

## Investigating Language Style Used By Atta Halilintar In His Youtube Channel

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### **Abstract**

*Language style can be defined as the choice of words used by a specific group of people when speak in a place and in one condition. It is necessary for people to express their thought, ideas and opinions, thus, people use style depend on with whom they speak and where they are speaking. By understanding the language style, we also can help students in improving four English skills especially in listening and speaking. This research used qualitative descriptive method in which the data were collected from the scripts of Atta's videos. The objectives of this study are (1) to describe the types of language styles that Atta Halilintar used in his video and (2) to find out the the ungrammatical sentences made by Atta Halilintar in his video. The scope of this research is a study of language variation, especially in language style found in YouTube video of Atta Halilintar. To be the data for this study taken from Atta's video entitled "Studio Podcast Manusia 5t Bikin Atta Kagum Sama Bang Sandy" (July 5th, 2020). From this video found 965 utterances containing language styles. Then, these utterances classified and analyzed by using Martin Joos' theory about language styles. The finding of this research is there are four types of language styles used in his video namely Frozen, Formal, Consultative, and Casual styles. The most common type of language styles that Atta Halilintar used is Consultative in which there are 24 utterances. He did not use intimate style since he was having a talk with Sandiaga Uno, a respected person in Indonesia. The last, the most dominant grammatical error made by Atta Halilintar was error of substitution for word usage in which there are 42 errors then followed by error of omission and the least error is addition.*

**Keywords:** Language Styles, Youtube, Ungrammatical utterances.

## 1. INTRODUCTION

According to Meyerhoff (2006:27), language style also describes the personality, mindset, condition of human. The condition of human can create human's language style. For example, very formal language will be used when a president delivers a speech in front of the citizen. It happens because the context is formal, and has special purposes to deliver such kind of information.

The role of language is to transfer idea or information from speaker to hearer through communication. It has various different styles and its style has an important role to deliver the purpose of social interaction to understand the meaning from the social communication in language. By its style also make it easier to understand it by whom the language is spoken. In linguistics, language style includes into scope of semantic. According to Martin Joos (1976), language has five styles. He recognized five different language styles namely: *frozen style*, *formal style*, *consultative style*, *casual style* and *intimate style*. These language styles can be found in daily conversation, novel, movie, and social media like youtube. Besides language style, we can also see the ungrammatical errors in the spoken language found in youtube channel. According to Leacock (2010:1), grammatical errors is not only classified as an errors in grammar, but also classified in usage or mechanic and subset of spelling errors and theory about this proposed by Lennon (1991).

Youtube becomes popular social website in the world. In Youtube, people can see many interesting video and they can upload their own video to the Youtube. It is because YouTube is the first social website which gives permission to the users in the world to upload their video to the web Asadi, (2015). Besides, Brower in Casabianca (2016) said that YouTube becomes the most popular site for watching and posting on the web. Millions of users around the world have created accounts on the site that allow them to upload videos that anyone can watch. Ariew (2007) in Casabianca (2016) stated that over 30 million visitors each month watch and upload on the web. People who uploaded their video to the Youtube are called as vlogger especially for Indonesia Youtubers.

Indonesian YouTube users do not only get entertainment content but also a source of information or learning something from the content suiting the user's needs. Generally Indonesian users think that YouTube makes it easy for them to find interesting content on a variety of topics. Increased interest in internet users for various YouTube videos brings benefits to content creators in Indonesia. Even today, Youtuber's content can be used as a land for employment and new professions because a Youtuber's income is quite high if you already have a large number of followers.

To become a Youtuber or Vlogger with a large number of subscribers, content creators are required to be more productive and creative in creating interesting, unique, and quality content in order to increase the number of observers and customers. Not only creative in terms of content, Youtubers must also have good verbal communication skills in order to convey interesting, entertaining content and easy to understand.

Based on the preliminary observations, they frequently use unique words or phrases that often produce new words, code-switching and code-mixing and slang to feel better known to customers who are mostly young people. This variety of languages is interesting to analyze because frequently, customers classified as teenagers will follow the speaking style of the YouTube and Vlogger they follow.

For example Muhammad Attamimi Halilintar, Indonesian Youtuber, better known as Atta Halilintar (born in Dumai, Riau, 20 November 1994; age 26 years) is an Indonesian YouTuber and entrepreneur. He is the Youtuber with the most number of followers (subscribers) in Southeast Asia and he is one of the richest YouTubers at number eight in the world.

