AN ANALYSIS OF LANGUAGE STYLE REFLECTING POLITENESS IN QORYGORE'S VIDEO

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Abstract

The purpose of this study is to analyze various styles of language and also politeness in them. The first phase in this project is by watching a video from one of the youtubers named Qorygore. The second phase, records what or what utterances are said on the video. Then in the third phase, it starts analyzing the language style and politeness. During the analysis of the data, the researcher try to find the utterances are related to language style and politeness, and the type of language style found in this result of analysis data are formal and casual style, while the thing that reflects the politeness that is more dominant is negative politeness.

Keywords: Language Style, Negative/Positive Politeness

INTRODUCTION

In human life, language is the only tool that can connect with each other. Apart from being a connecting device, language is also a communication tool that is often used by humans. In communication everyone has his own characteristics or style in conveying something, that is influenced by different iterraction of human. According to Martin Joos, he described that language style has five styles. He (1976) claimed that the ceremonial occasions almost invariably requires very formal speech, public speech is somewhat less formal, casual conversation is quite informal, and conversations between intimates on matters of little importance may he extremely informal and casual.

The language style is often used by people in communication, whether it's everyday conversation, short conversations, formal conversations or informal conversations. with the style of language that is owned by each person, it will be able to determine how the person is. Meyerohff (2006) claimed that language style also can describes the personality, mindset, condition of human. The condition of human can create human's language style.

One of ways to know about language style is by watching Vlog from one person. There are many Vloggers which are discussing the language style and also about the politeness. In this article, researchers will examine several videos from one of the famous vloggers named Qorygore. Later, researchers will examine various styles of language and how they are reflected to politeness as well.

METHOD

To do this article, the researcher has used a descriptive qualitative research method because the research is basically aims at describing the data in form of word or written text. Therefore, the data of this research are described descriptively based on the research problems, what kinds of

the language style are used, how are the language styles used, and also how it can reflect politeness in Qorygore's Video.

The data of this article are derived from the sentences and utterances which were spoken directly by Qorygore in his video. While, the source of data are derived from Qorygore Youtube channel which contain the language styles and the politeness. During the analysis process, writers found several videos on Qorygore Youtube channel. But, the writer will select only a few titles from the video which contain many elements of language style and politeness.

In collecting the data, the researcher did some technique to get some data to make an accurate data analysis. The first step was downloading Qorygore's video or watch in his Youtube channel and transcribing to Microsoft Word 2007 to make an easy analysis.

The data will be taken from Qorygore Youtube channel. There are some steps in getting the data:
1. The researcher watched Qorygore's video
2. Selecting and writing speech based on this research
3. Analyzing the utterances in every sentence of the video
4. All data are classified into the type of language style and researcher will classified with make table to make easy
5. The final step, analyze the existing language style with the types of politeness.

RESULTS AND DISCUSSION

Results

According to Martin Joos in *The Five Clocks* explain five style of language. They are a frozen style, formal (deliberative) style, consultative style, casual style, and intimate style. In this section, the researcher discusses one by one based on the data found.

Table Data Finding Language Style in Qorygore's Video

NO.	Kind of Language style	Found Data Analysis
1	Frozen Style	-
2	Formal Style	5
3	Consultative Style	-
4	Casual Style	21
5	Intimate Style	-
TOTAL DATA		26

Based on the table above, the researcher only finds 2 type of the language style, namely formal style and casual style. For more details, they are explained follow:

1. Frozen Style
    From the analysis that has been done by the researcher, there is no one of the data found suitable for this type. So, the frozen style is not used in Qorygore's Video.

2.Formal Style

Based on the analysis, there are five which is data categories as found formal style in the video. The sentence and utterances are like:

"Pemuda Indonesia, kita hormat kepada Qorygore"

"Anak-anak zaman sekarang itu lebih individualis dan krisis attitude"

"Bagaimana kita sesama manusia bisa membuat perdamaian"

"akan sangat bagus jika damai kita bisa saling mengayomi"

"tetapi kita kembalikan lagi kepada background-backroundnya"

3. Consultative Style

From the analysis of researcher takes, also in this style there is no one of the data found suitable to this type. So, Consultative style is not used in Qorygore's Video.

