

CHAPTER I

INTRODUCTION

1.1 Research Background

Language is an important aspect of human life. Seken (2017:3) states that language is a system to communicate with others. Therefore, language is a communication tool used by humans to share ideas, opinions, and thoughts to others, both orally and in writing. Seken (2017:3) further states that this system determines, roughly speaking, the rules of the game which every speaker of that language must know and use to be able to communicate and interact properly in it. Thus, every speaker must use language properly and correctly when communicate and interact with others to avoid misunderstanding. Without knowing the rules, one cannot produce or understand the sentences in that language.

The function of language is to know and understand other people's ideas and feelings. The function of language can be viewed from various aspects, such as the language as a tool for communication and as a tool for expression. According to Keraf (2004), language is used as a communication tool to provide information for community members. Through communication, language can be easily conveyed. Besides, Buhler (2011), states that language has the function as a tool for expression. Thus, it can be said that everyone can use language to express themselves. They can share their happiness, sadness, anger, etc.

There are two kinds of language; those are spoken language and written language. Spoken

language is an utterance which formed from sound, such as speech, presentation, discussion, storytelling, etc. While, written language is an utterance which is formed in written form, such as newspapers, magazines, books, journals, articles, etc. Moreover, every people have and use their style in delivering and expressing both forms, spoken and written language.

However, every people have their style in using language that can be called a language style. Language style expresses people feeling and thought through language, both orally and in written form. In speaking, it is often found in conversation, speech, presentation, and storytelling. While, in written it is often found in the text, such as poetry, songs, essay, story, novel, and advertisement. Chaika (1982:29) states that style refers to the selection of linguistic forms to convey social or artistic effects. Another opinion comes from Keraf (2002:112). He states that style is the ability and competence to make a sentence in a good way. Considering the problem above, the researcher enthusiastically will focus her study on the language style because language style forms communication in the right way and determines how social interaction will proceed (Chaika, 1982:20). In this case, style determines how a speaker speaks and how the listener takes the meaning of the communication in the right way, whether it is serious, humorous, dubious, or any other possible senses.

Moreover, one of the activities that often use language style is a presentation. Presentation is an activity to speak in front of an audience to convey opinions, topics, or information (Noer, 2018). Thus, it can be said that a presentation is a form of oral communication to deliver information to others for various purposes. People often use certain language styles in their speaking to influence the hearers. For example, the presenter will use some kinds of language when delivering information to make it interesting and meaningful. Besides, it is also used to attract the audience's attention.

However, each presenter has their language style in presenting the material. The use of the right language style by following the situation and the target of the audience can attract attention. On the other hand, if the use of the language style is not correct, the material presented will not be received optimally. Besides, the language style seems monotonous, thus the listener is bored and ultimately less enthusiastic in understanding the content of the presentation material itself.

In line with the statement above, language style in the presentation is very important thus the language style used needs to be considered well. Besides the factor of language style, other things also play an important role in determining the success of the presentation. It is the presenter or the person giving the presentation itself.

In this case, the researcher chose the sixth-semester students of English Language Education Undiksha, the reason was because their presence indicated that they used a different language style. Besides, the sixth-semester students already passed the course called Complex English Grammar in the fourth semester. It could be said they had enough knowledge to arrange the words or sentences. They also passed the Public Speaking course, thus they have enough ability in speaking.

Meanwhile, this study only selected the subject from students of 6D class. The class was one of the seven classes in the sixth semester. Each class in English Language Education Undiksha consisted of approximately 35 students. Besides, the researcher chose the 6D class as a subject of this study because of several reasons. First, students of the 6D class were students who came from SBMPTN selection. Therefore, they were expected to have more proficiency in English because they enter the university through the written test. They might had better quality than other students because their test results were purely and objectively came from their own answers. Second, they had a good track record while studying in English Language Education.

This was based on their cumulative performance index (IPK) yearly which was between 2.9 to 3.9. Third, the 6D class members came from all over the provinces in Bali. It made their language style was richer than any other classes in English Language Educaiton. The background also supported the fact that the students in 6D class used diverse and rich utterances. Then, the last was they had been able to pass various kinds of subjects with good grades which were related to speaking. For those reasons, the researcher chose the subject.

