Investigating Language Style Used By Atta Halilintar in His Youtube Channel

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ABSTRACT

Language style can be defined as the choice of words used by a specific group of people when speak in a place and in one condition. It is necessary for people to express their thought, ideas and opinions, thus, people use style depend on with whom they speak and where they are speaking to. By understanding the language style, we also can help students in improving four English skills especially in listening and speaking. This research used qualitative descriptive method in which the data were collected from the scripts of Atta's videos. The objectives of this study are (1) to describe the types of language styles that Atta Halilintar used in his video and (2) to find out the the ungrammatical sentences made by Atta Halilintar in his video. The scope of this research is a study of language variation, especially in language style found in YouTube video of Atta Halilintar. To be the data for this study taken from Atta's video entitled "Studio Podcast Manusia 5t Bikin Atta Kagum Sama Bang Sandy" (July 5th, 2020). From this video found 965 utterances containing language styles. Then, these utterances classified and analyzed by using Martin Joos' theory about language styles. The finding of this research is there are four types of language styles used in his video namely Frozen, Formal, Consultative, and Casual styles. The most common type of language styles that Atta Halilintar used is Consultative in which there are 24 utterances. He did not use intimate style since he was having a talk with Sandiaga Uno, a respected person in Indonesia. The last, the most dominant grammatical error made by Atta Halilintar was error of substitution for word usage in which there are 42 errors then followed by error of omission and the least error is addition.

Keyword: Language Styles, Youtube, Ungrammatical Utterances

1. INTRODUCTION

According to Meyerohff (2006:27), language style also describes the personality, mindset, condition of human. The condition of human can create human's language style. For example, very formal language will be used when a president delivers a speech in front of the citizen. It happens because the context is formal, and has special purposes to deliver such kind of information.

The role of language is to transfer idea or information from speaker to hearer through communication. It has various different styles including variation in term of formality such as casual style (Diani syahputri : 2021) and its style has an important role to deliver the purpose of social interaction to understand the meaning from the social communication in language. By its style also make it easier to understand it by whom the language is spoken. In linguistics, language style includes into scope of semantic. According to Martin Joos (1976), language has five styles. He recognized five different language styles namely: frozen style, formal style, consultative style, casual style and intimate

style. These language styles can be found in daily conversation, novel, movie, and social media like youtube . Besides language style, we can also see the ungrammatical errors in the spoken language found in youtube channel. According to Leacock (2010:1), grammatical errors is not only classified as an errors in grammar, but also classified in usage or mechanic and subset of spelling errors and theory about this proposed by Lennon (1991).

Youtube becomes popular social website in the world. In Youtube,people can see many interesting video and they can upload their own video to the Youtube. It is because YouTube is the first social website which gives permission to the users in the world to upload their video to the web Asadi, (2015). Besides, Brower in Casabianca (2016) said that YouTube becomes the most popular site for watching and posting on the web. Millions of users around the world have created accounts on the site that allow them to upload videos that anyone can watch. Ariew (2007) in Casabianca (2016) stated that over30 million visitors each month watch and upload on theweb. People who uploaded their video to the Youtube are called as vlogger especially for Indonesia Youtubers.

Indonesian YouTube users do not only get entertainment content but also a source of information or learning something from the content suiting the user's needs. Generally Indonesian users think that YouTube makes it easy for them to find interesting content on a variety of topics. Increased interest in internet users for various YouTube videos brings benefits to content creators in Indonesia. Even today, Youtuber's content can be used as a land for employment and new professions because a Youtuber's income is quite high if you already have a large number of followers. To become a Youtuber or Vlogger with a large number of subscribers, content creators are required to be more productive and creative in creating interesting, unique, and quality content in order to increase the number of observers and customers. Not only creative in terms of content, Youtubers must also have good verbal communication skills in order to convey interesting, entertaining content and easy to understand.

Based on the preliminary observations, they frequently use unique words or phrases that often produce new words, code-switching and code- mixing and slang to feel better known to customers who are mostly young people. This variety of languages is interesting to analyze because frequently, customers classified as teenagers will follow the speaking style of the YouTube and Vlogger they follow. For example Muhammad Attamimi Halilintar, Indonesian Youtuber, better known as Atta Halilintar (born in Dumai, Riau, 20 November 1994; age 26 years) is an Indonesian YouTuber and entrepreneur. He is the Youtuber with the most number of followers (subscribers) in Southeast Asia and he is one of the richest YouTubers at number eight in the world.