4. Casual Style

Based on analysis of the video, there are 21 data found as casual style in the video. The sentence and utterances are like:

"Gua itu pedomannya skuy living"

"Siap ga ketemu setan di Bali?"

"lu harus ikhlas dan merelakan apa yang lu jalanin"

"lu harus ikhlas kalau lu tuh jelek,gendut,item, males olahraga"

"hidup itu penuh kepalsuan, kaya cewe di ig yg fotonya cantik pas ketemu bulu keteknya bekantan"

"di Kalibata city itu isinya fuck boy"

"berarti gua itu emang based on true story"

"itu ibu-ibu otaknya dimana, sen ke kiri belok ke kanan. Pengen fgua tabrak"

"gak beradab banget aja gitu, maksudnya kalau sen ke kiri ya belok ke keiri bukan sebaliknya"

"itu yang kadang bikin gua kesel sih, tapi sisi positifnya mereka kerja keras"

"sedikit pd itu harus ada lah ya biar rasa pd lu di public juga tumbuh"

"lu yg masih kuliah buruan lulus! Nanti kalo lama-lama keburu hutannya gaada!"

"yang jurusan pertanian juga cepet lulus woy, nanti lahannya dibikin perumahan"

"ini menurut gua ya, kalau lu lug a setuju beararti lu bocah-bocah yg gamau ada perdamaian!!"

"apa salahnya sih kita berdamai? Kita kesampingkan dulu lah ego dan masalahnya"

"janganlah kita selalu berpikir negative ke orang lain, ngejudge sana sini kan gaada attitude nya"

"contoh aja nih ya, masalah Vicky prasetyo minta grebek istri nya bawa-bawa media kan ga etis! Barbar!"

"harusnya vicky prasetyo itu think positive, jangan bawa-bawa media kan bisa"

"kaya kasusnya atta halilintar, mendingan kita bikin solat berjamaah di masjid bukan malah meet n greet di masjid. Ya kan?"

"ya jadi inti dari video gua ini, kita itu harus mulai bisa menerima keberagaman. Mau dia suka music apa, dia hobinya apa, agamanya apa, dia mau ngelakuin apa, mau dia negative doing mau positive intinya kita harus mulai bisa menerima keberagaman yang ada di masyarakat"

"kalau lu mau menjadi yg lebih baik bijaklah dalam bermain social media"

5. Intimate Style

From the analysis of researcher it takes, also this style there is no one of the data found suitable to this type. So, Intimate style is not used in Qorygore's Video.

Based on the results above about language style, there are several language styles which are included in the type of politeness. However, in qorygore's video the negative politeness is more dominant.

According to the data, the dominant type of language style in Qorygore's video is Casual Style. The researcher found 21 data of using Casual Style in the video.to the conclude, the dominant category used in the video is Casual Style, which has several characteristics of Casual like simple sentences, questions, opinions, comments, sending up and chats. All of the characteristic exist in Qorygore's video.

Discussion

Based on the overall results of the study, researchers only found 2 types related to language style, namely formal style and casual style. But, in this study the dominant type appeared is the casual style. While for its relationship with politeness, the Qorygore's video is dominated by negative politeness.

CONCLUSION

Based on the results of the research that has been done, the focus of this study has identified the type of language style and how it can refllect politeness. The object of the research is vlog by Qorygore. During the analysis of the data, the researcher try to find the utterances are related to language style and politeness, and the type of language style found in this result of analysis data are formal and casual style, while the thing that reflects the politeness that is more dominant is negative politeness. From the discussion, the researcher analyzes the data by using language style used in Martin Joos. The data is gotten from Gorygore's video. In the Qorygore vlog, the researcher found lots of videos that could be taken as data material. However, from the many videos, the researchers chose 2 videos entitled "Pedoman SKUY Living" and " Tutorial Damai". The researcher also conducted a research on whether the language style reflected possitive politeness or negative politeness. And from the data that has been obtained it can be concluded that in the qorygore video the dominant language style used is casual style and dominant reflects negative politeness.

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