THE FORMAL AND CASUAL LANGUAGE STYLE AS SEEN IN JOKO WIDODO’S SELECTED SPEECHES

THESIS

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by

SYARIFAH LIDYA SYAFITRI
NIM: AI.150352

ADAB AND HUMANITIES FACULTY
STATE ISLAMIC UNIVERSITY
SULTHAN THAHA SAIFUDDIN JAMBI
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LETTER OF RATIFICATION

This thesis had been examined by the session of Adab and Humanities Faculty The State Islamic University Sulthan Thaha Saifuddin Jambi on Mei 29th, 2019 and accepted as a part of requirement have to be fulfilled for obtaining Undergraduate Degree (S1) in English Literature Departement.

Jambi, Juni rd 2019
Dean of Adab and Humanities Faculty

Prof. Dr. Marasah, M.Pd
NIP: 196212231990032001

Secretary
Chandri Febri Santi, M. Pd
NIP.198902032018012002

Examiner I
Ulfatmi Azlan, SS, MA
NIP. 198411272011012012

Examiner II
Dian Mukhlisa, MA
NIP.19880812015032006

Chairman
Dr. Alfian S.Pd, M.Ed
NIP.197401031990031006

Supervisor I
H. Mislan, S.Hum, M.Pd
NIP. 196903161995031001

Supervisor II
Adang Ridwan, SS, M.Pd
NIDN. 2108069101
To

The Dean of Adab and Humanities Faculty State Islamic University in Jambi

APPROVAL

Assalamu’alaikum wr.wb

After reading and revising everything extended necessary, so we agree that the thesis with the title “THE FORMAL AND CASUAL LANGUAGE STYLE AS SEEN IN JOKO WIDODO’S SELECTED SPEECHES” can be submitted to Munaqasyah exam in part fulfillment to the equipment for the degree of humanities scholar. So we submit it in order be received well. Thus, we hope it can be useful for all.

Wassalamu’alaikum wr.wb

Supervisor I

H. Mislan, S.Hum, M.Pd
Nip: 196903161995031001

Supervisor II

Adang Ridwan, SS, M.Pd
NIDN: 2109069101
ORIGIINAL THESIS STATEMENT

I who signed this latter:

Name : Syarifah Lidya Syafitri
Nim : AI.150352
Department : English Literature
Faculty : Adab and Humanities

By signing this latter, I state that the thesis entitled: “The Formal and Casual Language Style as seen in Joko Widodo’s Selected Speeches” is my original work. If this thesis is not original or cheating from other researcher, I will be ready to be responsible and get punishment based on the role of Adab and Humanities Faculty of the State Islamic University Sultan Thaha Saifuddin Jambi.

Therefore, I make this statement in good health and mind.

Jambi, Mei 2019

The Writer

[Signature]
Artinya:

“And he provides for him from (sources) he never could imagine. And if any one puts his trust in Allah, sufficient is (Allah) for him. For Allah will surely accomplish his purpose: verily, for all things has Allah appointed a due proportion”.

Meaning:

“dan memberinya rezki dari arah yang tiada disangka-sangkanya. dan Barangsiapa yang bertawakkal kepada Allah niscaya Allah akan mencukupkan (keperluan)nnya. Sesungguhnya Allah melaksanakan urusan yang (dikehendaki)Nya. Sesungguhnya Allah telah Mengadakan ketentuan bagi tiap-tiap sesuatu. (Qs: At-Talaq: Ayat 3)”

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abul-aala-maududi accessed 4 April 2019 3.49 PM
DEDICATION

Bismillahirrahmanirrahim

First of all I would say the grateful to Allah Subhanahu wa ta’ala always given me health to finish this thesis. Shalawat and Salam to Prophet Muhammad Shallahu Alaihi Wassallam who has brought human’s life to a better life to a beautiful world.

Proudly, I dedicate this thesis to My beloved Father (Said Ibrahim) and my mother (Zainun) for all your love, for your patients, supporting and praying. I also dedicate to my brothers and sisters, to my beloved Abang (Said Akmal Zam-Zami) who always love and support me to keep live to life of my dream and my education, my beloved sister (Syarifah Qomariah) also for supporting and praying.

I also dedicate this thesis to my supervisors H. Mislan, S.Pd, M.Hum. and Adang Ridwan, S.S, M.Pd who always support, guide, open my mind and provide a great input for my thesis, I am much obliged for your time, ideas, advices and patience those you gave me during writing and finishing this thesis.