Additionally, the researcher chose to analyse the 6D presentation in TEYL (Teaching English For Young Learner) subject. The reason was, because TEYL would be a crucial in its implementation. Crucial here means its implementation would be fundamental for all English Language Education graduates. Whereas, after graduating, the graduates would have chances in applying jobs in TEYL scope. The research about language style used in teaching TEYL would be very meaningful fundamentally before the implementation in teaching. Literatures approve that we must put more concern on the TEYL context nowadays, especially its ways of teaching. This context is related to the teachers' style and improvement in teaching TEYL (Wedell & Alshumaimeri, 2014). The TEYL teaching style, including they language style they use is crucial for the development of students' learning (Yıldırım & Doğan, 2010). Thus, by investigating the language style English Language Department students in teaching TEYL before they really jump into the field would give much contribution to the new model of professionalization implementation in the field (Lungu, 2015).

The researcher selected YouTube as a data source. YouTube is an online media which is very popular in this era. YouTube is a visual audio media that can be directly heard and seen. Besides, YouTube is an application that almost every person has and access easily on their smartphone or computer daily. YouTube has many videos that people can watch and it depends on the phones

or computer owners to manage it. Usually, we can find videos such as video blogs, music videos, film, and so forth. We can search and watch various presentation videos on it. Presentation on YouTube has many kinds or various such as an informative, demonstrative, persuasive, and inspirational presentation. The presenter tries hard for their presentation could attract the viewers. Such great influence of YouTube delivers such emotional attachment to the audience (Ladhari et al., 2020). The context proves that many good impacts is brought by the YouTube itself, which the researcher tried to emphasize in the present research. Additionally, this also in line with the literature which says that YouTube has the effect of capability and popularity on network that needs to be explored (Jung & Phoa, 2021).

Several previous studies were conducted to investigate language style. The first study was from Haqqo (2016) on her thesis entitled Language Style in the Jakarta Post Advertisements. She used descriptive qualitative design and the study was analyzed by using Well's Theory. The second study was from Muthmainnah (2016) on her thesis entitled Language Style of English Commercial Advertisement on Television. She used William Well's Theory in analyzing the data. The previous researches only aimed to investigate and analyze the kinds of language style which found in advertisement. The third study was from Aflahah (2017) on his writing entitled Language Style of Habiburrahman El-Shirazy in The Dwilogy of Ayat-Ayat Cinta (AAC): A Stylistic Study. The research aimed to find out the language style in the novels of AAC 1 and 2. The data was analyzed by using Keraf's theory. The results showed several kinds of language styles found based on lexical choice, sentence structure, and direct or indirect meaning.

Furthermore, this present study used Keraf's theory in finding the kinds of language style. It was almost the same as Aflahah's research but this study emphasized the language style in

spoken forms which were used in the presentation on YouTube used by 6 D students of English Language Education Undiksha.

1.2 Problem Identification

Based on the background, it could be seen that language style plays an important role in communication. Moreover, language style is one kind of language variation. The style is used by certain individuals or groups because some people have their style in expressing or delivering their idea into spoken or written language. Sometimes, the language style does not baseline with grammatical rules. It is because the language has changed by adding some lexical, word choice, or syntax formulas. Meanwhile, the style has a function to attract the attention of the listener or reader. Therefore, the researcher conducted the study about the kinds and the function of language style to give information about the study of language style.

1.3 Scope of the Study

The scope of this research was the language style used in presentation by the 6 D class students.

1.4 Research Question

Based on the description of the background of the study above, this study was conducted to find out the answers to some problems concerning the discussion above, as follows:

- 1) What kinds of language styles are found in the presentation on YouTube used by students' 6D class of English Language Education Undiksha?; and
- 2) What is the function of the language style of presentation which found on YouTube used by students' 6D class of English Language Education Undiksha?

1.5 Objectives of the Study

Concerning the problem mentioned above, the purposes of the study were as follows:

- 1) To analyze the kinds of language styles of presentation on YouTube which are used by the 6D class of English Language Education Undiksha.
- 2) To describe the function of the language style of presentation on YouTube used by the 6D class of English Language Education Undiksha.

1.6 Significances of the study

The significances of this research were :

1) Theoretical Significance

Theoretically, the purpose of this research was to give information for the next researcher as a reference for those who were interested to conduct research related to the kinds and functions of language style used in the presentation. Besides, this research gave a new contribution to the stylistics theory in terms of language style since the result of this research could make the readers understand more clearly about language style.

2) Practical Significance

Practically, the research was expected to give a significant contribution to students and the teacher. For students, especially for students of English Language Education, this research could enrich their style in communication and it would help them to know how sentences were chosen and arranged into an attractive language. For the teacher, the result of this research was expected to give a contribution or be additional material for linguistics courses. Finally, the result was expected to give other people some interesting information

about the language style and the function of language style in the presentation on YouTube used by students 6 d class of English Language Education Undiksha.