Atta Halilintar as a unique YouTuber usually uses unique words and always giving unusual language style on his YouTube video. Atta uses words which are mixed of Indonesian Language and English Language. He also speaks with many styles like formal style, informal and others. For an example, he said “*Whats up guys, kamu mungkin sudah sering liat studio podcast*”. In that utterance “what’s up guys” has different style in social life. That example refers to casual style which is casual style use for communication with friends also friendly. The example “what’s up guys” means as “how are you?” in usual. Besides language style, we can also see the ungrammatical errors in the spoken language found in youtube channel. The example are error in substitution “banget should be sangat”, “gimana should be bagaimana”. The utterances of Atta Halilintar are unique and unusual used in daily life. So, the researcher is interested in conducting research used it as object because there are contain language style and ungrammatical sentences.

## 2. METHOD

This research used a qualitative descriptive method to analyze the data. In this research, the writer used qualitative approach because this study focuses on the analysis or interpretation of the written material in context. Materials can include textbook, papers, journals, script, etc. the material of this study focused on selected youtube video by Atta Halilintar. Ary (2010:424), states that the qualitative inquirer deals with data that are in the form of words or pictures rather than numbers and statistics.

In this research, the writer used design of descriptive method which is a method of research that attempt to describe and interpret the object in accordance with reality. The descriptive method id implemented because the data analysis is presented descriptively. Baased on Sugiyono (2010)whostates that qualitative research is descriptive. It means thatcollected data was in the form of words rather than number. In this case, the writer collected, analyzed, and interpreted data and then described it. This method intended to describe about the types of language style was used by Atta Halilintar and the ungrammatical errors in the spoken language found in youtube video.

The data was taken from video entitled “Studio Podcast Manusia 5t Bikin Atta Kagum Sama Bang Sandy” (July 5<sup>th</sup>, 2020). In these utterances involved some aspects of language but the researcher will limit her study on language styles and the ungrammatical utterances in Atta’s video. All of these utterances from Atta’s video will be classified and analyzed by using Martin Joos’s theory about language styles. Besides, the researcher discussed about the grammatical error made by Atta Halilintar in his video used the theory proposed by Lennon (1991).

## 3. FINDINGS

In this findings, the researcher also interpreted the data to find out the types of language style from the utterances that Atta Halilintar said and also the factors affecting him to use those utterances. The researcher used the theory of Martin Jooss for obtaining the styles of the language and Lennon as the reference in analyzing the grammatical errors. The data can be shown as follows.

### 1. Language Style

NO	Utterances	Types of Language Style
1.	Whats up guys, kamu mungkin sering liat	Casual Style

	studio– studio podcast	
2.	Sekarang ini gua diundang ke salah satu podcast terbaru itu punya Pak Sandi.	Casual Style
3.	Katanya ini studio termahal di dunia. Bener gak Lang?	Consultative Style
4.	Berarti ini studio podcast termahal di dunia.	Casual Style
5.	Karena kita lagi bikin studio podcast juga, ayo kita mau main – main kesini.	Casual Style
6.	Karena aku diundang sama Pak Sandi.	Casual Style
7.	Gimana yah studio podcast termahal di dunia itu guys? Langsung aja kita masuk.	Consultative Style
8.	Thank you, Pak.	Formal Style
9.	Oke guys, kek apa ya kira – kiranya guys?	Casual Style
10	Makanya jangan lupa klik tombol subscribe di bawahini. Karena setiap hari ada pemenang giveaway yang akan diumumkan di setiap minggu guys.	Casual Style
11	Om, Assalamualaikum Warahmatullahi wabarakatuh.	Frozen Style
12	Mohon Maaf lahir bathin Paps Sandi.	Frozen Style
13	Oh, ini itu produk aku juga.	Consultative Style
14	Oh, udah ya om.Waduh makasih.	Frozen Style
15	Baju AHHA, ada jaket juga haha...	Consultative Style
16	Tap ia ku kesini tu pengen main – main, pengen belajar juga dong Paps Sandi. Karena katanya ini adalah salah satu studio podcast paling keren di Indonesia, apa di duniaya? Hehe	Consultative Style
17	Soalnya kalau Paps Sandi dah bikin, berarti ini akan menjadi sesuatu yang hebat.	Consultative Style
18	Oh I see. Waktu itu aku bener – bener denger ya Paps Sandi ngomong gitu	Casual Style
19	Bener. Jadi langsung direalisasikan sekarangya.	Consultative Style
20	Gokil. Tapi aku kemaren sempet bikin studio juga paps tapi kaya di ruko gitu kan, tiba – tiba ada kontek Paps Sandi bikin studio podcast baru	Casual Style
21	Wah cepet banget.Kalah cepet aku. Soalnya kan aku mau ngundang orang rumah, sekarang kan ga boleh Paps. Maksudnya kan kita harus jaga dan dengan adanya studio kita bisa menerapkan protokol – protokol kayak duduknya berjauhan, ga masuk ke area pribadi kek gitu	Consultative Style
22	Haha gak lah, akulah yang thank you, bisa datang lagi ketemu Paps Sandi ni orang hebat banget	Casual Style
23	Wah guys, Paps Sandi nontoninYoutube aku tiap hari.	Casual Style
24	Anaknya siapa namanya Paps?	Consultative Style
25	Hai Sulaiman. Mmm mungkin kalo nonton, terima kasih Sulaiman, pokoknya jadi anak	Frozen Style