At last, for all people who have helped me in writing this thesis. I would like to say thank you so much. I love you all as always.
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Firstly, the writer wants to say Alhamdulillahirabbil’alamin, all the prise belong to Allah SWT the lord of all creatures, for his blessing from starting point of my study until now the end the end of my study. After that, Shalawat and Salam be upon to our prophet Muhammmad Shallahu Alaihi Wassallam, hopefully we will get his syafa’at later as the last day.

Secondly, the writer would like to say thanks a lot of people who helped the writer in writing the thesis. The writer wont to say thank to my parent and my supervisors: H. Mislan, S.Pd, M.Hum and Adang Ridwan, SS, M.Pd who has helped, guided, supported and suggested me in writing this thesis. I also want to say thanks for all of suggestion and support to finish this thesis.

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2. The Dean of Adab and Humanities Faculty, Prof. Dr. Masiah, M. Pd.I. The vice of dean, Dr. Alfian, M.Ed.; Dr. H. Muhammad Fadhil, M.Ag.; and Dr. Raudhoh, M.Pd.I.
3. The Chairman of English Literature Department, Ulfatmi Azlan, MA. And The Secretary of English Literature Department, Dian Mukhlisa, MA
4. My Supervisors, H. Mislan, S.Pd, M.Hum. and Adang Ridwan, S.S, M.Pd. who have given me ideas and provided great inputs to me in finishing this thesis.

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7. My bestfriend, Nurlina, Nurseli, Maya Fitri, Pramitha Oktavia, Riri Zarmida, Ayu Triana, and Elite 15B Squad who never bored in listening to my worried and curiosity, and never bored in supporting me.

This thesis is still far away from perfection, the writer needs some critics and suggestion, so that the writer can be better in the future. Finally, the writer hopes this thesis will give positive contributions for readers, especially for the students of English Literature Department of Adab and Humanities Faculty.

Jambi, Mei 2019

The writer

Syarifah Lidya Syafitri
AI 150352
Language has a potentiality for making communication successful and establishing social togetherness if it is used well. If not, it will be a handicap for successful communication and interaction. It derives Missikova language style is a way of speech and or a kind of utterance which is formed, it means that of conscious and intentional selection, systematic patterning and implementation of linguistic and extra linguistic means with respect to the topic, situation, function, author’s intention and content of an utterance. The writer interests language style because in using language style is important and need deep understanding to get arrangement and relationship between language and social society. In discussing language style have correlation with the social life studying it is all society. Besides the understanding language style is important especially in speech it helps the audiences to understand this speech well. The aims of this research are (1) To identify the use formal and casual language style; (2) To identify the uses of formal and casual language; (3) To identify the function language style in his speech.

The writer applies the theory of language style by (2002). This research is qualitative research that focused on qualitative research by Creswell (1997). This research uses descriptive method and content analysis for collecting the data by Ratna (2011). The data are taken from the primary data, namely speech at APEC CEO, The World Economic Forum on East Asia, and The Asian-African Conference.

The result of this thesis shows that (1) there are two types of language style in Joko Widodo’s speech, namely, Formal and Casual language style (2) there are three of used language style of language style in Joko Widodo’s speech, namely. International language, Standar Language and Joking language. (3) There are three function of language style in Joko Widodo’s speech, namely, increasing audience taste, persuading the reader, and creating certain mood.

Keyword: Linguistic, Language Style, Speech.
ABSTRAK


Pembimbing I : H. Mislan, S.Pd., M.Hum
Pembimbing II : Adang Ridwan, S.S., M.Pd

Bahasa memiliki potensi untuk membuat komunikasi berhasil dan membangun kebersamaan sosial jika digunakan dengan baik. Jika tidak, itu akan menjadi hambatan bagi komunikasi dan interaksi yang berhasil. Menurut Missikova gaya bahasa merupakan cara bicara atau ucapan yang terbentuk, maksudnya baik disengaja maupun tidak disengaja, system pola, implementasi linguistik dan extra linguistik yang berhubungan dengan topic, situasi, fungsi, niat penulis dan isi ucapan. Penulis tertarik untuk meneliti gaya bahasa karena dalam penggunaan gaya bahasa merupakan hal penting dan membutuhkan pemahaman yang mendalam untuk mendapatkan pengaturan dan hubungan antara bahasa dan lingkungan sosial. Selain itu gaya bahasa memiliki hubungan dengan kehidupan sosial terhadap seluruh masyarakat. Selain itu pemahaman akan gaya bahasa sangat penting terutama di dalam pidato karena akan membantu pembaca untuk mengerti cerita dengan baik. Tujuan penelitian ini adalah (1) untuk menemukan gaya bahasa Formal dan informal; (2) untuk menemukan penggunaan gaya bahasa; (3) untuk menemukan fungsi gaya bahasa pada pidato.


