An Analysis of Language Styles Used by Gibran Rakabuming Raka in Political Interaction on Youtube Videos

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Abstract

This study disscuses the language style and aims to find out the types of language style used by Gibran Rakabuming Raka in political interaction 5 YouTube videos. This study is based on the theory of Martin Joos (1967) where the writer aplied the descriptive-qualitative method to get the data. The findings show that only four types used by Gibran Rakabuming in political interactions on 5 YouTube videos, such as frozen style, formal style, consultative style, and casual style. The writer also found 51 data which appropriate with the characteristics of language style in the 5 YouTube videos. They are 7 extracts of frozen style with 13,7%, 10 extracts of formal style with 19,6%, 27 extracts of consultative style with 53%, 7 extracts of casual style with 13,7%. The findings reveal that consultative style is the most dominant used than the other style because Gibran used the consultation sentences involved sharing information and the mention of visions, missions, and programs resonating and it is tended about characteristic of consultative style.

Keywords: Language style, Gibran Rakabuming, Political Interactions, YouTube Videos;

Introduction

In everyday life, language is very important as a tool that tells us about our intentions and goals. Everyone has a different way or startegy of speaking, and their distribution styles are certainly different. As humans, we need language to convey our intentions, ideas, and even emotions. According to Pasaribu et al (2022), language is a tool to unite every human, group or country in the world by using their own language, in other words, each country has a different language, humans cannot live without language and it will very difficult, we need

to communicate with other people. Humans are social creatures who interact with other people to convey and receive information using language (Mawarni and Widiyanti 2020).

Waridah (2016) stated language and communication have a very close relationship. The relationship between the two is reflected in the definition of language according to linguistic formulations and communication reviews, language as a tool or communication medium used by humans in interacting with each other. Communication will not work if it does not have meaning. According to Richards and Schmidt (2013), the study of language as a system of human communication is lnguistics. Includes many different approaches to the study of language and many different areas of investigation.

In the world of politics, language is also used to interact between fellow politicians and their listeners. The styles of language in politics used are often not neutral because the content of the language, and the purpose of the language used have been shaped by the speaker to influence the perspective of the listener. In addition, "Language varies according to use and purpose, according to where it is used and to whom, and who uses it" (Aprilliani 2010). According to Sartini (2015), one of the goals that politicians want to achieve is to persuade listeners or members of the public to believe in the validity of a politician's claims.

In this research, the writer chooses Gibran Rakabuming Raka being the subject because Gibran Rakabuming is a businessman and politician and has now served as Mayor of Surakarta since February 2021. In the 2024 Presidential election, Gibran was appointed as a Vice Presidential Candidate accompanying Prabowo Subianto from the Advanced Indonesia Coalition. Gibran Rakabuming is often in the public spotlight because the language style used by Gibran is difficult to predict and has its uniqueness. The writer also chose this title because the writer had not found previous research that discussed Gibran Rakabuming's political interactions in 2023. Based on this, the political interactions used by Gibran Rakabuming Raka as mayor of Surakarta and as a candidate for vice president in 2024 are interesting to research.

To find out the language styles used by Gibran Rakabuming in political interactions based on 5 YouTube videos about speech and vice presidential debates in 2024, the writer used Martin Joos (1976) language styles theory. Language styles theory by Martin Joos (1976) has five types. Namely frozen style, formal style, intimate style, casual style, and consultative style (Silalahi et al 2022). First, frozen style is a style used in very formal settings, such as in palaces, churches, state ceremonial speeches, and several other events. Second, formal style is defined as a language style used for important or serious situations. Third, intimate style is a completely personal language that develops within families, partners and closest friends. Fourth, casual style is used for conversation in casual or normal situations and is suitable for conversations between friends outside the classroom or sometimes family members. Fifth, consultative style is a style used in semi-formal communication situations such as talking to strangers. The language style is also

found in political interactions whose aim is to convey what the speaker intends to the audience.

Method

This study used a descriptive qualitative method. The writer used a qualitative descriptive method because the writer aims to identify, explain and analyze the text transcript of Gibran Rakabuming Raka's speech in conducting political interactions in 2023 on Youtube videos and then describe the language styles used by Gibran using tables in narrative form. According to Moleong (2006), data collected in qualitative research is in the form of words, images and not numbers and does not use statistical work, but is based on qualitative evidence. The research data is in the form of text transcripts from 5 YouTube videos about political interactions used by Gibran Rakabuming Raka in 2023 and using the theory of language style by Martin Joos (1976). Data collection methods are indirect observation. According to Setiawan (2018), "Indirect observation is an observation activity that is not carried out at the place or location specified by the writer. The writer used media, such as internet, print media, audio-visual recordings, and the result of previous research has the same problem background as the one to be researched". The writer used indirect observation methods because the data was collected from YouTube videos.

Findings and Discussion

In this section, the writer would like to present the data and analysis of data found in 5 YouTube videos about the language style used by Gibran Rakabuming Raka in political interactions. The writer used language style theory by Martin Joos (1976) and then show the parts of sentences include as language style.

Data

In this section, the writer would like to present the data found in 5 YouTube channels that had been chosen. According to Suharsimi Arikunto (2002) in Rafi Z (2013), data in research was all facts and figures that would be used as material to compile information All of the data was classified into the table. Below is the table of the data that has been found. The data found was 120 data from 5 YouTube videos about Gibran Rakabuming in political interactions, and then the writer classified the data into language style using Martin Joos's (1976) theory and categorized data based on the degree of formality of language style, there were frozen, formal, consultative, casual, and intimate.