Atta Halilintar as a unique YouTuber usually uses unique words and always giving unusual language style on his YouTube video. Atta uses words which are mixed of Indonesian Language and English Language. He also speaks with many styles like formal style, informal and others. For an example, he said "Whats up guys, kamu mungkin sudah sering liat studio podcast". In that utterance "what's up guys" has different style in social life. That example refers to casual style which is casual style use for communication with friends also friendly. The example "what's up guys" means as "how are you?" in usual.

Besides language style, we can also see the ungrammatical errors in the spoken language found in youtube channel. The example are error in substitution "banget should be sangat", "gimana should be bagaimana". The utterances of Atta Halilintar are unique and unusual used in daily life. So, the researcher is interested in conducting research usedit as object because there are contain language style and ungrammatical sentences.
For this reason, the researcher is interested in researching more about Atta Halilintar's YouTube content entitled "Investigating Language Style Used by Atta Halilintar in his YouTube Channel".

2. RESEARCH METHOD/MATERIAL AND METHOD/LETERATURE REVIEW

This research used a qualitative descriptive method to analyze the data. In this research, the writer used qualitative approach because this study focuses on the analysis or interpretation of the written material in context. Materials can include textbook, papers, journals, script, etc. the material of this study focused on selected youtube video by Atta Halilintar. Ary (2010:424), states that the qualitative inquirer deals with data that are in the form of words or pictures rather than numbers and statistics.

In this research, the writer used design of descriptive method which is a method of research that attempt to describe and interpret the object in accordance with reality. The descriptive method id implemented because the data analysis is presented descriptively. Baased on Sugiyono (2010)whostates that qualitative research is descriptive. It means thatcollected data was in the form of

words rather than number. In this case, the writer collected, analyzed, and interpreted data and then described it. This method intended to describe about the types of language style was used by Atta Halilintar and the ungrammatical errors in the spoken language found in youtube video.

The data was taken from video entitled "Studio Podcast Manusia 5t Bikin Atta Kagum Sama Bang Sandy" (July 5th, 2020). In these utterances involved some aspects of language but the researcher will limit her study on language styles and the ungrammatical utterances in Atta's video. All of these utterances from Atta's video will be classified and analyzed by using Martin Joos's theory about language styles. Besides, the researcher discussed about the grammatical error made by Atta Halilintar in his video used the theory proposed by Lennon (1991).

A. Data Source
Because this research is qualitative research, so the data in this research are all theutterances found in Atta Halilintar's video in hisYoutube channel. His video entitled "Studio Podcast Manusia 5t Bikin Atta Kagum Sama Bang Sandy" (July 5th, 2020). The researcher had taken his video from the internet in https://m.youtube.com/watch?v=OCrbNc3Prfk. There are totally 965 utterances in this video. This study tries to discuss about the language styles and the ungrammatical utterances found in this video. Besides, the researcher also uses other literatures or theories of Martin Joos to analyze language styles. To analyze the ungrammatical sentences uses the Lennon's grammatical theory.

B. Research Instrument
Research instrument is very important to obtain the data of research for it is a set of method which is used to collect data. There are two kinds of instrument used in this research: human instrument and non-human instrument. The primary instrument of this study is the researcher itself as human instrument who selected, collected, and analyzed the data, and also reported the result of the study. Because of the data source is a Youtube video, the researcher needs a laptop or computer (as nonhuman instrument) in visualizing the movie as a media to analyze the conversation in the script of the video.

C. Data Collection
In collecting the data for this research, the researcher conducted some steps to collect all the utterances found in Atta's video entitled "Studio Podcast Manusia 5t Bikin Atta Kagum Sama Bang Sandy . These are the procedures that the researcher does in data collection as follows :
1. Downloading the video of of "Studio Podcast Manusia 5t Bikin Atta Kagum Sama Bang Sandy",
2. Watching the video of "Studio Podcast Manusia 5t Bikin Atta Kagum Sama Bang Sandy",
3. Writing down the script of all the utterances in the video of "Studio Podcast Manusia 5t Bikin Atta Kagum Sama Bang Sandy"
4. Identifying and classifying all the marked data into the types of language style . In order to be easy to analyze, the researcher uses a table to make it easy to share the data that are found,
5. Finding out the ungrammatical utterances used in his video
6. Finding out the results and conclusions.