Hasil penelitian ini menunjukkan bahwa (1) ada dua tipe gaya bahasa pada pidato Joko Widodo, yaitu formal dan informal (2) ada tiga penggunaan gaya bahasa pada pidato Joko Widodo, yaitu internasioal bahasa, bahasa standar dan candaan (3) ada tiga fungsi gaya gaya bahasa pada pidato Joko Widodo, yaitu meningkatkan selera pendengar, ketertarikan pendengar, dan menciptakan situasi.

Kata Kunci: Bahasa, Gaya Bahasa, Pidato
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CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is a fundamental aspect of human life. To communicate and establish relationship with others, people use language as tool their communication. To communicate means to transfer ideas from one person to the others.\(^1\) If people did not have a tool to communicate, people’s activities and interactions would be stagnant. Language is what the members of a particular society speak. Therefore, the relationship between language and human or society is not independent.\(^2\) Thus, from the statement above, the researcher concludes that if there is no language in society, there will be nothing. Language is important because language is used to know and understand other people’s idea. The language and society are so intertwined and it is impossible to understand one without another. There are two kinds of language, spoken language and written language.\(^3\) Spoken language is an utterance which is formed from sound, such as conversation, speech, storytelling, discussion, radio, television, broadcast, and etc. while, written language is an utterance which is formed

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in the written form, such as novels, comics, newspapers, magazines, letters, books, journals, articles, and etc.

This research investigated the language style as used by of Joko Widodo’s speech. Language style is a way of writing, how and what the writer says and writer’s manner of expression. Style is also the way of language expression that power expression or both at the same. Power expression the idea of language is simile, metaphor, personification, paradox, irony, understatement and overstatement. Language style is a method of applied language study which uses textual analysis to make discoveries about the structure and function of language.  

It means that style is a method which has structure uses on text such poem, novel, songs and speech. Actually, on form those have style which have structure language is style. Style refers to the way in which language is used in a given context, a given person, a given purpose, message and so on. In expressing or delivering ideas people their own style because it is related to the social aspect. In this case, style determines how a speaker speaks and hope the listener takes the meaning of the communication in the right way, weather it is serious, humorous, dubious, or any other possible senses.

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In this thesis, the writer only takes Joko Widodo’s speech. There are many language styles can be found in his speech, there are: frozen style, formal style, consultative style, casual style, intimate style. These speech have social meaning in society, the speech is creating Joko Widodo’s who have experience and true story or situations at the time. In contrasted to other speeches where the writer only focuses on the language styles, especially the formal and casual styles in his speech because the speech have many positive values for the audience.

The writer gets the source of the data from Joko Widodo Speech, the writer believed that speech have formal and causal style, that different he also says and he conveys a message form his speech especially intonations, gestures and expressions that brought by Joko Widodo’s speech. According Wareing and Thomas L, speech is a public speaking activity commonly in the form formal talks conducted by a leader to express his opinion, or provides a picture of a thing or event that is important and should be discussed. The president Joko Widodo is ever speech Economic problem in Indonesia in the event of The APEC CEO summit in China National Convention Center, Beijing, The World Economic Forum on East Asia, and The Asian-African Conference. The writer chooses the speech because it explain about economic and this is the first Joko Widodo used English speech especially in APEC CEO summit in China Convention Center, Beijing, The World Economic Forum on East Asia, and The Asian-African Conference.

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As president, Joko Widodo is number one in the nation. In addition in only he who occupies the increase in position raging from the mayor. Joko Widodo is the seventh president of Indonesia. His speech in APEC CEO summit in China National Convention Canter, The World Economic Forum on East Asia, and The Asian-African Conference used language belong to certain level text, this speech talk about economy and he is used many language, expression and it can be seen in the text bellow:

Joko Widodo: We have a population of **240 million** and the distance is like from London in UK to Istanbul in Turkey.⁶

From the statement about, the sentence we have a population of **240 million** and the distance is like from London in UK to Istanbul in Turkey, is one of the formal language styles used by Joko Widodo’s in his speech at APEC CEO SUMMIT 2014. Joko widodo tells about the population in Indonesia was some with London. This is the important information that he want to say to the speaker.

