



The Reasons of Casual Style used By Host in Nebeng Boy

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ABSTRACT

This article was discussed about the reasons of casual style by Boy William and Rita Ora in Nebeng Boy based on Martin Joos theory. They were frozen style, casual style, consultative style, formal style and intimate style. This article was aimed to found the reasons why the host used casual style in his vlog show. This article used Holmes theory to found that reasons. This article applied descriptive qualitative method. The data of this research were taken from the vlogshow video and the video transcript on youtube.

Keywords: *Casual Styles, Nebeng Boy, Host, Reasons*

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INTRODUCTION

As social phenomena, language becomes the most essential thing in life. It helps to communicate with people in different ways. Besides, in communication purposes, language used to establish and maintain the social relationship. It means that the language really close to social terms, especially in making conversation with others in public, such as in a Vlog Show. This is important to build the chemistry between the hosts and the guest stars to make the Vlog Show run smoothly. Furthermore, language is a tool to expresses feelings, ideas, and emotions to get responses from other human life. Without language, people have no tool to make a good communication. Therefore, the researcher is interested in discussing how people making language, especially in a Vlog Show. However, this study focuses on the reasons of how the hosts of Nebeng Boy making casual language

style.

Casual style is a language style that occurs in relaxed circumstances, as well as between friends or family. According to the theory of Martin Joos (1976), the use of casual style is to unite an audience into social group. Joos also argued that it occurs in informal (casual) situation and using informal language. The relationship between speaker and hearer is close, so they usually use words or term repetition and frequently use ellipse sentences. It happens in conversations between parents to their children, friends, family members, etc (Debora, 2013). Many experts have been discussed about language style especially casual style in depth. The first is Martin Joos. He argued in his strangely book 'five clocks' that there are five language styles that are frozen, formal, consultative, casual, and intimate style. One of them is casual style. Another expert stated that in language style that there are four types of language style: slang, colloquial, formal, and informal style which proposed by Mandel and Kriszner. At last, McCrimmon provided three classifications of language styles that are informal, formal, and colloquial style. Hence, this study followed the argument of Martin Joos in explaining about casual language style. Afterward, Martin Joos (1976) theory of language style stated that there are five types of language style that is casual style, consultative style, formal style, intimate style, and frozen style. Casual language style becomes an important thing in order to get more understanding about what other people trying to deliver a message. Beside of it, by knowing the casual language style, it can be a contribution to be a reference for further research. It can lead to get better understanding of linguist students who want to take language styles especially casual style on the future.

The reasons of language is strongly influenced by social factors. They are the participants or the users of language: who are speaking and who they are speaking to; the setting or social context of the interaction, which is related to its users: where they are speaking; the topic, which deals with what is being talked about; and the function of the interaction, which deals with why they are speaking (Holmes, 2001: 8).

There are many media that humans use today to communicate with each other. such as television shows, podcasts, and blogging events. In this case, the research takes the object of the vlog show hosted by Boy William as the host and invites various sources from all over. Therefore, researchers are interested in examining the language style presented by host Boy William and analyzing the guest star's language style. As for the factors and functions that influence the style of language, it can be a teaching tool for readers that it is important to study language style.

The author of this paper analyzes one of the linguistic idioms used in Boy William's YouTube video. where content is concerned. Researchers claim that Boy William made the YouTube video "Nebeng Boy," in which the activity involved picking up a guest star and taking place in a moving vehicle. From within the country and even from abroad, the guest stars were invited. Researchers only set the language of the presenters and guest stars in this event, Rita Ora.

METHODOLOGY

In way to deliberately choose the informants-people, papers, or visual materials-that would provide the greatest solution to the research problem, this study used a descriptive qualitative research strategy, which is essentially interpretative research. The design will be used to identify the linguistic idioms utilized in Nebeng Boy. It was chosen because qualitative research uses the researcher as the primary instrument and uses the natural environment as a direct source of data. A study or research strategy known as the qualitative approach is used to address issues that are not created via statistical techniques (Subroto, 2007). Because this method is descriptive, the researcher takes notes on the information from the words, sentences, and video. This approach is used to determine Nebeng Boy's linguistic preferences. Bingis (2008) said that data is some information about research object that is gotten in research field. The data in this study were the sentences consist of language style that uttered by the host and guests in Nebeng Boy vlog show.

The video was taken 03 april 2021 “ NEBENG BOY “ Boy William and Rita Ora. The all videos was taken from youtube Boy William Chanel. The researcher take the viral content on you tube chanel Nebeng Boy. The data getting by the researcher, through analysed the transcript of the conversation from the vlog show to find the language style from Nebeng Boy utterance used.

FINDINGS AND DISCUSSIONS

According to Miles, Huberman, and Saldana's (2014) analysis, the researcher followed three steps for data analysis: data condensation, which focused on the process of choosing, focusing, abstracting, and transforming data; data display, which referred to the ways to organize the information that permits drawing conclusions; and drawing conclusions about the study. This procedure was used to address the study questions, including . Why the host used casual style in Nebeng Boy?

4.1 The Reasons of Language Styles by host in Nebeng Boy

In analyzing the reason why language styles used in nebeng boy, the researcher did the watched the vlogshoh and made trancription of the nebeng boy conversations. According to Holmes (2001) People can transition between different language styles and employ more than one at once. Setting, participant, topic, and function are the four factors that influence a person's choice of language style.

