THE LANGUAGE STYLES OF PELANGI PROGRAM ON BAHTERAYUDA FM RADIO STATION

A THESIS
As Partial Fulfillment of the Requirements for The Sarjana Pendidikan Degree in English Language Teaching Faculty

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(1)

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TABLE OF CONTENTS

APPROVAL SHEET (1) ...............................................................i
APPROVAL SHEET (2) ............................................................... ii
ACKNOLEDEGEMENTS ..................................................iii
TABLE OF CONTENTS .............................................. v
LIST OF TABLES .............................................................. vii
ABSTRACT ............................................................... viii

CHAPTER I: INTRODUCTION

1.1 Background of the Study ................................................. 1
1.2 Statements of the Problem .............................................. 3
1.3 Objectives of the Study ..................................................... 3
1.4 Significance of the Study .................................................. 4
1.5 Scope and Limitation ....................................................... 4
1.6 Theoretical Framework ................................................... 5
1.7 Definition of Key Terms ................................................... 5
1.8 Organization of the Thesis ................................................. 6

CHAPTER II: REVIEW OF RELATED LITERATURE

2.1 The Underlying Theories ................................................ 7
2.1.1 Language Style ......................................................... 7
2.1.2 Language Variation .................................................... 13
2.1.3 Social Dimension of Language Style ......................... 15
2.2 The Previous Studies ..................................................... 17
CHAPTER III: RESEARCH METHODOLOGY

3.1 Research Design ................................................................................. 19
3.2 The Subjects ....................................................................................... 21
3.3 The Source of the Data ....................................................................... 21
3.4 The Research Instruments .................................................................. 22
3.5 The Procedures of Data Collection ..................................................... 22
3.6 The Procedures of Data Analysis ....................................................... 23
3.7 The Parameters .................................................................................. 24

CHAPTER IV: THE FINDINGS AND DISCUSSION OF THE FINDINGS

4.1 The Findings ....................................................................................... 25
  4.1.1 The Language Styles used by the Broadcaster .......................... 25
  4.1.2 The Language Styles used by the Listeners .............................. 34
4.2 Discussion of the Findings ................................................................. 43

CHAPTER V: CONCLUSION AND SUGGESTIONS

5.1 Conclusions ....................................................................................... 46
5.2 Suggestions ....................................................................................... 48

BIBLIOGRAPHY ....................................................................................... 49

APPENDIX 1 .......................................................................................... 50

APPENDIX 2 .......................................................................................... 76

APPENDIX 3 .......................................................................................... 108
**LIST OF TABLES**

**Table a.** The Frozen Style used by the Broadcaster ............................................ 26

**Table b.** The Formal Style used by the Broadcaster ............................................. 29

**Table c.** The Consultative Style used by the Broadcaster .................................. 30

**Table d.** The Casual Style used by the Broadcaster ......................................... 31

**Table e.** The Intimate Style used by the Broadcaster ......................................... 33

**Table 4.1.1** The Percentage of Language Styles used by the Broadcaster .......... 33

**Table f.** The Formal Style used by the Listeners ................................................ 36

**Table g.** The Consultative Style used by the Listeners ...................................... 38

**Table h.** The Casual Style used by the Listeners .............................................. 40

**Table i.** The Intimate Style used by the Listeners ............................................. 41

**Table 4.1.2** The Percentage of Language Styles used by the Listeners .......... 41
ABSTRACT


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Key Words: Language Styles and Pelangi Program

The interaction between a radio broadcaster and his audience is an interesting phenomenon. This study is focused on investigating the language styles used by a radio broadcaster and his audience on Bahterayuda FM radio station in its “Pelangi” Program. The main questions are: (1) What language styles does the radio broadcaster of the “Pelangi” Program on the Bahterayuda FM radio station use? (2) What language styles do the listeners of the “Pelangi” Program on the Bahterayuda FM radio station use?

To answer the two problems, the writer conducted a qualitative research. To do so, the writer recorded “Pelangi” Program in three occasions. However, only two occasions were successfully transcribed and analyzed. The data then were analyzed in terms of language style characteristics.

The result of the analysis shows that the broadcaster used all the styles: (1) Casual style (51.7%); (2) Consultative style (35.1%); (3) Formal style (9.83%); (4) Intimate style (2.05%); (5) Frozen style (1.32%). On the other hand, the audience of the program, who were represented by 8 listeners only used four styles: (1) Casual style (52.83%); (2) Consultative style (38.82%); (3) Formal style (4.91%); (4) Intimate style (3.44%).

From the interview of the broadcaster, it was found out that the main factors of the use of different styles were:

1) The distance between the broadcaster and the listeners was close, so they spoke in a casual way with some colloquial diction in some of their utterances,
2) The status also influenced the language choice of the broadcaster when he talked to someone older than him and some of the listeners also used intimate words when they talked to the broadcaster,
3) The social context of interaction between the broadcaster and the listeners was informal because this program focused on young people and they tend to use non-standard language,
4) An interesting and good topic would affect not only the amount of speech but also the type of words chosen too. And it would influence the style of someone’s language.