⁶Duration : 04: 01.40
Based on explanations above the writer wants to analyze formal and casual style from Joko Widodo’s speech, because in his speech interested and matching with the writer wants to know more about formal and casual language style. In this speech clear enough showed us about example formal and casual language style that happen in his speech and then, formal and casual style are important in speech especially for president. Based on the reason above the writer decides to analyze this thesis with the “The Formal and Causal Language Style as Seen in Joko Widodo’s Selected Speech”

1.2 Formulation of the Problem

1. What are the formal and casual language styles used by Jokowi’s speech?

2. Why does Jokowi use of formal and casual language style in his speech?

3. What are the functions of formal and casual language used by Jokowi in his speech?

1.3 Limitation of the Problem

The writer hoped that this research would give more understanding in some expressions, especially in the Jokowi Speech. On the other word, the writer would inspire other researcher perspectives to explore deeper about the formal and casual style Joko Widodo’s Selected Speech, with the title APEC CEO summit 2014, The World Economic Forum on East Asia, and The Asian-African Conference.
1.4 Purpose of the Research

Based on limitation of problem above, the purpose of this research is:

1. To identify the Joko Widodo use formal and casual language style in his speech.
2. To identify the uses of formal and casual language style in his speech.
3. To identify the function Joko Widodo use formal and casual language style in his speech.

1.5 Significant of the Research

This study focused on analyze of the kinds of the language style and casual Style used by President Joko Widodo in his speech. The writer hopes that the result of his research could give some massage for the audience especially to the English Literature in Adab Faculty State Islamic University Sulthan Thaha Saifuddin (UIN STS) Jambi. Furthermore, the writer hopes this research could encourage the readers to be more care, interesting and never bored in studying and researching the literature field. Especially which have correlation with the social life studying it is all society.

Than hopefully, this research might be significant for improving the science of language and for the readers as general and the students of this university it is hover to improve their knowledge about Language Style and their understanding
about Language style especially Formal and Casual style in Adab Faculty will be deeper than before beside, this research can be as one of relevance references for next researchers who are interested in literature and discourse analysis.
CHAPTER II
THEORETICAL FRAMEWORK

In this research, the writer only focused in his speech at APEC CEO, The World Economic Forum on East Asia and The Asian-African Conference, because his speech is one of the speeches was followed by an object in this research and used English language, then it is the first official speech delivered by the President Jokowi once inaugurated as the president.

2.1 Language Style

Language has a potentiality for making communication successful and establishing social togetherness if it is used well. If not, it will be a handicap for successful communication and interaction. It is important to pay attention on certain aspect of language variation of styles of language to achieve successful and fluent communication. Style is how to the speaker informing or asking question and to or from listener. According to Missikova language style is a way of speech and or a kind of utterance which is formed, it means that of conscious and intentional selection, systematic patterning and implementation of linguistic and extra linguistic means with respect to the topic, situation, function, author’s intention and content of an utterance.

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7 Missikova, *Linguistic Stylistic*, (Canada: Concordia University, 2003), p. 16
Style is element that describes about a sentence in writing the ways that the author uses words. According to Renkema, claim that the word “style” is derived from Latin word stylus, the way in which means “pen”. The form of letters is influenced by the way in which a pen is cut however it is possible to write the same letters with different pens: the letters only differ in their style. It means that the language style is different why in communicating with other. So, the language style means different way in communicating with others.

Gleason claim states that style is the patterning of choices made within the options presented by the conversations of the language and the literary form. In line with this statement, Chaika, argues that style refers to the selection of linguistic forms to convey social or artistic effects. Another opinion comes from Crystal and Davy. They divide the definition of style into four definitions:

Style may be refer to some or all of the language habits of one person as when we talk about of Shakespeare’s style (or styles), or the style of James Joyce, or when we discuss questions of disputed authorship. Style may be refer to some or all of the language habits shared by a group of people at one time, or over period of time, as when we talk about the style of the Augustan poets, the style of Old English ‘heroic poetry’, the style in which civil service forms are written, or tiles of public speaking. Style is given a more restricted meaning when it is used in a evaluative sense, referring to the effectiveness of a mode of expression. Implicitly style is defined as saying the right thing in the most effective way or as good manner. Style refers to literary language. Style has long been associated primarily or exclusively with literature, as characteristic of good, effective, or beautiful writing, for example, and the focus of the literary critic’s attention alone. In those four definitions, we can see that every definition expresses one idea.

