

**THE LANGUAGE STYLES AMONG
MY CO-WORKERS
IN ADVERTISING AGENCY OF
PRIMA CIPTA KOMUNIKASI (PRIME)**

A THESIS

**As Partial Fulfillment of the Requirements
For the Sarjana Pendidikan Degree in
English Language Teaching Faculty**



By

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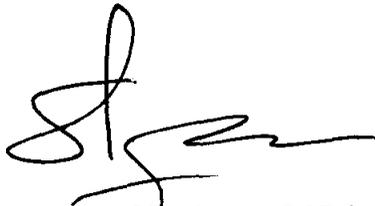
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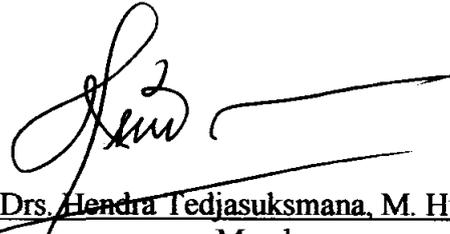
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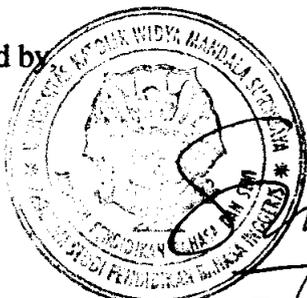

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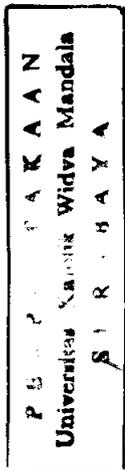
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ABSTRACT

Anne, Francisca Lisa. 2002. **The Analysis of Language Style Among Co-Workers in Advertising Agency, Prima Cipta Komunikasi (Prime).** Program Studi Pendidikan Bahasa Inggris. Jurusan Pendidikan Bahasa dan Seni. Fakultas Keguruan dan Ilmu Pendidikan. Universitas Katolik Widya Mandala Surabaya. Advisors: Dr. Agustinus Ngadiman, M.Pd and Johannes L. Taloko, S.Pd.

Everybody has his or her own language of style. Here, in the advertising agency of Prima Cipta Komunikasi, the writer notices that the co-workers come from different background. The way they speak to their boss or their colleagues is likely to be different. Attracted with the fact, the writer tries to find the language style used by the co-workers, boss towards his employees and employees toward their boss as well as the reasons of using particular style of language when the co-workers are communicating one another. In this study the writer relies on some theories, namely: language function, language style, language variations, social factors and social dimensions; and the last is sentences and the elements of bahasa Indonesia.

The nature of the study is a descriptive and qualitative study for it does not concern with any numbers instead of the descriptions of the co-workers conversations that lead them to vary their language. The data is taken from the co-workers that involved in the Pro-XL Zona X-tra Luas Program, which was held from April 9 until May 20, 2001. The instruments of the study are the writers herself, the tape recorder and cassettes and also questionnaire. The parameters of the study are the characteristics of each language style of Five Clocks such as frozen style, formal style, consultative style, casual style, intimate style; social dimensions and social factors. Then, the procedure of the data analysis is data reduction, data display and verification.

The result of the study shows that there is no particular style of language in most of the conversations. Mostly, the participants do not use special kind of language when they are interacting one another. The choice of using one or two of styles of language depends on how close their relationship and the settings of the conversations not their social positions or status (boss or employee). The participants (The Managers, The Female Presenter and the Male Presenter) who have a very close and intimate relationship use an Intimate style of language when communicating among them. Then, the conversation takes place in a relaxing setting. The Promotions Director of Advertising Agency from Jakarta, Female Presenter and Male Presenter use Casual and Consultative style of language because of the relationship between the participants is close but not an intimate one and the settings can be relaxing or semi formal one (flexible). Last is the Formal style of the language, which is used by the Promotions Director of Pro-XL Company from Jakarta to Female Presenter and Male Presenter who have not had a close relationship between them. The conversation takes place in a formal setting. In short, the relationship and the setting among participants can affect the choice of the participant style of language.