

AN ANALYSIS OF LANGUAGE STYLE IN AKBAR FAIZAL

UNCENSORED PODCAST

THESIS

Submitted as Partial Fulfillment of the Requirements to Obtain Strata One (S1)

Degree



Written by:

Nurhasanaa Khairunnisa

20019097/2020

Supervisor:

Dr. Havid Ardi, S.Pd., M.Hum

NIP. 197901032003121002

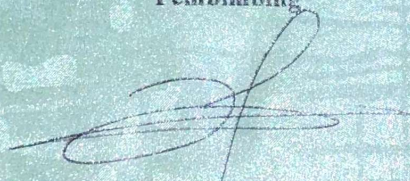
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HALAMAN PERSETUJUAN SKRIPSI

Judul : An Analysis of Language Style in Akbar Faizal Uncensored Podcast
Nama : Nurhasanaa Khairunnisa
NIM/TM : 20019097/2020
Program Studi : Sastra Inggris
Departemen : Bahasa dan Sastra Inggris
Fakultas : Bahasa dan Seni

Padang, Februari 2025

Disetujui oleh,
Pembimbing

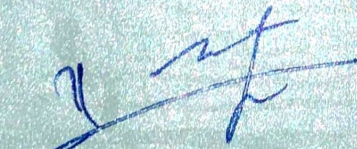


Dr. Havid Ardi, S.Pd., M.Hum

NIP. 1979010270030221002

Mengesekel,

Kepala Departemen Bahasa dan Sastra Inggris



Dr. Yuli Tiarina, S.Pd., M.Pd

NIP. 197707202002132002

HALAMAN PENGESAHAN LULUS UJIAN SKRIPSI

Dinyatakan lulus setelah dipertahankan di depan Tim Penguji skripsi Program Sastra Inggris
Departemen Bahasa dan Sastra Inggris Fakultas Bahasa dan Seni Universitas Negeri Padang
dengan judul

An Analysis of Language Style in Akbar Faizal Uncensored Podcast

Nama : Nurhasanaa Khairunnisa
NIM/TM : 20019097/2020
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Departemen : Bahasa dan Sastra Inggris
Fakultas : Bahasa dan Seni

Padang, Februari 2025

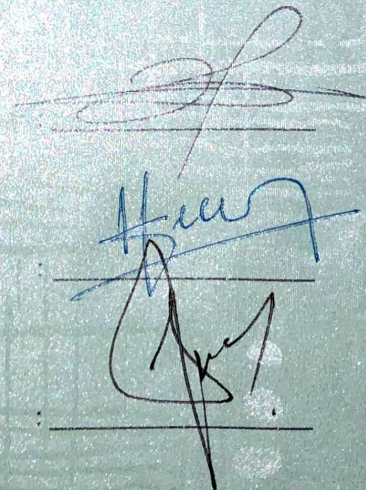
Tim Penguji

Tanda Tangan

1. Ketua : Dr. Havid Ardi, S.Pd., M. Hum

2. Sekretaris : Dr. Hamzah, M.A., M.M

3. Anggota : Rifki Okioviandry, S.Pd., M.Hum





KEMENTERIAN PENDIDIKAN TINGGI, SAINS,
DAN TEKNOLOGI.

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FAKULTAS BAHASA DAN SENI

DEPARTEMEN BAHASA DAN SASTRA INGGRIS

Alamat : Jl. Prof. Dr. Hamka Air Tawar, Padang 25131 Tlp. : (0751) 447347

Laman : <http://english.unp.ac.id>

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Saya yang bertanda tangan dibawah ini:

Nama : Nurhasanaa Khairunnisa
NIM/TM : 20019097/2020
Program Studi : Sastra Inggris
Departemen : Bahasa dan Sastra Inggris
Fakultas : Bahasa dan Seni

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Diketahui oleh,

Kepala Departemen Bahasa dan Sastra Inggris

Dr. Yuli Tiarina, S.Pd, M.Pd

NIP. 197707202002122002

Saya yang menyatakan,

Nurhasanaa Khairunnisa

NIM. 20019097

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ABSTRACT

Nurhasanaa, K. 2025. An Analysis of Language Style in Akbar Faizal Uncensored Podcast. Thesis. English Language and Literature Department. Faculty of Languages and Arts. Universitas Negeri Padang.