	kebanggaan Negara ini, jadi anak sukses, soleh dan bisa menjadi penerus Paps-nya yang hebat.	
26	Aku mau liat dong studionya Paps Sandi.	Casual Style
27	Ni yacoba ya, kita liat langsung. Ini dari ruang tunggu aja udah kaya di TV – TV ya. Bukan kaya studio podcast youtuber ni.	Consultative Style
28	Ada mbak nur dan mpok nur guys.	Consultative Style
29	Ooo ini studionya guys. Wah keren banget ni.	Consultative Style
30	Ooo ini studio berbeda lagi ya paps?	Consultative Style
31	Oke ini studio beda lagi guys. Ini masuk studio podcastnya ini.	Consultative Style
32	Waduh gokil. Keren banget ini parah ini parah. Waduh ini mah idaman banget sih. Ini idaman setiap podcaster ni kayanya. Kayanya semua youtuber pengen punya studio kek gini. Dan Paps Sandi yang menjadi yang pertama buat sekeren ini haha..	Casual Style
33	Wow. Ruang Sandi. Liat guys, good vibes only. Bener kata Paps Sandi tadi, only good vibes. Jadi ini bener – bener membahas hal – hal yang bagusya	Casual Style
34	Tapi ini asyik banget sih	Consultative Style
35	Halo bang dimas.	Frozen Style
36	Gokil. Ini kita lihat dari peralatan podcastnya. Aku beberapa bulan terakhir mempelajari semua	Casual Style
37	Boleh. Pasti itu kita undang balik ya. Tapi keknya ga se bagus ini deh hehe	Consultative Style
38	Punyaku tu kalah lo guys ya. Tapi ya gimana ya namanya Paps Sandi itu lebih berpengalaman dan pulusnya lebih bagus yah aha. Jadi akan lebih bagus tetep ya, gedong kalo ini ya guys.	Consultative Style
39	Karena Allah Paps. Tapi kata aku Paps Sandi juga bisa loh.	Frozen Style
40	Pokoknya aku tu dengan senang hati membangun bangsa	Consultative Style
41	Aamiin. Alhamdulillah. Karena aku juga ga tau ini ya kan ternyata Indonesia itu percepatan sosmednya tinggi banget. Dan one of the biggest di Asia bahkan di dunia. Sekarang Indonesia bener – bener gini, kek semua orang dari kelas bawah sampai atas, anak orangtua sampai remaja sekarang semua bergelut di online itu gokil banget.	Casual Style
42	Disini ada pohon – pohon. Disini ada foto Paps Sandi yakan. COS Lightingnya juga lighting youtubers banget guys. Bukan lighting TV bukan lighting radio tapi lighting youtubers banget, liat deh.	Consultative Style
43	Oke guys, langsung aja kita akan Tanya – Tanya ehh kok Tanya – Tanya, Paps Sandi	Formal Style

