

# AN ANALYSIS OF LANGUAGE STYLES USED BY NADIEM MAKARIM IN SINGAPORE SUMMIT 2020

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## Abstract

The present study aims to analyze the language styles performed by Nadiem Makarim in Singapore Summit 2020. The study used the talk-show as the source of data, focusing on the utterances of Nadiem Makarim which were delivered in Singapore Summit YouTube channel. This study analyzed the language styles and the language functions reflected in the utterances using Martin Joos and Janet Holmes' theories. Nadiem Makarim's utterances were intentionally chosen as the research object because the writers found that the data were interesting and also can contribute to the comprehensive understanding related to language styles and language functions. In addition, Nadiem Makarim was chosen because he is one of many people who can use an English language close to a native speaker. In order to make systematically analysis, the employ qualitative descriptive method.

**Keywords:** *Language Style, Language Function, Nadiem Makarim, Talk-show*

## INTRODUCTION

As social beings, human always needs other human to help in the society. They want to explore their surroundings and interact with their environment. When human wants to express their need of interaction with other, the role of a language here is as the medium of the communication process. The function of language is to establish a social relation between human. In other words, language is needed by to share their ideas, thoughts, and feelings.

The sharing activities, indeed require language. Thus, Petyt in Wardhaugh (2006) stated that language as the speech of particular country or as a primary medium of communication from parent to a child. It can be said that even though human live in different places or countries they still need a language to communicate with the other human. It is clearly stated that a language, especially the spoken one is the main medium when human wants to communicate with the other. Moreover, spoken language is used in the form of communication between parents and their child to express feelings, emotions and messages.

In the communication process, whether consciously or subconsciously people use different styles when delivering a language. One of the examples is when parents ask about his son's activity, they use "How's the party last night? Do you enjoy it?". The sentences are containing one of language styles classification by Joos (1967) which is casual style. The reason why the sentences are classified as casual style is because the speaker is older than the hearer, and the context in the sentences is a dialogue between parents and their son. It

will have different result if the hearer is older or maybe have the same age as the speaker, the sentences will be "Mr. John, do you mind if I take the seat beside you?". The sentence here classified as formal style, the reason is the speaker and the hearer have a distance between them, in this context is age. So, in order to communicate in polite ways, the speaker use formal style. Furthermore, Joos (1967) classified that English has five styles namely frozen, formal, consultative, intimate, and casual style. In short, it can be said that in English there are different styles while conducting a communication in society.

In this modern era, in conducting a communication is often being made into something that can influence massive hearer. One of the ways is through a talk show, where there is two or more people sharing their opinions, experiences and suggestions. Singapore Summit is one of an online media which provide a talk-show program. For instance, in politics, economy, education and technology. Singapore Summit is one of many shows which is provided in mass media such as YouTube and Television. There are several benefits of watching a trusted and qualified show. For instance, the reader will get a helpful information which might help their life. Besides that, the reader will also get a better show in order to make an open-minded point of view and build up new knowledge.

Nadiem Makarim utterances are favored to be analyzed because the contents of his language deliverance. For instance, in the way he talks with the host in one of the show which Nadiem take place as the guest speaker, he greets host nicely and using proper words to show respect. Then he begins to respond the speakers' sentences. The word that he uttered was "*Thank you Professor Quah, It's an honor to be here and to be able to speak at Singapore Summit*". The sentences which Mr. Nadiem used here classified as formal style, the reason is the words, "*Thank you*" at the beginning of the sentence is use to say gratitude to the host and then he also uses the words "*It's an honour*" to show how he is appreciating the host. In short, Mr. Nadiem can easily match the language and the word choice that he used to the hearer that he talking to.

As mention above, this study explores about language styles which is used by Nadiem Makarim. Among the other topics that the writer has already learned in Sociolinguistics, language styles is considered as the suitable topic to be applied in this study. The reason why the writer thinks that it suitable with the study because someone who are not originally speak English is difficult to use proper language styles even if they already know what style that fit with the situation. There are many figures that have similar content as Nadiem Makarim talks in Singapore Summit. The writer selects the Nadiem makarim talks in Singapore Summit because most of object's of the previous studies examine language styles in movies, novel, advertisement, interview, song lyrics, social media, etc. Another consideration is the way Mr. Nadiem deliver his utterance, his word choice, and gestures depends on who the hearer is. For instance, he uttered "*Thank you so much professor, it's been an honor.*" With a little head bow to show gratitude and respect to the host. Besides the language contents which is used by Nadiem Makarim is in line with Joos theory and easy to understand for the listener.