This study uses a quantitative descriptive research method on the language styles used in Akbar Faizal's Uncensored podcast videos, to measure the frequency and distribution of different language styles in political discussions and interviews. This research categorizes language styles based on Martin Joos' theory, which identifies five different language styles: frozen, formal, consultative, casual, and intimate. Data were collected based on their relevance to political discourse. A content analysis approach was used to code and count instances of each language style. Statistical analyses, including frequency distributions and correlation tests, were conducted to examine the relationship between language style and guest demographics (e.g., gender). The results showed that relaxed (165.9%) and consultative (156.4%) were the most frequently used language styles by the host, Akbar Faizal, of the overall conversation sample. In addition, significant differences were also seen in the use of language styles based on the gender of the guests, where Roy Suryo who was a male guest used more casual language styles (67.5%) while Peter used more formal language styles (36.3%) and Rieke who was a female guest used more casual language styles (47.6%) as well as Rosi who used more consultative language styles (59%). The findings highlight the adaptive nature of language in political discourse, showing how speech styles vary.

Keywords: Language Style, Martin Joos Theory, Akbar Faizal Uncensored Podcast

ABSTRAK

Khairunnisa, N. 2025. An Analysis of Language Style in Akbar Faizal Uncensored Podcast. Thesis. English Language and Literature Department. Faculty of Languages and Arts. Universitas Negeri Padang.

Penelitian ini menggunakan metode penelitian deskriptif kuantitatif pada gaya bahasa yang digunakan dalam video podcast Akbar Faizal Uncensored, untuk mengukur frekuensi dan distribusi gaya bahasa yang berbeda dalam diskusi dan wawancara politik. Penelitian ini mengkategorikan gaya bahasa berdasarkan teori Martin Joos, yang mengidentifikasi lima gaya bahasa yang berbeda: beku, formal, konsultatif, kasual, dan intim. Data dikumpulkan berdasarkan relevansinya dengan wacana politik. Pendekatan analisis konten digunakan untuk mengkodekan dan menghitung contoh dari setiap gaya bahasa. Analisis statistik, termasuk distribusi frekuensi dan uji korelasi, dilakukan untuk menguji hubungan antara gaya bahasa dan demografi tamu (misalnya, jenis kelamin). Hasil penelitian menunjukkan bahwa gaya bahasa santai (165,9%) dan konsultatif (156,4%) adalah gaya bahasa yang paling sering digunakan oleh pembawa acara, Akbar Faizal, dari keseluruhan sampel percakapan. Selain itu, perbedaan yang signifikan juga terlihat pada penggunaan gaya bahasa berdasarkan jenis kelamin para tamu, dimana Roy Suryo yang merupakan tamu laki-laki lebih banyak menggunakan gaya bahasa santai (67,5%) sementara Peter lebih banyak menggunakan gaya bahasa formal (36,3%) dan Rieke yang merupakan tamu perempuan lebih banyak menggunakan gaya bahasa santai (47,6%) serta Rosi yang lebih banyak menggunakan gaya bahasa konsultatif (59%). Temuan ini menyoroti sifat adaptif bahasa dalam wacana politik, yang menunjukkan bagaimana gaya bicara bervariasi.

Kata kunci: Gaya Bahasa, Teori Martin Joos, Podcast Akbar Faizal Uncensored

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I am fully aware that this thesis is not without its shortcomings. Therefore, I sincerely welcome any constructive criticism and suggestions for improvement. I hope this thesis can be beneficial to readers, particularly in the field of sociolinguistics and language style analysis in digital media.

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Padang, February 2025

The Researcher

Nurhasanaa Khairunnisa

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CHAPTER I INTRODUCTION

A. Background of the Problem

Language style is a key focus in sociolinguistics, as it reflects how individuals choose certain forms of language depending on the social situation. Different language styles, ranging from formal to informal, convey social meanings, signal relationships between speakers, and set the tone of communication. The choice of language style can indicate a speaker's purpose, level of respect, or solidarity in a conversation, making it an essential element in social interaction. Wardaugh (2006) highlights that language style choices vary based on factors such as setting formality, participants' social status, and cultural norms. Understanding these styles provides insight into the broader relationship between language and society.