8Renkema, Jan, Introduction to Discourse Studies, (New Edition), p.97
9Gleason, Henry, Introduction to Descriptive Linguistic, (New York: Holt, 1955), p.113
10Crystal, Davy, Definition of Stylistics, (London: Longma, 1969), p.34
It can be concluded that according to Crystal and Davy, style is all of the language habits of one person or a group of people in the most effective way of saying which are different from others at one time. Using different language style gives different interpretation for the reader or the listener. In the communication, people cannot leave language style because it is fundamental. Language style uses all of the resources of language, such as tone of voice, choice of words or diction, grammar, and even different ways of pronouncing sound.

Language style is the way people used the language communication, it can be written or oral language. Language style actually refers to the selection of linguistic form to convey social or artistic effects. Style also acts as a set of instruction. We manipulate other with style, event we are manipulate ourselves whether consciously or unciously. In doing communication people usually use formal and informal language which depend on situation they are communicating with others. Style also tells the listener to take what is being said: seriously, ironically, humorously, or in some other ways.

From the statement above, it can be known that style is the way how people convey ideas or message, in using the language style one must determine the purpose of communication. One of them abusing to get the massage, because in a society they are many people who have different characters. So, using the language style in

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society’s communication will help us in communications with other people without disturbing others either partially or personally.

2.2 Kinds of Language Style

Language style is also considered as a style. Language style itself is the choice among the other alternative in using language. Joos in Chaer classified the language style into five categories, such as divides variety of language into five style, they are: frozen style, formal style, consultative style, casual style, and intimate style.

1. Frozen Style

Frozen style is a style, which is intends to be remember and use in very formal setting such as in place, church ritual, speech for state ceremony, and some others occasions. “In speaking language, frozen style found in situations of formal and official ceremonies.” This style involves very large group of people whose members are known too one another. The characteristic of frozen style the used of maintained and unchanged sentence structure, the uses of long and careful sentence constructions. The use of exaggerate intonation and also almost no responses between speaker and listener. In written language, frozen style found in historical document such as

12Abdul Chaer, *Pengantar Semantik Bahasa Indonesia*, (Jakarta: PT. Rineka Cipta, 2009), p. 32
14Abdul Chaer, Leonie Agustina, *Sociolinguistik Perkenalan Awal*, (Jakarta: PT Rineka Cipta, 2010), p.70
undang-undang dasar, manuscript of purchase agreement, specialist, and professional orators.

2. Formal Style

It is a kind of style that the speaker is usually more careful about pronunciation, choice for word and sentence structure for doing something important, such as speech, formal meeting, lesson book, etc. It usually a single topic that shows less intimacy between the speaker and the hearer. Formal language is mostly used in formal conversation when she or he convers with other people, the stranger, or the know people. In this style every word pronounced in complete form.

Formal style can be defined as a style which is used in formal situation and uses formal language. Formal style is used by people who still have a distance between them speaker and hearer. A speaker usually avoids a repetition or another term which tends to be casual term and used in formal speech, discussion, official meeting, of directors in some organization, etc.

Some of examples are:

a. So we want to channel our fuel subsidy from consumption to the productive activities.

b. As you know, we have 17,000 islands, so we need seaports and we need deep seaports.

c. Now we talk about mass transportation.

d. Now we talk about our maritime agenda.

3. Consultative Style

Consultative style is that shown our norm for coming to term with strangers who speak our language but whose personal stock of information may be different, Broderick in his paper based on joos theory described in consultative style happens in two-way participation. It is the most operational among the other styles. It is used in negotiating with the strangers or work colleagues. It is also used in small group discussion, regular convertations at school, companies, trade conversation and etc. Although consultative style is conversational style, the speaker continually looks the listener responses, verbal and non-verbal responses. Whatever there are too much or not enough information send. It is because consultative is for communication with strangers. The speakers has to deliver background information about a topic and it does not presume to be understood without it. The addresse usually participates by giving feedback likes “oh”, “uh-uh”, “I see”, “Yes”, “no”, “mmm”, “huh”, “that’s right”, “I think so”, etc. Interruptions are allowed, if
the speaker gives too much information, the feedback might give like “I know, stop it”.