## **LITERATURE REVIEW**

### ***Sociolinguistics***

Sociolinguistics is a branch of linguistics which focused on study about the utilize of a language in society. Sociolinguistics formed from two words which are “socio” and “linguistics”. According to Wardhaugh (2006) Sociolinguistics is relationship between language in social and cultural context, especially people with different identities speak and how they change their speak in different situations and contexts. Holmes (2001), stated that sociolinguistics is aimed to explaining the reason why people speak different in social contexts and sociolinguistics also concerned with examining the social function of language and how it is used to convey social meaning.

Based on Wardhaugh and Holmes, the researcher concludes that sociolinguistics is a study which is occurring in society. Sociolinguistics also has a significant role in the scope of language because it close related to the utility of language and the implementation of language in society.

### ***Language Style***

Joos (1967) explained about the language styles in his book entitled *The Five Clocks*. The clocks were the levels of formality in both spoken and written English. Joos labelled the language styles with frozen style, formal style, consultative style, casual style, and intimate style. All of those styles have impact on communicative style.

### ***Frozen style***

Frozen style is the most formal style. It usually used in situation which require very formal condition and has symbolic value, for instances in formal ceremonies, court, constitutions, state documents, state ceremonies, speech and others. Frozen style usually has fixed structure, which mean that it cannot easily changed by the speaker.

### ***Formal style***

Formal style is used in the literary book, president speech and etc., which is has lower level rather than frozen style. Therefore, the level is below frozen style but the pattern is already standardized and cannot changed individually. Formal style is also only can be used in formal situation.

### ***Consultative style***

Joos (1967) stated that this style is often used in a discussion or a business meeting. It can be said that this particular style can be used both formal and informal situation. So, the pattern is changeable individually regarding to the speaker and the context where the style is being used.

### ***Casual style***

Joos (1967) stated that casual style is a language styles which is used in informal situation such as sharing with family or having conversation with close friends. It is no need for long sentences and well-structured pattern of utterances.

### ***Intimate style***

Joos (1967) stated that intimate style is characterized by the complete absence of social inhibitions. This style is used by the participants which have very close relationship, such as family or very close friends.

### ***Language Function***

By language people can make an interaction and have a relationship with the other. Beside the purpose of language which is to transmitted feeling, emotion and sharing ideas. Holmes (2013) stated that there are several ways of classified the function of language.

#### ***Expressive***

It is a language function which focused on the utterance of the speaker which express the speakers' feeling or emotion.

#### ***Directives***

It is used to make someone do something for some purposes. In other words, this function is mean to ask or order the listeners to think or do something.

#### ***Referential***

Referential is also can be said as informational or an utterance which provide a message. Referential function can be in the form of declarative, interrogative or statements.

For example: "Let's have a dinner tomorrow at 8 pm"

#### ***Metalinguistic***

Metalinguistic is utterances comment on language itself. The function identifies the situation in which the speaker intends to clarify the language.

#### ***Poetic***

This function of language is focused on the aesthetic features of language. In other words, people should learn more before they can understand what is the truly meaning of an utterance. Poetry is one of the examples of poetic functions.

#### ***Phatic***

Phatic is the function of language which is show an expression of solidarity and empathy from the speaker. This function is focused on the condition between the speaker and the hearer.

## **METHOD**

This research used descriptive qualitative research design by conducting language styles analysis on the Singapore Summit talk-show in which Nadiem Makarim is the guest speaker. Creswell (2011) stated that qualitative research is an approach for knowing more and to understanding the meaning of individuals or a bunch of people to a social life. Creswell (2011) also stated that qualitative data analysis has various kind of data, for instance, text,

photos, videos, transcript, or any written document. In that case the writers use the sociolinguistic phenomenon, aiming to deliver a detailed explanation about the use of language styles by Nadiem Makarim in Singapore Summit. Sociolinguistics approach was used to examine the explicit messages from the sentences which are uttered by Nadiem Makarim. The data collection of this study used a transcript text from Singapore Summit YouTube Channel entitled Singapore Summit 2020 - Distinguished Guest Speaker: Nadiem Makarim. Then, the analysis of this data was carried out descriptively and qualitatively to determine the language styles and language functions occurring in the data.