As Holmes (2013) describes, sociolinguistics examines the complex relationship between language and society, analyzing how language use varies across social contexts and conveys social meaning. This becomes relevant in everyday communication, where language style, code-switching, language variation, and politeness shape social interactions. Code-switching often reflects social identity and power relations Myers-Scotton (1993), while language variation adapts to factors such as status, familiarity, and cultural norms Mortensen et al., (2017). Politeness strategies help maintain social harmony Brown & Levinson (1987). Although these aspects have been widely

explored, further research is needed on language style in various social contexts.

Language style is also significant in linguistics, as it reflects how individuals or groups express themselves. Short & Leech (2013) state that stylistic choices encompass vocabulary, sentence structure, and figurative language, varying according to social and cultural contexts. Chaika (1982) notes that stylistic choices reflect identity and social background, while Eckert & McConnell-Ginet (2003) emphasize that factors such as age, gender, and education influence individual language styles.

A nuanced understanding of language style reveals how it constructs identity and maintains social relationships. Biber & Conrad (2019) explain that formal contexts feature rigid language norms, whereas informal settings allow more flexibility. For instance, professional settings require a formal style to convey credibility, while casual conversations prioritize familiarity Lanehart (1998). In literature and media, authors use language style to shape themes and characters Hidayati et al. (2022). Media language style also influences audience perception; advertisements use persuasive language G. Lakoff (2004), while news employs an informative style.

Language style is evident in digital media, particularly video podcasts on platforms like YouTube, Instagram, and TikTok. Video podcasts feature discussions, interviews, or monologues, allowing both visual and auditory engagement Wibowo (2022). These podcasts cover diverse topics, including politics, entertainment, and lifestyle Panuju (2023). Hosts often adopt an

engaging and conversational language style to connect with audiences, fostering loyalty and trust Putra (2024). The podcast "Akbar Faizal Uncensored" employs a direct and assertive style to discuss political issues, enhancing audience engagement and shaping public discourse.

Previous studies have analyzed language style in different contexts. Yunianti & Ambarwati (2023) examined Cinta Laura language styles in a podcast conversation, highlighting consultative and casual styles as dominant, influenced by participants, topics, and functions. Ningsih (2023) focused on Merry Riana's YouTube podcast, identifying casual, formal, and intimate styles, with casual being the most frequent. Similarly, Silalahi et al. (2022) studied language styles in Deddy Corbuzier's podcast, finding casual, formal, and intimate styles, with casual being predominant. While these studies highlight language variation in podcasts, this research expands on the relationship between language style and communication effectiveness in digital media.

Further studies, such as Ayu & Senja (2023), examined stylistic devices in advertisements, and Ansari & Padmadewi (2022) found that casual language styles in political interviews create intimacy. However, no in-depth study has analyzed stylistics in political podcasts like "Akbar Faizal Uncensored." This research fills that gap by exploring how informal language styles create an open discussion atmosphere and influence audience engagement.

While previous research has examined language styles in advertisements, general podcasts, and interviews, little attention has been given

to political podcasts in Indonesia. Political podcasts like Akbar Faizal Uncensored feature direct and assertive discussions, setting them apart from other media formats. This study explores how language styles shape political discourse in digital media and distinguish political podcasts from other forms of public communication. Additionally, it examines how hosts like Akbar Faizal build relationship with interviewees and audiences, steer discussions, and influence perceptions of political issues. The findings contributed to the study of language style in digital political communication, an area that remains underexplored.

B. Identification of the Problems

In this study, the researcher identified several presenting issues related to the use of code switching, language variation, and politeness in everyday communication. While many previous studies have discussed how code switching can affect social identity and relationships between speakers, as well as how language variation reflects social dynamics, this research focused on how different language styles are used in specific situations, moreover, there was potential to further explore how politeness interacts with code switching in various social contexts. However, to limit the scope of the research, the main focused on analyzing language styles based on Martin Joos' theory of frozen style, formal style, consultative style, casual style, and intimate style.

