CHAPTER I

INTRODUCTION

As the introduction of the study, this chapter present the background, the problems, the purposes, the significance of the study, the scope and the limitation of the study, and the definition of the key terms. Each section is presented as follow.

1.1 Background of Study

In expressing feeling and idea, a tool is needed, that is a language. According to Wardaugh (1997) language is a system of arbitrary verbal symbols by which members of speech community used as a means of communication to interact and express the ideas, feeling and thought

When people come from different cultural backgrounds, and they communicate with other, sometimes misunderstanding will happen. This communication failure might be caused by the lack of common language in each part, since they do not understand each other’s languages quite well. They do not know how to encode or to decode the message they receive, thus, they lack discourse understanding. As a result, the receiver does not get the speaker’s intended meaning of the message. The intended meaning, that is, what is in the speaker’s mind when he is framing his message, is not the same as the interpreted meaning or that which is conveyed to the listener’s mind when he receives the message.
Moreover, when we talk about language, of course it can’t be separated with sociolinguistic, because language has the important role to interact in society. Language and social interaction is the basic elements in sociolinguistic. Language is a means of communication. Sociolinguistic is the study of language in its social context and the study of social life through linguistic (Wardough in Sabillah, 2002).

In sociolinguistic, we should keep in mind that there is a variation of language. It is a part of sociolinguistic itself. There are many different types of language variation. The term may be used to a distinct language, classifying a language spoken by a specific group of people. Hudson (1996) defines a variety of language as a set of linguistic items with similar distribution. It means that to communicate with the other we have different ways that have been decided based on the situation. We do not always speak in exactly the same way. It depends on the situation. Nikolas has stated, “in fact, the statistical and co relational linking speech style and social situation has lived on variations sociolinguistics, where stylistic stratification is defined as speakers speaking differently in different situations” (2007).

It proof that deferent situation can influence the style used by speakers.

Language style is one of types of language variation. According to Labov (1972), style involves the way in which the same speaker, use language in which the same speakers talk differently on different occasions rather than the ways in which different speakers talk differently from each other. Style also controls social interactions. Most interestingly, style gives its own messages, messages that are not supposed to be given via the linguistics system proper. The reason for this can be understood only in the context of sociology of language (Chaika, 1982).
Actually, there are many styles in language used by many people. The style is influenced by some factors, like profession, region, education, age, etc. According to Asif (2007) language users employ language to categorize or classify aspects of language use, including forms of utterance, the situations in which they are used, and the persons who use them. To communicate, people have language style to speak each other. Language style is influenced by the listeners and condition of the place. They must have a good adjustment when communicate with other people. So, they can get a good communication.

There are five styles which had been outlined by Joos (Mesthrie, 2000). One of those styles is casual style. Casual style is typical of informal speech between peers, includes ellipse (or omission or certain grammatical elements) and slang between peers. According to Labov (2001): “‘careful speech’ is filled out partly by the category ‘response’, which is defined as a first part of an informant’s speech following speech by inter viewer, if informant then develops a response into a personal narrative, that ‘narrative’ becomes category in ‘casual style’”. It means that casual style has a lower degree of formality than careful speech or formal speech.

The writer is interested in studying the casual style in television program. As we know that language media is very complicated. Besides, casual style is often used in television program which make them more popular and has differential performance with the other program. One of the programs that is very popular among the teenagers is music program. Music program is a program that shows video musical compositions intended to evoke images or remind the listener of events.
MTV music program is program that very popular in the world. Almost every country has this program. This program becomes familiar in society especially teenagers because of the music and the Video Jockey (VJ). This program always shows the update music (new release song) that is not shows by another music program yet. This program is broadcasted on Saturday at 7 to 9 p.m.

Video Jockey (VJ) becomes one of the other factors that make this program more popular in teenager society. VJ is the music presenter in MTV. A video jockey is an announcer who introduces and plays videos on commercial music television such as the United States. VJ’s MTV have special characteristic than the others. They must acquire some languages and they must make the situation more attractive although they must conduct the program without any script.

In this research, the writer try to analyze language style that used by Video Jockey (VJ) in MTV music program. The language used by the VJ in music program is usually the casual language because they have to adjust with the viewers. Most of the viewers of music program are teenagers. So they must use style of language that usually used by teenagers to make situation more relax and comfortable.

1.2 Problems of Study

Based on the background of the study above, the writer formulated the problems as follows:

1. What kind of language style used by video jockey in MTV music program?
2. What are the characteristic of casual language used by video jockey in MTV music program?

1.3 Purposes of Study

The purposes of the study are stated below:

1. To describe language style used by video jockey in MTV music program
2. To know about the characteristic of language style used by video jockey in MTV music program.

1.4 The Significance of the Study

The result of this study is will enrich the knowledge of the readers. And it will give contribution for another research to conduct the research on this study. It is suggested to conduct further study for another language style, especially in casual language.

Practically, this study can be useful for the students to understand about Language Style in Sociolinguistics subject. It may also be able to help next researcher to develop and continue another analysis about the same related topic of this study.

1.5 Scope and Limitation

The study only focuses on VJ of music program in music program about the language style. This study is limited by only taking MTV music program namely The MTV Show. And it will focus in casual language used
by VJ’s MTV music program in every Saturday, 2, 9, and 16 June, 2012 at 7 p.m.

1.6 The Definition of Keys Terms

There are some key terms that must be defined in order to avoid mistakes and misunderstanding of the content of the study, they are:

1. Language Style

Language style is language variation which reflects changes in situational factors and it is usually analyzed based on the levels of formality.

2. Casual Language

Language that use when you’re talking to a friend. It is very informal in tone and full of a range of words and grammar that identify it as being casual. The conversation between intimate on matters of little importance. (Joos, 1962)

3. Video Jockey (VJ)

Video Jockey is a person who presides over an entertainment, as on a radio or television program or in a nightclub, at a banquet, etc., introducing the speakers or performers, filling in the intervals with jokes, etc (Webster’s dictionary). This research focuses on VJ’s MTV music program.

4. Music Program

Music program is a program that shows the video music only, music program usually becomes one of favorite program in music lovers. Because those program always give the newest music.
5. The MTV Show

The MTV Show is one of the names of the music program in MTV channel. This program invites some guest star and shows the music video