

LANGUAGE STYLE IN *MARIO TEGUH* *GOLDEN WAYS TALK SHOW*

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ABSTRACT

This study deals with the type of language style used in Mario Teguh Golden Ways Talk Show. The objectives of this study are to find out the most types of language style, to describe how the most dominant language style used and to reason for the use of the most dominant language style used by Mario Teguh in Mario Teguh Golden Ways Talk Show. The study was conducted by using descriptive qualitative method. The data of this research were utterances of Mario Teguh in Mario Teguh Golden Ways Talk Show. The findings of this research are the most dominant of language used by Mario Teguh in Mario Teguh Golden Ways is consultative style (60.6%) followed by casual style (32.45%), frozen style (5.2%), formal style (1.8%) and intimate style (0%). In this talk show Mario Teguh tends to use consultative style while he was speaking with the participants to provide more explicit background information of the participant's problems. The consultative style in all context is used to make audiences easily understand how the topic is going on in their life.

Keywords : *Language Style, Mario Teguh Golden Ways Talk Show.*

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INTRODUCTION

Language is a means of communication. On the other hand, communication is the connection between the speaker and the hearer to share information, knowledge and messages. If human beings do not use language to communicate with others, the difficulty will be found. Human beings cannot live individually without having relationships with others.

Style refers to ways of speaking, how speakers use the resource of language variation to make meaning in social encounters (Coupland, 2007). Most speakers of a language speak one way with friends, another on a job interview or presenting a report in class, another talking to small children, another with their parents, and so on. These situation dialects are called style or register. Nearly everybody has at least an informal and formal style. In an informal style the rules of contraction are used more often, the syntactic rules of negotiation and agreement be altered, and many words are used that do not occur in the formal style, (Fromkin, Rodman, and Hyams 2003:472).

Informal style, although permitting certain abbreviations and deletions not permitted in formal speech, are also rule-governed. For example, questions are often shortened with the subject you and auxiliary verb deleted. One can ask *Running the marathon? Or You running the marathon?* instead of the more formal *Are you running marathon?* but you cannot shorten the question. *Are running marathon?* Similarly, *Are you going to take the Linguistics I course?* Can be abbreviated to *Are gonna take Ling I course?* Informal style not anarchy, but the rules are more liberal with regard to deletion, contraction, word choice, and so on,

that the grammar rules of the formal language (Fromkin, Rodman, and Hyams, 2003:473).

Talk shows are a popular vehicle satisfy viewers' needs to feel better about themselves (Frisby, 1997). It means that the function of talk show program is to entertain people, to share information and knowledge, and to increase moral values.

Language style is used in every aspect of human communication. Every person has their own style to express their meaning through language. A talk show represents language that is usually used in daily life. In talk show people can also learn and know how the language style is used by the audiences, the hosts, and the speakers.

Based on explanation above, the writer took *Mario Teguh Golden Ways* Talk Show to represent the use of language style. *Mario Teguh Golden Way* is one of the famous talk shows in Indonesia. Sis Maryono (well known as Mario Teguh) is a great motivator that always gives advices and motivates to talk about the problem of life and also to entertain the audiences. The writer focussed on language style used by Mario Teguh in *Mario Teguh Golden Ways* Talk Show because he always speaks and asks the audiences.

The research problems of this study are what type of language style is dominantly used by Mario Teguh in *Mario Teguh Golden Ways* Talk Show? How is the most dominant language style used by Mario Teguh in *Mario Teguh Golden Ways* Talk Show? And In what context is the most dominant of language style used by Mario Teguh in *Mario Teguh Golden Ways* Talk Show?

REVIEW OF LITERATURE

Sociolinguistics

According to Wardaugh (2006:13) sociolinguistics concerns with investigating the relationships between language and society with the goal being a better understanding of the structure of language and how language function in communication. Language cannot be separated from human being. As object of study, the focus of sociolinguistics is concerned with language and society . It is can be seen from how people express the language and the expectation in using language. From it, people must learn language to get the better understanding in communication. Some topics from the terms of sociolinguistics is dialect, style, slang, register, and soon.