	yang akan Tanya – Tanya saya di podcast.	
44	Channelnya apa Paps siapa tau penonton aku juga pengen nanti liat – liat.	Consultative Style
45	Podcast ruang Sandi ya. Kita doakan semoga podcastnya Paps Sandi bisa sukses dan aku pengen banget liat Paps Sandi ngundang orang – orang yang bisa sharing tentang kemajuan bangsa.	Casual Style
46	Oke guys, aku sebagai anak muda, aku sangat penasaran dan semoga banyak generasi millennial lain juga penasaran. Kita langsung cek podcast ruang Sandi. Kita podcast dulu.	Formal Style
47	Hai guys thank you. Tadi aku dah kelar podcast sama Paps Sandi. Akhirnya aku ketemu sama Mama Nur.	Casual Style
48	Tapi keren lo itu bener – bener aku dalem situ kaya di villa – villa tau gak. Cozy ehmmm bener – bener homielah.	Casual Style
49	Gimana sih dapet suami kek Paps Sandi gini? Apasihribetnya? Kan Paps Sandi tu kemana – mana apalagi kemaren pas lagi pemilu keliling Indonesia. Kalau aja di istri itu gimana sih?	Frozen Style
50	Ada gak sih cemburu – cemburu kan suaminya ganteng, sukses, pasti banyak digodain cewek gitu, gimana sih caranya biar gak cemburuan itu?	Frozen Style
51	Oke. Jadi gak terlalu kayak Paps lagi dimana? Ngapain? Lagi sama siapa tu? Kekanak – anak jaman sekarang.	Frozen Style
52	Waduh terimakasih. Blessing banget aku bisa ditonton sama keluarga hebat ini ya.	Casual Style
53	Sehari 3 kali waduhh.	Consultative Style
54	Wah malu banget aku ya haha	Consultative Style
55	Tapi maaf loh emang aku kalo ngevlog tu nyablak. Jadi aku tu nunjukin apa aja, ini ngapain	Casual Style
56	Kadang – kadang tu ya kalau aku tu terlalu serius, ga da yang nonton. Ketika aku nagajarin, ketika masukin yang ngasal – ngasal, tapi tetep ngasih ilmunya gitu kan.	Consultative Style
57	Ihh tapi aku seneng banget sih. Ada tips gak buat Paps Sandi nyari istri kek gimana sih? Kan waktu tu aku denger ya mama Nur waktu itu di youtube aku, cerita dulu Paps Sandi ngomong kalau dulu pacarannya teleponan, belum ada sms, belum ada WA. Ada tipsnya gak sih ?	Frozen Style
58	Waduhh sangat bijaksana. Thank you banget hari ini waktunya luar biasa. Seneng banget pokoknya sukses terus keluarga Sandi Uno.	Casual Style
59	Kalau menurut aku sih harus bikin. Jadi	Consultative Style

	podcast Ruang Sandi ini buat yang inspiratif. Karena orang tusuka family. Keluarga Sandi pasti seru tuh.	
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**Table 4.1.1 The utterance of Atta Halilintar**

From the data obtained, then the total of language style can be presented in the table as in the following:

**Table 4.1.2 Total of Language Style Used by Atta Halilintar**

No	Type of Language Style	Total Number
1	Frozen	11
2	Formal	7
3	Consultative	24
4	Casual	17
5	Intimate	0
<b>Total</b>		<b>59</b>

Based on the table above, the most dominant type of language style that Atta Halilintar used is Consultative in which there are 24 utterances. Meanwhile Atta did not use intimate style since he was having a talk with Sandi Uno, a respected person in Indonesia. Then, followed by casual style 17 utterances, frozen style 11 utterances and the least percentage is formal style 7 utterances. We can't find the intimate style because Atta Halilintar speaks with a respected person, so he almost uses the formal language.

#### 4. CONCLUSION

Based on the research findings, some conclusions can be drawn to answer the research problems. The conclusions are presented as follows: The types of language styles that Atta Halilintar used are Frozen, Formal, Consultative, and Casual. The most common type of language style that Atta Halilintar used is Consultative in which there are 24 utterances, while the casual style 17 utterances, then followed by frozen style 11 utterances, and the least one is formal style 7 utterances. The most dominant grammatical error made by Atta Halilintar was error of substitution for word usage in which there are 42 errors then followed by error of omission 11, and as well as error ordering 9 and addition are 2.

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