## RESULTS AND DISCUSSION

In the lights of the results of this study, it can be concluded that language hold a significant role in the communication process which has a potential to make a successful communication and establishing social life. It can be used that way if the process is implemented with the right pattern and clear intention because most speakers are not aware with the phenomenon or the significances.

To understand the language, the hearer can not only know the meaning of what the speaker says, but there is a context that the hearers have to understand what is the intention of the speaker, considering the language function, whether it is an expressive, directive, referential, metalinguistic, poetic or phatic. It will eager the process of communication between the speaker and the hearer.

### *The types of language style used by Nadiem Makarim in Singapore Summit 2020*

After analyzing the data, the writers found there are 83 data of language styles used by Mr. Nadiem Makarim in Singapore Summit 2020. Below are the number and the percentage of each type of language styles as follows:

Table 1. Types of Language Style

No	Type of Language Styles	Number of Case	Percentage
1.	Frozen style	-	-
2.	Formal style	34	41.1%
3.	Consultative style	12	14.4%
4.	Casual style	37	44.5%
5.	Intimate style	-	-
<b>Total</b>		<b>83</b>	<b>100%</b>

## **Formal style**

### **Datum 1**

*"Hello hi **Professor Quah**, how are you?" (01.55)*

The utterance above is classified into formal style because the utterance was in a semi-formal condition that occurred in the show. It indicates that Mr. Nadiem used formal style because he greeted the host by using the academic degree in the word "*Professor*" to show his respect. It indicates that they are not friend or family member.

## **Consultative Style**

### **Datum 36**

*"**Yeah**, um so covid is is is it's very interesting." (13.48)*

The utterance above shows that Mr. Nadiem was giving response to the host's question. It can be seen that the utterance shows an active case when one is speaking and the other is giving a response. It makes the utterance classified into consultative style. Because it is one of the characteristics of consultative style based on Joos (1967).

## **Casual Style**

### **Datum 50**

*"**They're** not just talking about their undergraduate experience **they're** talking about their all the way high school middle school experience." (05.50)*

The utterance above is classified into casual style because Mr. Nadiem used non-standard form of word. The word "**They're**" in the utterance above means it has an incomplete form, there is an allegro in the utterance. One of casual style characteristics is by using allegro, which is shortened form of words, phrases and sentences based on Joos (1967).

## **The language functions used by Nadiem Makarim in Singapore Summit 2020**

In this research, the writers also found that there are 21 data of language function used by Mr. Nadiem Makarim while delivering his utterances in Singapore Summit 2020. Below are the number and he percentage of each language function as follows:

Table 2. Type of Language Function

No	Type of Language Functions	Number of Case	Percentage
1.	Expressive	13	15.6%
2.	Directive	4	4.8%
3.	Referential	66	79.6%
4.	Metalinguistic	-	-
5.	Poetic	-	-

6.	Phatic	-	-
<b>Total</b>		83	100%

### **Expressive function**

This particular language function is used not to deliver messages, but to express feelings and impressions. With this function of language, we can understand the speaker's personality and his/her emotions.

#### **Datum 2**

*"It's an honor to be here uh and to be able to speak at the Singapore summit."*

From the utterance above, it can be seen that Mr. Nadiem Makarim feels pleased and welcomes the greeting from the host of the show. The function of language in the utterance above is expressive function. The reason why the utterance is classified as an expressive function because the words "It's an honor to be here" shows Mr. Nadiem's feeling to the host that he was pleased.

### **Directive function**

This particular language function is used to induce actions or reactions, such as: command or request.

#### **Datum 46**

*"So, I urge you to follow your heart and take those risks um in order to achieve something uh great for yourself and maybe for your country." (32.06)*

The utterance above is classified into directive function. The utterance is explained that Mr. Nadiem asks the students to follow their heart to do something great for their country. There are utterances "*I urge you to follow your heart*" and "*take those risks*". Those are categorized as request. That is one of characteristics of directive function according to Holmes (2011).

