CHAPTER II

LITERATURE REVIEW

This chapter provided several perspectives of the study regarding the variety of language styles and podcasts YouTube channels.

2.1 Language Style

Language was essential to a society's identity, providing it as a means of communication. Language contained variation because each person had their own style that influenced the language. Language style related to how people communicated using language, whether written or spoken (Fauziah, 2022). Style had an essential function in communicating the goal and significance of social interaction through language (Wibowo, 2022). Every individual's way of interacting differed. When language combined with a different style in a different context and location, it produced a new atmosphere, which influenced the tone, formality, and overall structure of communication. To conduct this research, the researcher reviewed past studies on language style in general.

The thesis belonged to Irrisa and Arityanti (2019) entitled "Social Factors and Social Dimensions in Terms of Speech Style in Sherlock Holmes Movie – The Game of Shadow." The researcher used the same theory of Martin Joos; however, the researcher focused their study on the social factors, therefore they related Martin Joos' study and Holmes' concept. They used movies as the data. They found that the movie "Sherlock Holmes – The Game of Shadow" presented three types of language styles in Sherlock Holmes' utterances: formal, consultative, and casual. In

addition, Sherlock Holmes was influenced by the social factors when he chose his form of speech, such as setting, person, themes, and scenario.

The differences between this study and the previous study were the research using additional theories of social factors. Meanwhile, in this research, the focus was on all the language styles in podcasts using Martin Joos' theory, whereas the previous study used film as an object. In this study, the researcher used podcasts as an object.

2.1.1 Frozen Style

The concept of a "frozen" language style referred to a highly formal and rigid mode of communication typified by set, standardized expressions and patterns. This style was commonly used for large or symbolic events, including palaces, churches, and state address ceremonies. Frozen language was typically one-sided, providing little or no chance for collaborative conversation. Individuals who adopted the frozen language style were frequently connected with professions or settings that placed a great priority on tradition, formality, and obedience to established conventions. They used standardized language, formal vocabulary, and strict structures to project authority, respect, and seriousness in their communications. Certain expressions were expressed in a frozen style, such as "Yes Your Honor," "Yes my Lord," and "I object..." (Syahril and Kholid, 2021).

2.1.2 Formal Style

The difference between formal and frozen language was that formal language style was employed in a variety of professional, academic, and official settings to convey information, express ideas, and preserve professionalism. The

frozen language style was chosen for ceremonial or ritualistic situations where faithfulness to tradition and formalized expressions were required. This language style was frequently used in extreme situations to address the audience; nevertheless, it was not the same as the frozen style (Larasati and Simatupang, 2022). That term was usually used in a formal condition when discussing significant problems such as formal speeches and formal meetings (Khotimah, 2019). According to Febriani et al. (2019), when addressing or calling someone by their last name, it was typical to employ the norm format, such as "May," "Might," or "Can," as well as "Mr." or "Sir."

2.1.3 Consultative Style

Consultative communication was commonly used in semi-formal settings, such as small groups, associated events, and with strangers. These styles were considered formal, but not as formal as formal styles. Speech communication was often employed for daily business. The consultative style enabled open and honest communication amongst all participants. This resulted in an environment in which people felt comfortable expressing their opinions, ideas, and concerns without fear of being judged or reprimanded. Listeners typically responded to speakers with simple communications. According to Chaer (2004) in Febriani et al. (2019), the responses included phrases such as "Uh," "I see," "well," or "Mr. Simpson, I think it's good." This type of conversation was often used in brainstorming sessions, team meetings, doctor-patient interactions, and teacher-student discussions.

2.1.4 Casual Style

Casual language style, also known as informal language style, was identified by a relaxed conversational tone and the use of commonplace vocabulary. Casual language could be used in conversations between friends to catch up, text messages sent amongst family members to share information or make plans, social media posts and platform comments, informal emails sent to colleagues, and online forums that demanded a conversational tone. Informal vocabulary, including colloquial expressions, slang, and restricted phrases, determined the casual style (Larasati and Simatupang, 2022). An example of casual style would be: "Hey, what's up! How's it going? Wanna hang out later? Maybe grab some tea or catch a movie?"

2.1.5 Intimate Style

Intimate language style, also known as intimate communication, could be identified by its personal, emotional, and casual tone. This communication style was frequently used in close relationships and situations where people felt comfortable expressing their feelings, thoughts, and experiences openly. Intimate language could be used in romantic relationships to communicate love, affection, and dedication, as well as in heart-to-heart conversations with close friends, interactions between parents and children, and between siblings. According to Fauziah (2022), examples of intimate style included: "You have to believe me, Dear," "Just try to be brave as your father, boy," and "Sweetie, the choice is yours."

2.2 Podcast YouTube Channel

According to Kabilin (2012) in Sapar et al. (2023), YouTube is a video-sharing website that allowed users to create and share videos. A podcast YouTube channel served as a platform for hosting and providing audio content in video format on YouTube. It combined the simplicity and accessibility of podcasts with the visual engagement of YouTube videos to provide an all-inclusive experience for audiences. The correlation between language style and YouTube podcasts was complex, with several elements influencing language style choices, including target audience, content, presenter personality, engagement goals, and the identity of the company. Understanding these connections allowed podcast artists to effectively adapt their language style to increase listener engagement and carry out their podcasting goals.