Finding

In this section, the writer chose the data which belonged to the language style used by Gibran Rakabuming Raka in political interaction. The data would be taken into 5 channel YouTube videos had been choose and the data presented below were arranged according to the form of language style based on Martin Joos (1976).

Table 1. The form of Language Style found in Political Interaction used by Gibran
Rakabuming Raka in 5 YouTube Videos

No	Data	Types of Language Style					Total
		Frozen	**Formal**	**Consultative**	**Casual**	**Intimate**	
1.	Video 1	2	0	9	3	0	14
2.	Video 2	2	7	2	0	0	11
3.	Video 3	0	1	5	1	0	7
4.	Video 4	2	1	6	2	0	11
5.	Video 5	0	1	5	2	0	8
Datum		**6**	**10**	**27**	**8**	**-**	**51**
Amount		**11,8%**	**19,6%**	**53%**	**15,6%**	**-**	**100%**

Based on Table 1 above, it could be seen that Gibran Rakabuming in political interactions used the form of language style. There were total 51 data have been found in 5 YouTube videos already chosen.

Disscusion

The writer found all the types of language styles proposed by Martin Joos (1976) in political interactions used by Gibran Rakabuming in 5 YouTube videos and the writer concludes that the formal style is the most dominant language style used by Gibran Rakabuming because the 5 YouTube videos about political interaction and there were debate, speech and campaign. Political interaction was a formal and serious situation. The result of the data analysis found consultative style was dominant style with 27 data 53 % frequency because Gibran Rakabuming used the sentences involved sharing information and the mentioned of visions, missions, and programs resonating also used the word of "respected" in opening greetings tended informative and consultation language about Indonesan coalition to mae golden Indonesian. Then, intimate style was no found in this study because the study was about political interaction, there were speech, debate and campaign. As we know, intimate style was often used by groups of people who had very close relationships, such as family, dating and friendship.

This study had a similarity with the first previous research by Sudiran et al (2016) such as the theory used by Martin Joos (1976). In this study, the writer only founded four types of five language styles mentioned in the theory there are frozen, formal, consultative, and casual but the first previous research only found three types from the five types mentioned in the theory there are casual, consultative and formal. The other difference between this study with the first previous research

was this study found consultative style was the dominant type 27 data but the first previous research found casual is the dominant style 79 data, also the object of this study was different, this study used political interaction such as political speech, and debate whereas the first previous research used in talk show.

Next, this study also had a similarity with the seventh previous research by Surbakti (2018) such as the object is political speech. The difference between this study with the seventh previous research was the theory, in this study the theory was used by Martin Joos (1976) but the seventh previous research used the theory by Knickerbocker and Reninger (1963). So, the findings are also different because the theory between this study and the seventh previous research is different.

Then, this study also had a similarity with the twelfth previous research by Purba et al (2021) such as the theory used by Martin Joos (1976) and the difference between this study and the twelfth previous research was the writer only found four the types of language style mention in theory but the twelfth previous research found all of the types mention in theory. Another difference between this study and the twelfth research was the finding, this study found consultative style was dominant with 27 data with 53% frequency whereas the twelfth previous research found casual style is dominant with 17 data with 56,7% frequency. The object between this study and the twelfth previous study was different, this study used a political interaction such as speech, debate and campaign whereas the twelfth previous research used Instagram caption.

Another similarity of this study with the eighteenth previous study by Sitepu et al (2023) such as the theory used by Martin Joos (1976), this study and the eighteenth previous research also used descriptive qualitative method. Finding between this study with the eighteenth previous research found the difference dominant type of language style, in this study the writer found consultative style was dominant are formal style found 27 data but the eighteenth previous research found formal style as dominant with 64 data. The differences between this study and the eighteenth previous research are in this study the writer found four the types of language style based on Martin Joos (1976) namely frozen, formal, consultative and casual, but in the previous research only found 3 types , namely formal, casual and intimate. Object of this study and the eighteenth previous research also different, in this study used political interactions (debate, campaign and political speech) but in the eighteenth previous research used motivational speech.

Overall, this study was similar because Knickerbocker and Reninger's (1963) and Keraf's theories were not much different from Martin Joos (1976) theory. It was just, Martin Joos (1976) classified the language style in more detail. And for the second previous research by Vania et al (2023) was different from this study, the object of the second previous study used a movie but this study used political interaction. The other difference between this study and second previous research is theory, this study used theory by Martin Joos (1976) whereas the second previous research used theory by Keraf. So, the findings are also different.

Conclusion

After analyzing the data on the language style used by Gibran Rakabuming Raka in political interactions via YouTube videos, the writer concludes as follows: In Gibran Rakabuming Raka's political interaction on YouTube videos was found all the types of language styles used by Gibran Rakabuming. It was found there were 51 data in total such as frozen style for 6 data with 11,8% frequency, there are formal about 10 data with 19,6% frequency, consultative 27 data with 53% frequency, casual 8 data with 15,6% frequency and intimate were no found data. Then, the consultative style concluded as the style that was generally used in political interactions by Gibran Rakabuming. So, it is easy to find the type of language style, since it could be seen from the data found. It was different from the intimate style, this style was don't used because it was generally used in very informal situations or people with close relationships such as family, dating, friendship, etc.

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