### **Referential function**

This particular function can be considered as the most important function, since it helps us to deliver the messages, describe things, and give the listener new information.

#### **Datum 10**

*"I do not see in any way shape or form that the human element is going to be replaced by a machine or an AI."*

In the utterance above, Nadiem Makarim informs the point of teaching. It was the principal of conducting a learning activity. According to the utterance above, it is classified into referential function.

From the discussion above, it can be concluded that this research has found several language styles. In this research, eighty-three (83) data occur in the Nadiem Makarim's

utterances. There are the types of language styles found in this research: formal, consultative and casual style. The dominant type of language styles is casual style. And the type which the writers cannot find in this research are frozen and intimate styles. There are some similarities and differences between the finding of this research and some previous research. This research only found three types of language styles used by Nadiem Makarim in Singapore Summit 2020 which was similar to a research conducted by Pinandhita Arifin, Gusti (2015) who also found three types of language styles used by *Male and Female Customers in Making Complaints at Telkom Indonesia Banyuwangi* which are formal, consultative and casual style. On the contrary, the research conducted by Juni Putri, Riani et. al (2021) found five types of language styles in *An Analysis of Language Styles Uttered by Main Character in "Teman Tapi Menikah" Movie* which are frozen, formal, consultative, casual, and intimate style. In conclusion, language styles considerably depend on the context and the sentence structures of the five language styles.

It also can be concluded that the writers have found several language functions in this research. In this research, eighty-three (83) data occur in Nadiem Makarim's utterances. The types of language function in this research are expressive, directive and referential function. And the types which the writers cannot find in this research are metalinguistic, poetic and phatic function. There are some similarities and differences between the finding from this research to the previous research. This research only found three language function used by Nadiem Makarim in Singapore Summit 2020. The first previous research Sukma Aprilia, Dita (2021) found seven types of language function in *Language Functions Used by the Main Characters in the "Little Women" Movie 2019* which are expressive, directive, referential, poetic, phatic, heuristic and commissive function. The writers can draw conclusion that the similarity with this research is discussing language function and the differences with this research is the main theory, where this research only based on Holmes (2013), but the previous study also added Dell Hymes S-P-E-A-K-I-N-G theory, it makes the result of the analysis different.

The second previous research is from Ramadhani and Aulia (2022). The previous study has similarity with this study, one of the purposes of this research is similar. That study examined *The Language Functions Found in the movie "Once Upon a Time in Hollywood"*. In the other hand, the comparison between the previous research and this research is based on the theory which is used for analyzing the data. The previous study used Jakobson (1980) theory of language function. Whereas, this research used Holmes (2013) to analyze the data.

## CONCLUSION

Based on the finding and discussion previously described, the writers conclude that language styles which appear in Nadiem Makarim's talk in Singapore Summit are formal, consultative and casual styles. The most dominant type of language style which occurs in the talk is casual style. The writers found eighty-one data that contained language styles, including thirty-four formal styles, twelve consultative styles, and thirty-seven casual styles. In this research, frozen and intimate styles are not found. The functions of language which Mr. Nadiem Makarim used in his utterances are expressive, directive and referential function. The function of language that the writers have not found are metalinguistic, poetic and phatic functions. The most dominant language function used by Mr. Nadiem Makarim is

referential function. The reason for referential as the mostly-used function which arises in this research is because Mr. Nadiem was being interviewed in a talk show, so that he should give an information to the listener.

From the whole of analysis, the result of this study shows that language style and language function are strongly connected. The relation here is that when using a certain language style, a speaker must use a certain language function to deliver the intention of conducting a communication, because there is always an intention in every word delivered by the speaker to the hearer. Based on the findings of this research, the most dominant language type which occurs in the talk is casual style and the most dominant language function is referential. Therefore, the writers suggest the next researchers to find other types that are more dominant. The next writers are expected to expand the scale and depth of the theories as well as the analysis. Furthermore, this research is expected to serve as a reference for the language styles field for the students and the next researchers.

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