C. Limitation of the Research

The limitation of this study is that it only discusses language style in "Akbar Faizal Uncensored" podcast video by using Martin Joos' theory, which

divides language style into five parts: frozen style, formal style, consultative style, casual style, and intimate style. This means that the results of this study cannot be generalized to other podcast videos or other contexts outside of this show. Additionally, while this study explores the congruence of language styles between Akbar Faizal and his male and female guests, it is limited to the specific interactions within this podcast.

D. Formulation of the Problems

Based on the identification and limitation of the problem above, the researcher formulates the main problem in this study as follow: “What language styles are used by Akbar Faizal towards male and female guests on the ‘Akbar Faizal Uncensored’ podcast?”

E. Research Question

1. What are the most frequent language styles used by host in Akbar Faizal Uncensored political podcast videos?
2. What are the most frequent language styles used by male and female guest in Akbar Faizal Uncensored political podcast videos?
3. How does the congruence of language styles between Akbar Faizal and his male and female guests in Akbar Faizal Uncensored political podcast videos?

F. Purpose of the Research

Research definitely has a goal to be achieved through the research, the main purpose to be achieved in this research are:

1. To find out the language styles most often used by Akbar Faizal on his political podcast videos.
2. To find out the language styles most often used by male and female guests in Akbar Faizal Uncensored political podcast.
3. To understand the potential influence of gender on language style congruences.

G. Significance of the Research

This research has significance for several reasons.

1. Theoretical Contributions

This research contributes to the field of sociolinguistics by providing an analysis of language styles in digital media, particularly in the context of political video in Indonesia.

2. Practical Contributions

The findings can be useful for insights into the congruence of language styles between Akbar Faizal and his male and female guests. These insights can help in customizing communication strategies to suit diverse population segments, increasing the effectiveness of political messages.

H. Definition of the Key term

1. **Sociolinguistics:** The study of the relationship between language and society, examining how language varies and changes in different social contexts and how it is used to construct social identities.

2. **Language Style:** The distinctive way in which an individual or groups uses language, including choices in vocabulary, sentence structure, and figurative language, reflecting their identity and social context.
3. **Podcast:** A podcast is a digital audio or video file series that users can stream or download. Typically, podcasts are produced as episodes and can be focused on various topics, including interviews, discussions, or storytelling.
4. **Akbar Faizal Uncensored:** Akbar Faizal Uncensored is a video podcast series hosted by Akbar Faizal, a well-known political figure in Indonesia. The podcast features in-depth discussions on political matters, often featuring prominent guests from various political backgrounds.

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

This study analyzed the language styles used in the "Akbar Faizal Uncensored" political podcast, particularly focusing on the congruence between Faizal and his male and female guests. The findings revealed that Faizal frequently employed casual and consultative styles, showing flexibility in his communication. His ability to adapt his language based on the gender and communication preferences of his guests led to different levels of congruence.

For female guests like Rieke, there was high congruence as both Faizal and Rieke used casual language, resulting in a relaxed, informal dialogue. With Rosi, however, Faizal adjusted to a more formal tone to partially match her structured communication. The congruence with male guest, particularly Roy, was also evident. Roy's preference for the casual style matched Faizal's relaxed tone, resulting in a smooth, conversational flow. In the other hand Peter focuses more on formal style, while Faizal prefers casual style. This shows an incongruence in their communication patterns.

B. Suggestions

For future research, it is recommended that similar studies be conducted on other podcasts or media platforms to explore how language style congruence may vary in different contexts. This study was limited to

one political podcast, and further research could investigate whether the same patterns emerge in other genres or with different hosts and guests.

For political podcasters, this research suggested that adapting language styles to match the preferences of different guests could enhance engagement and ensure a more effective exchange of ideas. Flexibility in language use is essential in fostering connections with both guests and audiences, which could improve the overall impact of political messaging.

Lastly, for educational purposes, the findings of this study could be used in communication courses to illustrate how language style congruence affects public speaking and discourse. Understanding the dynamics of language style adaptation could help students develop more effective communication strategies in both media and political contexts.

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