Language Style

Everyone use language style in every aspect of communication. People also use language style to express idea, thought, and emotion. Style is influenced of the way individual speak, not only about their original or social dialect but also about context. The way people use language in different style depending on the context of communicative act in terms of subject matter, audience, occasion, shared experience, and purpose of communication. For example, the students of university must use formal language to speak with the lectures. In other situation, the students of university may speak very casually with their friend. Language

style according to Joos in Brown (2000:260-261) is classified into five types based on the levels of formality, those are; frozen or oratorical style, formal or deliberate style, consultative style, casual style, and intimate style.

Types of Language style

Language style according to Joos in Brown (2000:260-261) is classified into five types based on the levels of formality, those are;

1. Frozen Style or Oratorical Style

Joos in Brown (2000:260) states that an oratorical style is used in public speaking before a large audience; wording is carefully planned in advance, intonation is somewhat exaggerated, and numerous rhetorical devices are appropriate. For example: *In the name of Allah, the Entire Merciful, the Especially Merciful* (<http://quran.com/1>.)

2. Formal Style or Deliberative Style

Joos in Brown (2000:260) states that a deliberative style is also to addressing audiences, usually audiences too large to permit effective interchange between speaker and hearers, although the forms are normally not as polished as those in oratorical style. A typical university classroom lecture is often carried out in deliberative style. For example: *In theory, we should be able to get 60 votes out of the Senate* (Obama's utterances).

3. Consultative Style

Joos in Brown (2000:260) states that a consultative style is typically a dialogue, though formal enough that words are chosen with some care. Business transaction, doctor-patient conversation, and the like are usually consultative in nature. For example:

Member : "How to get a slim body like you?"

Instructor : “One hour before you come to this place, please don’t eat too much.”

Member : “Ok. I will do it tomorrow.”

4. Casual Style

Joos in Brown (2000:260) states casual conversation are between friends or colleagues or sometimes members of a family; in this context words needs not be guarded and social barriers are moderately low. For example:

Fitri : “Hey, comin!”

Nadya : “No, no. I wanna go.”

5. Intimate Style

Joos in Brown (2000:260) states intimate style is one characterized by complete absence of social inhibitions talk with family, loved ones, and very close friends, where the inner self is revealed, is an intimate style. For example : “Good night, honey !”

Mario Teguh Golden Ways

Mario Teguh Golden Ways is a talk show program that is aired in Metro TV every Sunday night at 19.30 pm until 21.00 pm. It performs Mario Teguh as powerful a motivator in Indonesia. This talk show usually discusses about familiar topic relating to society’s life. This talk show is an interesting television program because the audiences can share their problems such as love story problems, family problems, financial problems, job problem, and so on. It can be seen from the audiences, responses and feedback that are attractive to be listened.

METHODOLOGY

This research conducted by using descriptive qualitative design. Chreswell (1994:145) states that qualitative is descriptive in that the researcher is interested in process, meaning and understanding gained through words or pictures. The source of data took from *Mario Teguh Golden Ways* Talk Show Program in Metro TV. The data of this research were utterances of Mario Teguh taken from *Jomblo Prinsip atau Nasib* Episode on December 21st 2014, *Luka Lama* Episode on 22nd February 2015, and *Kebangetan* Episode on March 10th 2015.

In this research, the technique of collecting data was downloading some episodes from *Mario Teguh Golden Ways* Talk Show from Youtube. After that, the next step was watching the downloaded episodes and transcribing into written text. The technique of analyzing data was identifying and classifying the utterances of Mario Teguh into types of language style. Then, tabulating and counting the percentage of language style by using the formula. After that, finding out and explaining how the most dominant language style used after that Finding in what context the most dominant language style used. Finally, making the conclusion from the result.

RESULT AND DISCUSSION

Result

After downloading, watching, transcribing, identifying, classifying into the five types of language style, the writer tabulated and calculated the total number of percentage of the types of language style used by Mario Teguh in *Mario Teguh Golden Ways* Talk Show shows in the following table.

Table 1. The Total Number of Percentage of The Types of Language Style used by Mario Teguh in Mario Teguh Golden Ways Talk Show.

