



ANALYSIS OF LANGUAGE STYLE FOUND IN ESPN FC INDONESIA NET TELEVISION

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ABSTRACT

The research aimed to find the types of language style and communication accommodation tendency used by football observer in Indonesia. The source of data in this research is ESPN FC Indonesia at episode June 18th 2016. This research focused on language style used by speakers of ESPN FC Indonesia. The writer used descriptive method which is describing the phenomenon based on the source of data. This research analyzed the conversation to find the types of language style and communication accommodation tendency in ESPN FC Indonesia. On the analysis, the writer found that there are four language styles namely formal, consultative, casual, and intimate. Then, consultative style is the mostly language style used by the speakers with percentage is about 50%. Furthermore, the writer found that there are two strategies in communication accommodation tendency namely convergence and divergence. In addition, convergence is the mostly strategy used by the speakers of ESPN Indonesia with percentage is about 58%.

Key Words: language style, accommodation, ESPN FC Indonesia

A. INTRODUCTION

Language is primarily an instrument of communication among human being in a community. Everyone believes that language is universal, it means everyone possess to express their feelings, emotion, sign, and others in communication through language. According to Crystal (2013) communication refers to the transmission of information (a message) between a source and a receiver using a signaling system; restricting this notion to “human communication”. In communication, people have many ways to communicate with other people. People use language as a tool of communication to say their wants, messages, information, and ideas to other people. Communication also influenced by style between speaker and hearer. It can be concluded that relationship has big impact to people in understanding communication.

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In society, people have variation in using language that can be called as language variation. Language variation is a language phenomenon that occurs in speech community. One type of language varieties is style. Moore (2004) states that styles in speaking involve the ways speakers, as agents in social (and sociolinguistics space), negotiate their positions and goals within a system of distinction and possibilities. Style influenced by some factors such as educational background, social status, age, and sex of the speakers. In language style, a speaker speaks differently with other people according to the situation and the context when they communicate. A speaker will note to the choice of the words, grammar, and structure of the sentences according to the context and with whom the speaker speaks.

Destoriandry (2013) studied types of casual language used in Teenlits novel and he assigned that there were some several casual language used in Teenlits. All of casual languages were constructed with two types. There were slang and colloquial. It was found that slang mostly used rather than colloquial in Teenlits. It showed that specific areas of slang were often associated with particular social group, and hence one speaks teenager slang. So, the writer often used the non standard language in informal situation, and standard language use in formal situation or in formal conversation.

The use of different language style can also be found and observed in television program. TV's program is one of communication media which contains information about recent issues. . ESPN FC Indonesia is a television show which provides news coverage of football over the world. ESPN FC Indonesia is presenting experts of football from different background to give commentary about football news recently. ESPN FC Indonesia's program presents two or three experts of football from different background which are former football player, coach, and observer in football. In addition, this program gives big contribution to people in getting news about football from different perspective.

According to Joos (1998) in Zulaekho (2010), language style is classified into five types based on the degree of formality. Those types of language style are frozen, formal, consultative, casual, and intimate style.

1. Frozen Style

Frozen style or oratorical style, is the most formal style. It is usually used in situation that is very formal and has symbolic value. For instance: informal ceremonies, and court, and state documents. This style is recognized by having no participation of the reader. The reader cannot protest the writer.

2. Formal Style

Formal style is used in formal situation in general. Richard (1985) states that formal style is the people use the language carefully about pronunciation, choice of words, and sentence structure. The characteristics of formal language are careful and standard speech, low tempo speech, technical vocabulary, complex and divergence grammatical structure, use of full name

address, avoidance of main word repetition and using of synonyms.

3. Consultative Style

Penalosa (1981) states consultative style is the most neutral or unmarked of the styles. It is a style that is used in semi-formal communication situation and this is the type of language which is required from the everyday speaker. Consultative is used in some group discussion, regular conversation at school, companies, trade speech conversation, etc.

4. Casual Style

Casual style is a language style which is usually used in casual situation by those who have the same background such as age, sex, education, social status, ethnic, and some other factors. Casual style can also be traced by the appearance of the informal words such as colloquial, slang, even taboo words, etc.

5. Intimate Style

According to Penalosa (1981) intimate style is characterized by extraction and jargon. The characteristics of this style are the use of private codes, the use of words signaling intimate relation, the use of rapid and slurred pronunciation, the use of non-verbal communication, and the use of non-standard forms.

Related to language style, the speakers use communication accommodation to accommodate their style. According to Farzadnia (2015) communication accommodation theory highlights individuals' beliefs and motivations underlying communicative behavior in the immediate situation, either oriented convergently toward or divergently away from others present. Here are the strategies of accommodation.

