya malem saya video call ya dengan Jan Ethes gitu video call, atau dengan anak juga video call malem.*

(Well, to have the chance meeting my children is indeed so rare. Perhaps we can meet once in two and half months, gathering together. Sometimes I want to see my grandchild, but no time to do that, so I usually use a video call, video calling Jan Ethes, or with children. I also do video call in the evening.)

- (14) *Saya selalu memberikan kebebasan kepada anak untuk ingin menjadi apa. Nggak pernah saya memaksa anak untuk ini.*

(I always give freedom to children in reaching their dreams. I never push them in this kind of thing.)

- (15) *Itu ya apa ya, privasi itu yang hilang. Jadi kadang-kadang kita juga pengen kan, ke pasar tanpa pengawalan atau ke mall tanpa pengawalan, pengen makan di warung tanpa pengawalan, tapi nggak bisa, tetep emang standard nya untuk keamanan seorang presiden itu harus dikawal. Tapi sekali lagi ini adalah tanggung jawab besar yang harus kita hadapi bersama-sama untuk membawa negara ini maju, untuk membawa negara ini lebih baik ke depan.*

(Well, losing the privacy. Sometimes we want to go to market without security protocol or go to a mall without escorts and buying food in the stalls without security protocol. Still, we cannot do that, and it is the standard that a president must be accompanied by security protocols. But once again, it is big responsibility that we must face together to bring this country forward, to bring this country to be better in the future.)

- (16) *Kemudian yang kedua kalau ada rakyat kita yang sakit, yang tidak bisa ke dokter atau ke rumah sakit, meskipun sekarang ada kartu sehat ya, BPJS. Tetapi ada satu dua yang belum pegang kartu itu sehingga itu juga sesuatu yang, sesuatu yang dasar yang dibutuhkan oleh rakyat. Sedih kalau denger seperti itu.*

(Then the second, if any of our people are sick, but they can't go to a doctor or hospital, even though we have BPJS now, the health insurance card. But, there are one or two who have not owned the cards, so that is also something, something basic that the people need. I am sad to hear that kind of news.)

The casual style was shown by President Joko Widodo's word choices, which were not formal such as *pingin* and *pengen* instead of *ingin* that means 'want', *emang* instead of *memang* that means 'indeed', and *nggak* and *ndak* instead of *tidak* that means 'no'. Aside from informal word choices, President Joko Widodo also did not always use a good sentence structure in some sentences. One of the examples was "*Pengennya ya tempe, tahu, yang paling penting itu sama pecel*" from datum (12). This sentence did not have a subject. Another sentence that did not have a subject was from datum (16), "*Sedih kalau denger seperti itu*". It consisted of a predicate and objects only. And in this sentence from datum (14), "*Nggak pernah saya memaksa anak untuk ini*", the subject appeared after the predicate. Other examples of informal word choice and not using a good structure of sentences were as follows.

- (17) *Kemudian dengerin Gun N' Roses sama Lamb of God.*

(Then listening to Gun N' Roses and also Lamb of God.)

- (18) *Kemana pun ya, kemana pun dikawal.*

(So everywhere I go, the security protocol will accompany me.)

- (19) *Hehehe. Ya kalau dirubungi ya nggak tahu tapi ya.*

(Hehehe. Well, lots of people may come up.)

Three data above, (17), (18), and (19), showed that President Joko Widodo did not use

a good sentence structure. Besides that, *Hehehe* and *Hahaha* were found quite a lot of data in the videos showing that he laughed. These kinds of expressions also found in the second video as follows.

(20) *Baru menikah kok berantem, gimana.*

(Why fighting? You just got married, how can?)

(21) *Iya, tiga tahunan lah bilangnyanya ya ini kan?*

(Yes, around three years, isn't it?)

(22) *Iya, date pertama. Makan bakso.*

(Yes, it was the first date. Eating meatballs.)

(23) *Iya, kita ini kan export ini, export meubel, export product kayu, sering pameran keluar. Jadi membandingkan kota-kota yang tertata. Kemudian di sisi pelayanan publiknya bagaimana memberikan pelayanan kepada rakyat kepada masyarakat yang cepet. Kan kita juga pengen seperti itu. Rakyat merasa terlayani. Tidak ngurus ijin sampe berbulan-bulan, bertahun-tahun susah. Itu yang ingin kita perbaiki sehingga ya sulit sih ya kalau dilakukan. Coba ikut dalam Pilkada di Solo.*

(Yes, we were in exporting business like exporting meuble, exporting wooden products, and I used to go abroad for exhibition. So, I compared the cities, the well-managed cities such as the public service, in how they give more efficient service for the public. We also want that, don't we? The people need to get better service. They don't want to spend much time until months or years in getting any licenses. That wasn't easy but that was what I wanted to fix. It wasn't easy, but we had to try. Then I tried to join the regional head election in Solo.)

