

CHAPTER I

INTRODUCTION

This chapter offers a brief summary of the research's background, problems, objectives, scope, and significance.

1.1 Research Background

Meyerohoff (2006:27) asserts that language is a critical tool for social beings to communicate and interact with their environment. As such, people need to use language to express their thoughts and feelings and to cooperate with others. Understanding the language of others is crucial in communication to prevent misunderstandings and ensure effective communication.

Language serves the purpose of transferring ideas or information from a speaker to a hearer through communication. The style of language used by speakers can be measured on a scale of formality to informality and varies depending on the context, subject matter, audience, mode of discourse (speaking or writing), and the formality of the occasion. The different styles of language play an important role in delivering the intended social interaction and conveying meaning in social communication. Additionally, language style aids in the ease of comprehension for the listener or reader. In the field of linguistics, language style is considered to be within the scope of semantics. Martin Joos, in his 1976 study, identified five different language styles: frozen, formal, consultative, casual, and intimate. These language styles can be observed in

daily conversations, novels, movies, and social media platforms such as YouTube.

Asadi (2015) pointed out that YouTube has gained global popularity as a social website where users can enjoy a wide range of captivating videos and share their own content. YouTube holds the distinction of being the pioneering platform that allowed users from all corners of the world to upload their videos to the internet. Brower, as cited in Casabianca (2016), further emphasized that YouTube has emerged as the leading destination for watching and publishing videos online. Its user base comprises millions of individuals worldwide who have created accounts to share their videos with a vast audience. Additionally, Ariew (2007) highlighted in Casabianca's work (2016) that YouTube attracts over 30 million monthly visitors who come to watch and upload videos. In the Indonesian context, those who upload videos on YouTube are commonly referred to as "vloggers."

In Indonesia, YouTube offers not only entertainment but also serves as a valuable source of information and learning for its users. YouTube is considered by Indonesian users as an easily accessible platform for finding engaging content on various topics. The growing interest in YouTube videos among Indonesian users has also provided benefits for content creators in the country. Nowadays, being a Youtuber can even be considered a career path, as successful ones can earn a high income through advertisements and sponsorships once they have established a large following.

According to Adhary et al., there are two significant opportunities for YouTubers provided by YouTube. The first is that YouTube can help

Youtubers become celebrities by making their video content go viral, which can lead to fame on the internet. The second opportunity is that many Youtubers, especially those with entrepreneurial skills, are developing new approaches to monetize their video content due to the increasing impact of YouTube. Even though earning money from YouTube videos sounds like a promising business, as Han (2020) suggests.

Google conducted a study to answer the question of why YouTube stars are more impactful than traditional celebrities. The research concluded that digital influencers, including Youtubers, have a significant influence on their audience's tastes and preferences, making them one of the most crucial professions in today's world. The emergence of the Youtuber profession is a consequence of the postmodern era.

Andreas Deodatus Deddy Cahyadi Sunjoyo, popularly known as Deddy Corbuzier, was born on December 28, 1976. He has gained fame as a renowned mentalist and expert illusionist. Deddy Corbuzier's illustrious career includes receiving the prestigious Merlin Award and making appearances on television since 1998, beginning with Impresario RCTI. Currently, he is the host of the television show called Hitamputih on Trans7, where he has captivated audiences with his performances and exposure stunts alongside numerous renowned performers.

In addition to his mastery in mentalism and illusion, Deddy Corbuzier has also established himself as an Indonesian YouTuber. His YouTube channel boasts an impressive subscriber count of over 7.6 million and has garnered more than 957 million views as of March 2020. On his channel, Deddy Corbuzier

serves as the host of a podcast video series, employing a distinctive language style to lead the discussions. His unique approach adds to the appeal of his podcast and contributes to his success as a content creator on the platform.

The researcher is motivated to conduct a study on Deddy Corbuzier's YouTube content titled "An Analysis of Language Style Used by Deddy Corbuzier in his Podcast Video".

1.2 Research Problem

From the research background, there is one problem that needs to be analyzed, which is:

1. What types of language styles are used by Deddy Corbuzier in his podcast video?
2. What are the dominant types of language styles used by Deddy Corbuzier in his podcast video?

1.3 Research Objectives

The objective of this study, as stated in the aforementioned research question, is to investigate the purpose or aim of the research.:

1. To identify the types of language style used by Deddy Corbuzier in his podcast video.
2. To identify the dominant types of language style that used by Deddy Corbuzier in his podcast video.

1.4 Research Scopes

The scope of this research is focused on analyzing the language styles utilized by Deddy Corbuzier in his podcast video, using Joos' (1976) theory of frozen, formal, consultative, casual, and intimate styles. Therefore, this study is limited to the analysis of language styles only in Deddy Corbuzier's podcast video. The research problems were also presented, which identified the need to analyze the language style used by popular YouTubers in their podcast videos, such as Deddy Corbuzier. The research objective was stated as to analyze the language style used by Deddy Corbuzier in his podcast videos on YouTube. The research scope was outlined, which focused on the language style used by Deddy Corbuzier in his podcast videos only. Finally, the research significances were discussed, which emphasized the potential contribution of the study to the field of linguistics, as well as its practical implications for language learners and users in the digital age.

1.5 Research Significances

The findings of this study are anticipated to offer valuable insights and input for:

1. The Students who are interested in Sociolinguistics

This study seeks to cultivate students' curiosity in the field of sociolinguistics and introduce them to the various language phenomena prevalent in society. It moves beyond the conventional emphasis on grammar and vocabulary, diving into the intricacies of language codes.

By doing so, this research aims to inspire students to adopt a more

innovative approach and empowers them to expand their knowledge based on their individual interests.

2. The Readers

The primary objective of this research is to ignite inspiration among readers, including English Language Education (ELE) students and the general public, by delving into various language styles and linguistic perspectives. By exploring these diverse linguistic approaches, readers are encouraged to broaden their understanding and appreciation of the intricate tapestry of language use within society.

Furthermore, this research aspires to foster a sense of admiration for the work and artistry of individuals as representatives of the larger social group. By recognizing and appreciating the linguistic contributions of others, readers are prompted to develop a deeper appreciation for the collective creativity and cultural richness embedded within different language styles.

Ultimately, this research aims to instill a sense of curiosity and open-mindedness, motivating readers to engage with and embrace different perspectives, thereby promoting greater linguistic and cultural inclusivity.

3. For the researchers

It is expected that this study can be beneficial for other researchers as a source of reference for examining the use of language styles in social and social media contexts. It can also serve as an additional source of information for other studies that are related to this topic.