1. Convergence

Giles and Coupland (1991) states that convergence has been defined as a strategy whereby individuals adapt to other's communicative behaviors in terms of a wide range of linguistic-prosodic-nonverbal features including speech rate, pausal phenomena and utterance length, phonological variants, smiling, gaze, and so on. There are two types of motivations underlying convergence; affective motivation and communicative efficiency motivation.

2. Divergence

Divergence is an attempt at emphasizing the differences between speakers and their interlocutors. The motivation underlying divergence is "maintenance". It commonly occurs when speakers retain their identity by making a distinction from other speakers or interlocutors.

B. DISCUSSION

The data of this research were taken from video's transcription in ESPN FC Indonesia on episode June 18th, 2016. This research analyzed types of

language style based on Joos' theory (1998) and accommodation strategy based on Giles and Coupland theory (1991).

Here are some samples of the analysis of language style in ESPN FC Indonesia:

1. Frozen Style

There is no data belonging to this style.

2. Formal Style - (00:02:39)

Pangeran: Ini mungkin memang bukan skuat Itali terbaik dalam sejarah mereka. Dan yang paling kurang adalah tidak ada pemain yang mampu mengkreasikan serangan di tengah. Tidak ada Marco Verratti, tidak ada gelandang bisa passing bola dari tengah ke depan. Jadi kelihatan sekali dalam partai melawan Swedia, melawan lawan yang bertahan mereka seperti kehilangan akal bagaimana untuk membongkar pertahanan lawan.

Pangeran as an football observer in this program, his sentence is relatively long. The sentence is also pay attention to the grammar.

3. Consultative Style -

Yusuf: Ya akhirnya ini sangat mudah bagi Italia berakhir seperti ini ketimbang lawan Belgia yang adrenalinnnya naik turun. Kalau lawan Swedia mereka cuma jagain satu doang Ibrahimovic yang lainnya biarkan aja. Mereka tau bagaimana cara bertahan yang kuat seperti apa mereka sudah hafal. Ya ini gak masuk juga.

The sentence contains a slang word, sounds spontaneous and the sentence tends to be shorter. There is a label that sentence is categorized into consultative style, like the word "Ya akhirnya".

4. Casual Style - (00:11:51)

Pangeran: Kalau seandainya Jerman gak jadi juara grup mungkin menggelikan juga

Bimo: Mungkin Loew bisa mencoba strategi baru dengan mencoba Poldi sebagai striker atau mungkin sekalian aja Neuer di depan dia kan maju-maju mulu.

Pangeran: Podolski ini sebenarnya maskot, bisa jadi dia gak masuk tim.

Yusuf: Jangan-jangan dia jadi jimat doang, karena gak main-main juga.

The conversation contains short sentence and choice of words tend to use simple words. The speakers are giving opinion with short sentence, they do not pay attention to choice of words such as "jimat", "menggelikan".

5. Intimate Style - (00:12:17)

Bimo: Tapi soal jimat ini guys, ini mungkin jimat bagi Juventus meraih trofi cuma kemungkinan besar akan hijrah jimat itu. Jangan kemana-mana tetap di ESPN FC (iklan). Oke kembali lagi di ESPN FC Indonesia. Kita semua ngakuin kalau Juventus itu tim top yang ada di dunia dengan para pemainnya. Itulah makanya pemainnya banyak yang mengincar diantaranya Leo Bonucci. Gimana ucup?(tertawa).

The sentence contains the characteristics of intimate style, it is jargon and private code. Bimo as a single speaker uses a private code or a word. It can be seen the word “*gimana ucup?*” and then Bimo adds with laugh after the private word. That word refers to Yusuf, because “*Ucup*” is a popular name from Yusuf and it indicates the intimate between Bimo and Yusuf. Then, Bimo uses jargon when he a word “*Jimat*”.

Here are some samples of accommodation strategy in ESPN FC Indonesia:

1. Convergence - (00:10:50)

Bimo : Itu dia, semua sudah dicoba seorang Loew menggunakan seorang Gotze sebagai striker depan, pakai bola krosing gak mungkin dia nyundul kan, Mario Gomez juga gak tajam. Lah sekarang apa yang dilakukan Loew jika memang harus dibenahi permainan Jerman?

Pangeran : Saya rasa bagi Loew sekarang butuh menang, saya rasa gak ada salahnya bagi dia mencoba pemain yang ada di bench, siapa tau memberi alternatif masih ada Schweinsteiger bermain di tengah masih ada Kimmich juga dan saya rasa gak ada gunanya juga ada pemain dengan counter attack yang baik kalau gak dipakai Loew.

