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**The Language Style Used By Merry Riana In The
Youtube Podcast Channel**

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ABSTRACT

Some people have a special style of presenting information. Language style is the way a person conveys information in interesting language, both orally and in writing, to give a good impression to each listener or reader. It is very important for some people to express their thoughts or ideas. Generally, someone uses language styles depending on who and where they communicate. The form of language can be spoken and written which involves expressing and patterning choices of opinion and choosing forms, in order to convey the message intended by the speaker. This research was conducted to analyze Merry Riana's language style on her YouTube channel. This focuses on the language style used in Merry Riana's podcast YouTube channel. He is a motivator and also a YouTuber who has many subscribers from the millennial generation. He has an interesting concept in his motivation. The design of this research is descriptive qualitative. Based on these findings, researchers concluded that Merry Riana mostly uses casual style (52%), formal style (30%) and intimate style (18%) in her podcast.

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INTRODUCTION

Language is a tool for conveying information. Used in everyday life to describe feelings, share ideas and thoughts. These language variations are called language styles. Language style is a way in which someone conveys information in beautiful language, both verbally and in writing, to achieve a good impression on the listener or reader. It is very important for someone to express their thoughts using language styles when they communicate, who they are talking to and where they are talking are also taken into consideration. So, someone can adapt the language style to certain rules well. Speaking is conveying information through the mouth.

Talking occurs when two or more people discuss something. They speak using language, of course there are various styles of language there. Situmorang

and Herman (2021) define language style as being seen from various angles. When analyzing a style, we must consider the following factors, namely point of view, formal or informal tone, language organization/structure, level of complexity, and overall tone (Keraf, 2010: 113). Therefore, Meyerhoff (2003) emphasized that language style can also convey information about a person's personality, attitudes or circumstances. The form of language can be spoken and written which involves expressing and patterning choices of opinions and choosing forms, in order to convey the message intended by the speaker (Purba et al, 2021).

Language and society are two things that cannot be separated. This is because language is part of society or social groups for communication. As time and technology develop, the use of language becomes increasingly diverse. Apart from that, many language choices are also based on the social group or community involved in it. Moreover, many certain social groups use interesting media to attract the attention of the surrounding environment when interacting, such as YouTube. YouTube is a digital platform that is widely used to interact and show creativity from various channels. These channels are podcasts, talk shows, vlogs, education, entertainment, and many more.

This research focuses on the language style used in the Merry Riana podcast YouTube channel. He is a motivator and also a YouTuber who has many subscribers from the millennial generation. He has interesting and unique concepts in his language. Merry Riana opened a YouTube channel with the name Merry Riana with 982 thousand subscribers as of August 2022, the Lost Youth channel with 4.17 million subscribers as of August 2023. Her podcast on the Curhat Bang channel with Denny Sumargo is enough to attract the attention of her subscribers.

Deni : Miss Merry Riana (applause),

Mary : Yes...

Deni : There are TV shows there

Merry : Smiling

Deni : Today is busy

Merry : Actually no, but I would like to have some in Settel

From the initial data above, it can be seen that the presenter and his guests use a casual style because they are in an informal atmosphere. Researchers are interested in analyzing Merry Riana's language style because of her background as a motivator. This is very unique and different from other podcasts. He called motivation internet media. This means a motivational concept that combines motivation and entertainment. Merry Riana uses social media starting from YouTube, Tik Tok, Instagram, Twitter and other media to motivate the

millennial generation. No wonder, many of his followers come from the millennial generation.

RESEARCH METHODE

This research was conducted using qualitative research. Bogdan & Biklen (1982:30) state that qualitative research is descriptive, which means what happened and what the data shows (Thao, Sinaga and Herman, 2021). Qualitative means knowing how a theory works in various phenomena where data is collected in the form of words, not numbers. Qualitative content analysis methods were used in this research. Thao and Herman (2021) define qualitative content analysis as an empirical and methodologically controlled examination of texts in their communication context, using content analysis rules and sequential models (Purba and Herman, 2020; Sinaga et al., 2020). Therefore, the purpose of content analysis can basically be any type of recorded communication, such as; interview/discourse transcripts, observation protocols, video recordings, written documents in general.