D. Technique of Data Analysis
In analyzing the data, the researcher decided to conduct the technique based on Miles and Huberman (1994) cited Sugiyono (2014:247-252) to get any data to make an accurate data analysis, which is involving three steps they are : data reduction, data display, drawing conclusion/verifying.
1. Data Reduction
   The first step in analyzing qualitative data involves data reduction. In this step, a form of data analysis that directs, summarizes, classifies themes and removes unnecessary. Firstly, the researcher collected script in the youtube video by Atta Halilintar entitled "Studio Podcast Manusia 5t Bikin Atta Kagum Sama Bang Sandy". Then, the researcher transcribed the data. The irrelevant data which were not related to problem were not discarded. Next, after collecting and reducing the data, the researcher displayed those data in the form of descriptive. The researcher compiles and classifies the data from the all utterances that Atta Halilintar spoken
2. Data Display

After the data is reduced, the next step is to display it data. In qualitative research, data presentation can be done in the form of brief descriptions, charts, relationships between categories, flowcharts and the like. This step is done by presenting a set of information these are types of language styles and the ungrammatical errors in the spoken language found in Atta Halilintar's video. The types of language style are frozen style, formal style, consultative style, casual style, and intimate style. The writer displays the data in a table to show the data more clearly.

3. Drawing and Verifying Conclusions

The next step after data display is drawing and verifying conclusions. Conclusions are also verified as the analyst proceed. Conclusions can be drawn based on the results of research carried out after the data reduced and presented. The conclusions drawn is started after the data were collected by making a temporary conclusion. In the drawing and verifying conclusions, the writer checks the validation of the data using the statistical method. The last give the conclusions of the study. in the other words, it can be said that the conclusions is analyzed continuously and verified the validity to get the perfect conclusions about "Studio Podcast Manusia 5t Bikin Atta Kagum Sama Bang Sandy".

3. RESULTS AND DISCUSSION

In this findings, the researcher also interpreted the data to find out the types of language style from the utterances that Atta Halilintar said and also the factors affecting him to use those utterances. The researcher used the theory of Martin Jooss for obtaining the styles of the language and Lennon as the reference in analyzing the grammatical errors. The data can be shown as follows.

Table 1. Total of Language Styles Used By Atta Halilintar

No	Type of Language Style	Total Number
1	Frozen	11
2	Formal	7
3	Consultative	24
4	Casual	17
5	Intimate	0
Total		**59**

Based on the table above, the most dominant type of language style that Atta Halilintar used is Consultative in which there are 24 utterances. Meanwhile Atta did not use intimate style since he was having a talk with Sandi Uno, a respected person in Indonesia. Then, followed by casual style 17 utterances, frozen style 11 utterances and the least percentage is formal style 7 utterances. We can't find the intimate style because Atta Halilintar speaks with a respected person, so he almost uses the formal language.

Grammatical error is a time period utilized in prescriptive grammar to explain an example of faulty, unconventional, or debatable utilization, consisting of an out of place modifier or an irrelevant verb tense. Grammatical errors are also referred to as usage errors (Nordquist, 2020). Another part of grammatical error is syntactic errors or syntax errors are also known as compilation errors are caused by violation of the grammar rules of the language. While Susana (2007) states that any disagreement with the syntactic rules is called syntax error.

According to Lennon (1991) the ungrammatical error consists of four types, they are (1) Addition, (2) Omission, (3) Substitution, and (4) Ordering. Based on his theory, the grammatical error made by Atta Halilinatr can be presented as in the following table:

Table 2. Total of Grammatical Errors made by Atta Halilintar

No	Type of Errors		Total Number
1	Addition	1. Addition of Article	1
		2.Addition of Infinitive to	1
2	Omission	1. Omission of	6
		Personal Pronoun	
		2.Omission of Infinitive to	1
		3. Omission of Preposition	2
		4. Omission of Verb	2
3	Substitution	1. Word usage	42
4	Ordering	1. Noun phrase	4
		2. Pronoun	5
Total			**64**

Based on the table 2 above, the researcher found 64 grammatical errors are identified in Atta Halilintar utterances. The total of grammatical errors made by Atta Hailintar are 1 errors of addition for article, 1 error of addition for infinitive to, 6 error of omission for personal pronoun, 1 error of omission for infinitive to, 2 error of omission for preposition, 2 error of omission for verb, 42 error of substitution for word usage, 4 error of ordering for noun phrase, and 5 error of ordering for pronoun. We can see that the most dominant grammatical error made by Atta Halilintar was error of substitution for word usage 42.

4. CONCLUSION
    Based on the research findings, some conclusions can be drawn to answer the research problems. The conclusions are presented as follows:
1. The types of language styles that Atta Halilintar used are Frozen, Formal, Consultative, and Casual. The most common type of language style that Atta Halilintar used is Consultative in which there are 24 utterances, while the casual style 17 utterances, then followed by frozen style 11 utterances, and the least one is formal style 7 utterances.
2. The most dominant grammatical error made by Atta Halilintar was error of substitution for word usage in which there are 42 errors then followed by error of omission 11, and as well as error ordering 9 and addition are 2.

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