In datum (20), President Joko Widodo put question words at the end of the sentence. In contrast, other sentences show the incomplete structure of sentences. He even inserted English words in data (22) and (23). Those were 'date' and 'export'. In the second video, 47 data of casual style were found. Meanwhile, in the third video, President Joko Widodo gave many casual

style utterances, 106 data. Not much different from the two previous videos, data in the third video also showed President Joko Widodo using casual style in terms of informal word choice and incomplete structure of sentences. Four samples from the third video were as follows.

(24) *Semuanya putih yang banyak. Nggak bisa ngitung. Hehehe.*

(Most of them are white. I cannot count them all. Hehehe.)

(25) *Bisa tidur. Di helicopter yang suaranya kayak gitu juga bisa tidur.*

(Yeah, I can sleep. Even in the helicopter with that kind of sound, I can sleep.)

(26) *Bukan dikerubutin, naik KRL, KRL nya kalau sore emang penuh. Ya itu ya emang, emang penuh. Hehehe. Berdesak-desakkan.*

(People were not trying to stay close to me. But, electric train in the evening is always crowded. It was so crowded, it was full. Hehehe. It was full and jostling.)

(27) *Kemudian yang kedua, Kartu Prakerja ini. Kartu Prakerja ini dipakai kalau untuk lulusan SMA/SMK, lulusan akademi, lulusan universitas yang ingin masuk ke dunia kerja baik itu ke kantor baik itu ke industri baik itu ke BUMN. Nah, dengan kartu ini mereka akan ditraining, dilakukan pelatihan-pelatihan baik itu di kementerian baik itu di swasta baik itu di BLK, baik itu di BUMN-BUMN sehingga setelah pelatihan mereka bisa masuk ke dunia kerja. Di dalam pelatihan akan ada insentif honor tapi nanti setelah pelatihan belum mendapatkan kerja, tetep akan mendapatkan insentif honor dari kartu prakerja ini.*

(Then the second, there is a Pre-employment Card program. This Pre-employment Card program is a program used for high school/vocational school graduates, academy graduates, university graduates who want to get jobs in offices, both industries and state-owned enterprises. With this card, they will be trained. The training will be carried out by the ministries, in the private sectors, job training center, or by

the state-owned enterprises, so that they can find jobs after the training. They will get salary during the training, but if after the training they have not get a job, they will still receive it from this pre-employment card program.)

Datum (24) showed the same word choice as the previous ones, *nggak*. In datum (25), the word *kayak* was used. This word was considered not formal, and the formal one was *seperti* means 'like'. While in datum (26), President Joko Widodo mentioned the word *emang*, which was also not formal. The formal one was *memang*. In datum (27), President Joko Widodo mentioned a word *tetep* instead of *tetap* as the formal one which meant 'still'. All data above, (24), (25), (26), and (27) showed that the sentences use the incomplete structure of sentences.

Intimate Styles

From the three videos, only one video contained an intimate style. The third video had two data indicating an intimate style. Intimate style is usually used between people who are close or in a special relationship. Social inhibitions cannot be found in conversations using this style. People prefer to reveal their inner selves in a more intimate manner (Naily, 2016). In the interview with Gading Marten, President Joko Widodo delivered a message to Gading Marten's daughter, a four-year-old kid. The message was attached below.

(28) *Gempi sayang.*

(Dear, Gempi.)

(29) *Gempi, belajar terus. Baik-baik dan sayang ya kepada Papa, kepada Mama. Yah.*

(Gempi, please be good, learn a lot. Love your daddy and mommy too, alright.)

In expressing the message to Gempi, President Joko Widodo used the word *sayang* means 'dear' or 'lovely'. In addition, in the second utterance, he ended it by using *yah* while he mostly used *ya* in commanding. Using those words made them classified into intimate style because it indicated an affectionate attitude to a kid.

CONCLUSION AND SUGGESTION

Language style has many variations. It is used in everyday communication, and each person has a different language style in expressing ideas and communicate through language. Besides expressing ideas, language style also shows the condition of the speakers, mindset, and personality. Based on the results of the research, President Joko Widodo uses four language styles proposed by Martin Joss. Those are formal or deliberative, consultative, casual, and intimate styles, with the most prominent used is casual style.

Concerning the conclusions above, it is hoped that this present study could be useful for linguists and students of linguists to improve their knowledge about language styles. Besides, the researcher recommends that other researchers interested in conducting related research, especially English department students and linguistic students, read this paper as additional information. Furthermore, it is proposed that prospective researchers use wider range of data sources.

ACKNOWLEDGEMENT

This research was supported by my thesis supervisors. We thank our colleagues from English Language Education, Universitas Pendidikan Ganesha, who provided insight and expertise that greatly assisted the research.

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