Consultative style is the style is the most open to give and take of everyday conversion in discussion. That is why it is a type of a dialogue, at the level where the words still have to be chooses with some care.

4. Casual Style

Casual style is used among friends, co-worker, or strangers when an informal atmosphere is appropriate it is also desired such as outside the classroom where students have a chat yet, there are two devices of casual style. First is makes most of the differences between casual grammars, which require a shorter form. For friends, acquaintances, insiders, make use of slang, ellipses, and verbal formulas “Been there, done that”. For example: “I believe that I find one” is consultative, “I believe I can find one” is casual.

Rosida said that the casual conversation is the type of talk in which we feel most relaxed, most spontaneous and most ourselves and is concerned is to negotiate such important dimensions of social identity as gender, generational location, sexuality, social class membership, ethnicity, and subcultural and social group affiliation. Types of casual conversation are
narrative, anecdotes, recounts, exemplum, observation or comment, opinion, gossip, joke telling, sending up and chat.\(^\text{16}\)

Its mean that casual style is use informal situation such as to speak with friend or to speak with others. It usually uses a nickname when addressing someone, uses rapid pronunciation, and used slang language. It is used in more relax situations.

The use of casual style refers to the situation in which utterances are expressed. Casual style is a style used in informal (casual) situation and using informal language. The relationship and frequently use ellipse sentences. Casual style is casual language variety in conversation, recreation, sport, etc.

5. Intimate Style

Intimate style is the casual language variety is used among family or friends, the language is commonly used in incomplete sentence and does not emphasize on the articulation. This happens because there is understanding among the speaker and listener here. It means that we can find the special term used in communication. Good casual integrates two disparate personalities. It means that this style is a style among intimate members of a family or friends that do not need complete language with clear articulation. It is enough to use short utterances.

Based on the explanation above it can be conclude that the are five kinds of language style, such as frozen style, formal style, consultative style, casual style, and the last intimate style. The writer used formal style and casual style because in situations that are serious or that involve people we do not know well such as presidential meeting, education, religious speech, official letter and casual is more commonly used in situations that are more relaxed. The writer will use this theory to find out the formal and casual language uses by Joko Widodo’s speech.

### 2.3 The Use of Language Style

Holmes said that sociolinguistics has developed a number of ways of categorizing languages according to their status and social function. The languages based on the distinctive culture of the language users can be divided into: 

1. **International language**

   International language is a form of communication, essential to the culture of a community, with a system of sounds, letters, symbols and sign recognized and utilized by human. International languages have categories, distinguishing it from other forms of communications, such as:

   a. To interact and negotiate meaning eith other people, to understand and analayze oral, written and to create culturally or signed product and presentations for a specific audience and task.

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b. To communicate that people allows to exchange information about past, present, and future shared experiences, make argument, empathize with other people and creatively express themselves orally or in writing on a variety of topics.

2. Standard language

Standard language is either as a language variety used by a population for public purposes, or variety that has undergone standardization. A standard variety is generally one which is written, and which has undergone some degree of regulation or codification (in a grammar and a dictionary).

3. Joking Language

According to Robert Hetzron he said that joke is a of humour in which words are used within a specific and will defined narrative structure to make people laugh and is not meant to be taken seriously. Some humor in a speech make speaker enjoy able than the one who includes funny stories, examples or quotes to illustrate his main points, and than humor can help presentation in many ways. It build a connection with the audience, which is always the speakers ultimate goals.

Based on the explanation above it can be concluded that there are the use of language style such as international language, standard language, and joking language. The writer will used this theory to find out the uses of formal and casual language Joko Widodo’s speech.

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2.4 The Function of Language Style

The function of language style is to convey social or artistic effect, it means that the language style can be very important factor in group identification, group solidarity and the signalling of differences and when a group is under attack from outside, signal of difference may become important and are exaggerated.

According by Chaika states that the speaker gives a great deal of information about themselves just by the word, grammar, and pronunciation, they choose both unconsciously and consciously. This information reveals to the hearer such thing as the speakers as social background and regional affiliation. They style makes of a particular social group or region may be deliberately used for other purpose. It means that using the language style must determine the purpose communication. One of them is used to get the message, because in a society, there are so many people who have different characteristics. So, the use of language style is expected without distributing others either partially personally.