Podcast YouTube channels were useful educational resources for students, providing accessibility, increased information, expert knowledge, convenience, and opportunities for critical thinking, community interaction, and additional learning. Students could use these platforms to improve their academic performance, increase their knowledge, and build important skills for lifelong learning. YouTube podcasts enable the learning of languages anytime and anywhere. To support their findings, the researcher cited various studies. For instance:

The first previous study belonged to Silalahi et al. (2021) entitled "Language Style Used in Deddy Corbuzier Podcast YouTube Channel." In this study, researchers analyzed the language style of Deddy Corbuzier in a YouTube podcast, using data from Deddy Corbuzier as the host and Ganjar Pranowo, Nadiem

Makarim, and Sandiaga Uno as the guests. This research found that both the host and guests on the Deddy Corbuzier Podcast YouTube Channel used an informal style. This previous study had the same use of YouTube as media but had different YouTube channels. This previous research used a YouTube channel that communicated in Indonesian, while this research used English and a little bit of Korean.

The second previous study belonged to Yunianti and Ambarwati (2023) entitled "An Analysis of Cinta Laura's Language Style in the Podcast." In this study, researchers analyzed the language style of the conversation between the host and Cinta Laura. This research found 12 data points. Eight or 67% of the data were categorized as casual styles, and four or 33% were categorized as consultative style. In the video, the researcher did not find data that categorized frozen, formal, and intimate language styles. It was concluded that the dominant styles were casual and consultative. This previous study used one video as data and used Indonesian. Meanwhile, this research employed three data points from each season, making the data more accurate.

2.2.1 Dive Studio Podcast

Dive Studios was a podcast networking company that started in July 2019. This company operated production studios in Seoul, South Korea, and Los Angeles. Dive Studios produced several kinds of podcasts covering interesting and relevant themes such as pop culture, young adulthood, music, K-Pop, film reviews, and even miscellaneous issues, all of which were relevant to young people. Each podcast had a well-known host with an easygoing disposition, making it feel like listeners were

conversing with their own friends. This approach contributed to the large global audience of the podcast, with 38% in North America, 36% in Asia, and 17% in Europe.

Dive Studios provided a variety of podcasts featuring speakers from all backgrounds and perspectives, offering an opportunity to hear varied opinions on a number of topics. Watching podcasts in a foreign language helped enhance listening abilities, and these podcasts included slang as well as varied speaking styles in various settings. The researcher cited several papers to support their research, such as:

The first previous study belonged to Putri and Ariyaningsih (2023) entitled "EXPRESSIVE SPEECH ACTS FOUND IN ERIC NAM AND JESSI'S UTTERANCE IN THE DIVE STUDIOS PODCAST." In this study, researchers analyzed the speech acts of Eric Nam and Jessi from the Dive Studio YouTube Podcast. The findings from this research showed that praising was the most common utterance found in the podcast, followed by expressing joy, welcoming, congratulating, apologizing, and thanking. This previous research and the current study both used Dive Studio and Eric Nam as media, but the analysis was different. This research focused on language style while the previous research examined speech acts.

The second previous study belonged to Malik (2024) entitled "TURN-TAKING STRATEGY UTTERED BY ERIC NAM AND STRAYKIDS MEMBERS IN DIVE STUDIOS DAEBAK SHOW PODCAST". This study investigated at Eric Nam's turn-taking methods in his podcast, evaluating 50 data

points, with "taking the turn" being the most prevalent (26 occurrences) and 30 instances of turn-taking management, with "next self-speaker" being the most common (16 occurrences). These findings highlight Eric Nam's consulting style, as he actively takes turns, steers conversations, avoids silence periods to engage the audience, and rarely resorts to the "giving up" method, demonstrating his adaptability and collaborative communication approach.

The third previous study belonged to Pahriani and Anisya (2023) entitled "AN ANALYSIS OF LANGUAGE STYLE IN DIVE STUDIO PODCAST." In this study, researchers did a language style analysis on the Dive Studio Podcast, using data from six episodes of various Dive Studio programs. The finding from this research showed that the Dive Studio Podcast used a casual speaking style with 40-60% of the content spread throughout six episodes. This study, similar to previous research, looked into Dive Studios to find the most dominant language style. However, in this study, the researcher focused on the program "Daebak Show" at Dive Studio, as well as Eric Nam's role as presenter.

The last previous study belonged to Amelia (2022) entitled "THE EFFECT OF OVERLAP ON THE USE OF EXPRESSIVE SPEECH ACTS IN THE PODCAST DIVE STUDIOS". This study explored how overlap affects expressive speech acts, namely compliments, in the Dive Studio podcast. The most prevalent sort of overlap is transitional, which results in repetition in speech. These findings provide support to the study of Eric Nam's language style, in which he expertly combines structure and spontaneity. His use of compliments and repetition keeps people engaged while adapting to varied situations, allowing him to switch between

casual, consultative, formal, and intimate styles depending on the situation. This variety in communication demonstrates his ability to connect with his audience while keeping the conversation interesting and engagement.