The subjects of this research were Merry Riana as guest and Denny Sumargo as host. The object of this research is clauses containing language styles that exist between presenters and guests on YouTube podcast channels. Researchers collected data from transcriptions of conversations between presenters and guests. Researchers watched video podcasts and then transcribed the dialogue. The data collection techniques are documentation and observation. Researchers chose podcasts with high viewership or ratings and likes as data for this research. The title of the podcast is "It's Different When You Chat with a Motivator" by the YouTube Channel Curhat Bang Denny Sumargo.

RESULT AND DISCUSSION

After analyzing the types of language styles between Habib Husein Ja'far and Onad in data analysis. Several findings were found which can be described in the following table.

Table 1.
Types of Language Styles Used in the Merry Riana Podcast with Denny Sumargo

No	Language style	Percentage of Language Style			
		Master of Ceremony		Visitor	
		Frequency	Percentage	Frequency	Percentage
1	Stiff style	0	0	0	0
2	Formal Style	5	13,5%	10	30%

3	Consultative Style	0	0	0	0
4	Casual Style	15	51,7%	17	52%
5	Intimate Style	5	13,5%	8	18%

Based on the table above, it was found that the host and guests used the most casual language styles. Casual/relaxed style is used in informal situations or relaxed situations where speech is expressed. Casual style is a casual conversation between friends, colleagues or acquaintances and relatives, in this context words need to be guarded and social barriers must be reduced. This style is used among friends and co-workers when an informal atmosphere is desired, such as outside the classroom where students are chatting. Apart from that, casual style is also communication between friends and sometimes family members. In this style sometimes the use of social variations is quite low, informal and relaxed.

Casual style is also defined as the style used for conversation in casual or normal situations that are common with our friends, background information is so freely included in these conversations. This style is characterized by the use of allegro, which is an abbreviated form of a word, phrase or sentence. In this style speakers use nicknames when calling each other, using fast and unclear pronunciations, slang, repetition, and non-standard forms. The casual style is also characterized by the use of first names or even nicknames rather than full names in greeting one each other. The pronunciation is fast and often unclear, in addition to using slang. Another characteristic of the casual style is the elimination of unstressed words, especially at the beginning of sentences.

Example:

1. Don't get up!
2. Is anyone at home?
3. Hello friends, are you okay?
4. Give me some
5. Take it.

From the table above, it can be seen that 30% of hosts and guests use a formal style. Here's one example:

D : In fact, he has become a pioneer who provides motivation for many people
M : What has it been three decades?

Formal style is defined as a language style used for important or serious situations. It is also used in addressing an audience that is usually too large or allows an effective exchange between the speaker and the listener. Through ordinary and unpolished forms such as the orator's style, as in general lectures

in class are often carried out in a formal style. Formal style is usually oriented towards a single topic and this is related to the fact that formal writing is technical in nature. The formal style used in schools by students, teachers, lecturers, principals. Therefore, most scientific reports use this style. However, this formal style can also be used to speak to a single audience, for example between strangers. For example: "I would like to introduce myself to all of you".

Intimate style

From this data it can be seen that 18% of Merry Riana use an intimate style, for example:

D : Discuss the age of feminism, right? I'm scared when I talk about feminism

M : OK, OK

Intimate style is the most casual style. Intimate style is a personal language developed within family, lovers, and close friends. The intimate style is also characterized by ellipsis, deletions, prompts, slurs, pronunciations, non-verbal communication and marked personal codes, often the smallest incomprehensible social units. In this style, intonation is more important than grammar. Speakers sometimes use personal vocabulary. Therefore, the intimate style is used between couples or between family members to express intimate phenomena.

CONCLUSION

Based on these findings, researchers concluded that Merry Riana uses a more casual style when she is a guest on podcasts. In the video, researchers did not find data that categorized rigid and consultative language styles. Even though he has a motivational background, he wants to make people around him feel relaxed with his conversations. Because when two or more people feel free to talk, connect, they will become closer and more relaxed to share ideas.

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