Table 1. Reasons of Language Style

NO	Reasons of Language Style	Host and Guest							
		(B & RO)	%	(B & RL)	%	(B & JW)	%	N	%
1	Setting	1	2.77	1	2.77	5	4.95	7	3.16
2	Participants	6	16.66	7	8.04	7	6.93	20	9.04
3	Topic	19	52.77	10	10	44	43.56	73	33.3
4	Function	7	24.8	69	79.1	45	44.56	121	54.75
	Total	36	100	87	100	101	100	221	100

4.1.1 Settings

Holmes (2001) said that independent of the participants' interpersonal relationships, the environment can result in diverse language patterns. The environment in which a dialogue takes place also includes its physical and contextual aspects. Here are some transcriptions which showed the setting factors of language styles used by host and guest in Nebeng Boy.

“Boy: You know what I think we’re rivals because you’re on the voice right and here in Indonesia. I’m the host of Indonesian Idol. I was just watching you like five minutes ago on youtube the moment you landed in Aussie, that was your birthday and you were mobbed by fans.

Rita: yeah .. we’ll you know to be hoonest. It’s really interesting because I never get used to it you know I’ve been doing this now for a long time and whenever I feel like my fans are there I get so excited and sometimes It gets a bit tricky. yeah .. they like jump on you and stuff but it’s really cute and I miss them and I haven’t been in Australia for so long so, I was very happy”.

In term of language use I think it is not too difficult, because I think we’re rivals because you’re on the voice right and here in Indonesia. The situation is in Indonesia.

And the host already watching her in you tube, so the host tried to introduced his self to guest. Based on the statement host between guest they will very careful about the choice of words that are used in conversation. In this case, they will use a formal language style rather than another style when they are doing intercation in conversation on vlogshow.

4.1.2 Participant

A discussion has at least two parties, namely the host and the visitors, and is said to have participants when more than one person is involved. Participants' relationships can be understood in terms of social standing and distance from each other. Here is a trancripstion which showed factor of participants in language styles used by host and guest in Nebeng Boy.

Rita : Hi..

Boy : Hi so good to see you! Ican't believe. I'm talking to you, In person, right now. How are you ? How's everything in Aussie?

Rita :Oh My God, it's amazing, it's really good. And it's just such a blessing to be able to come here and work. I feel like you know I'm really lucky to be working so it's really nice.

Boy : Right, we're all lucky to be working that's. What we need right now right?

Rita : Exactly !”

Based on statement above, in this case the host used casual style when the the host greet the guest to start a conversation. Because he communication his friend to begin the conversation. It accordance with the sosial status theory by Holmes (2001) which is social status can be defined as the relationship between the participant. It related to power, educational power, backgroud descent, and age. The host and the guest have the same bacground of the artits and diffrent age.

4.1. 3 Topic

The term "topic" denotes "what is being discussed" (Holmes, 2001:9). The conversation's main topic of conversation. When two coworkers discuss their jobs at an office, for instance, they do it in a formal manner. However, they favor using casua style to formal style when discussing their pastimes. Here is a trancription which showed factor of of topic in language styles by used by host and guest in Nebeng Boy.

“Boy : yeah lets hope everything goes back to normal as soon as possible yeah . By the way congratulations you know your new ep bang, that such a jam you know and my friends here will be having a couple drinks that’s one of the songs we always play.

Rita : Thanks so much. well I love making it. I mean it was a great experience for me. I definitely felt like I needed to expand my self and creatively sort of get really in to challenging my self and so I made something that was different for me it just has a special place in my heart because of the journey you know.”

The transcription above showed that the host said congratulations about the new album’s guest. And the host said he and his friends always listen that song when they are meet together. And the guest is very happy to hear that. This is using casual style when the host talking about that.

4.1.4 Function

Function denotes the purpose of communication or the reason someone is speaking (Holmes 2001:10). The use of language has two purposes: it can convey facts and feelings. The host's statement reveals the function factor.

“Boy : You know what I think we’re rivals because you’re on the voice right and here in Indonesia. I’m the host of Indonesian Idol. I was just watching you like five minutes ago on youtube the moment you landed in Aussie, that was your birthday and you were mobbed by fans.

Rita : yeah .. we’ll you know to be honest. It’s really interesting because I never get used to it you know I’ve been doing this now for a long time and whenever I feel like my fans are there I get so excited and sometimes It gets a bit tricky. yeah .. they like jump on you and stuff but it’s really cute and I miss them and I haven’t been in Australia for so long so, I was very happy”.

The statement above showed that the host considered about the “function” of the conversation. He try to make the guest feel comfort, and this result is accordance with Holmes (2001:10). Lnguage can provide some information and it can also express someone’s feeling.

The trancription above showed that the host considered the “participants” and the “topic” of the conversation. The host used casual style language while explain about his story. The host and the guest consider about their topic and function of conversation when

they're doing interaction from virtual.

CONCLUSIONS

Following an analysis of the linguistic style data from Nebeng Boy, the following findings are made. According to the sentences in this study that used casual style, all of Nebeng Boy's language use may be categorized as reasons topic, participants, function and settings.

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