No.	Types of Language Style	Number (F)	Percentage (X)
1.	Frozen Style	31	5.2%
2.	Formal Style	11	1.8%
3.	Consultative Style	361	60.6%
4.	Casual Style	193	32.4%
5.	Intimate Style	0	0%
Total		596	100%

Based on table 1, the most dominant language style used by Mario Teguh in Mario Teguh Golden Ways Talk Show is consultative style with total of percentage (60.6%), followed by casual style (32.4%), frozen style (5.2%), formal style (1.8%) and intimate style (0%).

From the table 1 those are four types of language style used by Mario Teguh there are frozen style, formal style, consultative style and casual style. The most dominant style used by Mario Teguh is consultative style. Mario Teguh prefer to use consultative style to giving advise to answer the problem of people's life. The talk show deals with dialogue between Mario Teguh and audiences. There is no intimate style because the motivator talk with people who has never met before. Intimate style is used to talk with siblings, closefriend, and so on.

Discussion

The findings of this research are Mario Teguh only used four types of language style, those are : frozen style, formal style, consultative style and casual

style. The most dominant type used by Mario Teguh in Mario Teguh Golden Ways is consultative style.

Mario Teguh tends to use consultative style when he is speaking, when he is asking the question about the problem, when he is answering questions of audiences and when he is giving the motivational quotes.

Mario Teguh : *Pasti dia juga bingung ibu saya juga bingung disini. Apakah ibu mencintai laki-laki yang akan memberikan beasiswa itu?*

Lilis : *Iya.*

Mario Teguh : *Iya. Jadi apakah ibu akan menikahnya?*

Lilis : *Iya.*

This is dialogue between two people. Mario Teguh uses consultative when ask about the problem to know the background of the problem Lilis. They discuss about the problem of Lilis. Mario Teguh do not plan to expressing this sentence because he never meet Lilis before. Mario Teguh want to know the background of the problem, he tends to use interrogative sentences with words chosen with some care, such as “***Apakah ibu mencintai laki-laki yang akan memberikan beasiswa itu?***” It is a typically dialogue that can be classified as consultative style. As found by Somia and Meisuri (2012:1) found that consultative style is dominantly used because the fact that the movie deals with the dialogue or consultative between two people. While one is speaking and the others give short responses. In this talk show Mario Teguh tends to make interaction with the audiences. Consultative style is typically dialogue between two persons or in a group.

From all of contexts, consultative style is used in every context. Consultative style is the type of language style that stand between formal style and casual style. For example, in opening segment: Mario teguh speaks about the topic of the talk show. The consultative style is used when he gives command to make the audiences following the talk show easily. Example : “***Setelah program***

ini, setelah meme ini di download kirimkan kesemua orang yang suka menghina-hina anda itu.” Mario Teguh uses consultative style to make the audiences easy to understand the topic. It is shown by the audiences that come from all background social live.

CONCLUSION AND SUGGESTION

Conclusion

After analyzing the data, it can be concluded that: First, the most dominant of language used by Mario Teguh in Mario Teguh Golden Ways is consultative style (60.6%) followed by casual style (32.45%), frozen style (5.2%) formal style(1.8%) and intimate style (0%).

Second, Mario Teguh uses consultative style with using interrogative sentence with word choosen in some care. Mario Teguh also uses consultative style in answering the question of the audiences problems. It is typically dialogue that usually used by two people or in group. In this talk show Mario Teguh uses consulative style while he is speaking to provides more explicit background information of the participant’s problem.

Third, Mario Teguh uses consultative style when he is speaking in opening segment, polling segment, sharing segment and closing segment. The consultative style in all context is used to make audiences easily understand how the topic is going on in their life.

Suggestion

Those are some suggestion needed to be considered. It is suggested that students of English Department should futher study the use of language style to get better understanding in communication. It is suggested that other researcher

should know how language style used by Mario Teguh in Mario Teguh Golden Ways Talk Show as their additional references to conduct further research about language style. It is suggested that readers to enlarge their knowledge about the types of language style.

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