Yusuf : Saya rasa kesempatan yang paling baik adalah memainkannya di laga terakhir karena dengan lolos kemungkinan besar 3 tim dalam satu grup karena sekarang piala eropa tidak seperti dulunya maka tidak perlu khawatir juga Jerman lolos, tapi masalahnya gengsi juga jika tidak menang.

Pangeran and Yusuf used same style to convey their opinion, namely consultative style. Then, Yusuf showed his agreement with Pangeran’s statement. It can be seen when Yusuf emphasized at “*Saya rasa kesempatan yang paling baik adalah memainkannya di laga terakhir...*”. That is considered it as affective motivation in convergence strategy.

2. Divergence – (00:09:31)

Bimo : Cuma ada satu pemain yang dikasih kepercayaan, mungkin memiliki speed yang mungkin kurang lebih sama dan cederanya juga sama

kaki yang ringkih yaitu seorang Julian Draxler. Guys, menurut kalian apa sih yang membuat seorang Julian Draxler sampai saat ini belum menunjukkan giginya atau taringnya di turnamen ini?

Yusuf : Ya saya kira ini ajang transisi bagi Draxler untuk ke level berikutnya karena kita tahu ada beberapa pemain muda yang coba dipromosikan oleh Joachim Loew di tim ini termasuk Julian Hector full-back sisi kiri. Draxler ini kalau kemaren sempat ke Juventus pasti lebih bagus saat ini.

Pangeran : Emang kalau kita lihat musim lalu di Wolfsburg mainnya emang gak bagus saat main di Schalke tapi kalau kita lihat sebenarnya Ozil, Draxler, bahkan Gotze pun posisi overall sama semua bermain dibelakang striker tapi setau orang playmaker. Nah sedangkan kalau Draxler dipaksa geser ke sisi wing seperti ini dan ternyata gak bisa terbaik saya rasa gak bisa maksimal juga dia.

Pangeran's statement indicated as divergence strategy. It is because at his statement, he used casual style. It is different from Yusuf's statement before, he used consultative style in conveying opinion. That's why it can be categorized into divergence strategy.

The process of analyzing language style in ESPN FC Indonesia has been done. The following table is displayed to report occurrence frequency of types of language style. It is purposed to describe the dominant styles applied in ESPN FC Indonesia.

Table 1: Frequency of types of language style in ESPN FC Indonesia.

No	Types	Total	Percentage
1	Frozen	0	0%
2	Formal	3	7.5%
3	Consultative	22	55%
4	Casual	12	30%
5	Intimate	3	7.5%
		40	100%

Table above describes the types of language styles; frozen style, formal style, consultative style, casual style and intimate style which are found in the

ESPN FC Indonesia video script. From 40 data that is found, consultative style is a kind of language style that is mostly found in this script, with the percentage is for about 55% from 22 data. Then, the second is Casual style that is 12 data from 40 data, with the percentage is for about 30%. Next is formal style that is 3 data from 40, with the percentage is for about 7,5%. Last, intimate style that is 3 data from 40 data, with the percentage is for about 7,5%.

There are reasons why consultative style mostly used by ESPN FC. First, this program is semi formal program on television because it is like combining from sport news and talk show. Second, the speakers seem have close relationship each other and it can be seen when mostly they call each other with nickname. In addition, it is related to their social background which have similar job in football world.

C. FINDINGS AND DISCUSSION

Language styles reflected the relationship and social status between the speakers of ESPN FC Indonesia. Findings showed that the speakers have close relationship among them through language style. Consultative and casual style are the mostly used by the speakers of ESPN FC Indonesia. It means that the speakers had a relax situation during conversation even they are watched by many people at television show. ESPN FC Indonesia also influenced by language styles of the speakers, it makes the show included to semi-formal show even they bring news about football.

Besides, language styles of the speakers are influenced by social status. The speakers have the same background as football observer, football commentator, and football lovers. It is related to the speakers' tendency in accommodating communication. There are two types of strategies to accommodate communication, they are convergence and divergence. Convergence is the mostly used by the speakers in ESPN FC Indonesia. By knowing and understanding language style, people would know the characteristic other people.

Through the research about language style and communication accommodation tendency has been finished, the researcher expects that this research would make the readers understand the types of language style and the strategies to accommodate communication. In addition, the researcher would like to give suggestion for the reader who interested in relevant research theoretically and practically. Theoretically, the researcher suggests the other researchers who want to conduct relevant research to get the data from other sources such as novel, movie, or magazines. Practically, the researcher suggests the English department students, especially linguistic students who are interested in relevant research to read this paper as additional information.

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