According by Chaika states the language style functions is to convey social or artistic effect carried along with greeting and conversation message is more efficient that having encode that information at the outside or continually during conversation, and the style While Badiah defines the functions of language style are as follows:

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1. Increasing the Audience’s taste.

Using the stylish language can raise. The audience’s thought toward what is being said the actor, in this case, the speaker it will increase the public’s opinion about what has been written or said, what it means, purposes, need, and wants.

2. Persuading the Reader.

Language style makes the reader feel sure and trustful toward what being said by the writer. The writer or speaker asks the reader or listener attractively by using rhetoric language. For the example, the politicians who attract many masses used the language that makes them sure and trustful.

3. Making the writer’s ideas clearer

Every writer wants the reader to understand and catch the message and ideas that are carried by the text. Thus, the writer should use the correct and certain word and language style to make his or her message and ideas clearly transferred to the reader.

3. Creating Certain Mood.

The language style that is used by the speaker can influence the audiences feeling and thinking. Thus, how the speaker use the language style in their speech will create certain mood.
Based on the explanation above it can be concluded that there are the functions of language style such as increasing the audiences taste, persuading the reader, making the writer’s ideas clearer and creating certain mood. The writer will used this theory to find out the function of formal and casual language used Joko Widodo’s speech.

2.5 Review of Related Research

In this thesis, there are researchers that have been found by the writer who have discussed about Language Style they are:

Firstly, the student of English Education of State Institute For Islamic Studies Cirebon, named Evi Vitria, thesis entitled “The Analysis of Language Style In the Songs Lyric Album “Forgive Me” By Maher Zain.” This research discussed about song may be used to express, communicate among people in the different way with that their singing. Because, the song showed something in daily language. As a language, song is used to express someone’s feeling, thought, or idea through words. Language style in Maher Zain song lyric is various, so that the writer is interested to analyse them. But, the analysis of this thesis only concerns in language style and social meaning. The method used by the writer is qualitative method. The techniques used by the writer in this research are listening, identifying, collecting and analyzing the language style in the songs lyric by Maher Zain. The language style in Maher Zain’s songs lyric found

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twelve language styles. There are twelve language styles in the Maher Zain’s song lyric, these are: imagery, symbol, metonymy, understand, alliteration, assonance, anaphora, litotes, paradox, metaphor, simile, hyperbola and consonance. Then, social meaning in Maher Zain’s song lyric can be found in every song and has its own frequency.

Secondly, the student of Faculty of Humanities Diponegoro University Semarang, named Siti Zulaikho, the title is “Language Styles of Muluk in Alangkah Lucunya Negeri Ini Movie”21 This research discussed about result in the existence of different and varied forms of language used by speakers in their utterances. In this thesis, the author is interested in analysing the types of style and function of language contained in a speech, as well as factors that cause speakers to choose a particular language from. In this study focus of the author’s research is the utterances of Muluk, the main character in the film is How Funny the Country. This research was a case study and it used descriptive qualitative method. The author fined that type of language style is Formal style, consultative, casual, and intimate styles.

Thirdly, the student of Humanities Diponegoro University Semarang, thesis entitled “Language Style in the Headlines of Lampu Hijau Newspaper.” This research discussed about the use of language style by a person or group of people it depends on certain goals. In this thesis the author is interested in the use of

language style and the purpose of using the style of language in the Lampu Hijau newspaper. The purpose of this thesis is to describe what are the style of language is used in the headlines in Lampu Hijau newspaper, the function of using language style, the factor that influenced and proved too deviated. The data used in this thesis comes from various news rubrics, namely political, social, criminal, economic, and business, entertainment and accustomed to adults and sport. The sample of method is used in the form of phrases and sentences in headline. The result of analysis indicated that most nonformal. Non-formal language style can be found in all rubrics actually in the criminal rubric, and non-formal can be found in all news sections, while slang is only found in crime news section.

Fourthly, the thesis is “Analysis of Language Style Found in Novel the Last tycoon wrote By F.Scoot Fitzgerald” by Dila Sapariyanti (2013). From English Department faculty of letters and humanities State of University of Padang. In his study uses theory by Martin Joos. She is found the casual is dominant take the data from novel. And found the factors that influence the type of language style. That is different with the language style in “Fury” movie, the researcher used Martin Joos theory, found four style and the dominant styles which is used in the “fury” movie is casual style.
Fifthly, the student of English Literature Department Adab and Humanities Faculty, named Novita, thesis entitled “The Analysis of Language Style in Wild Child Film by Nick Moore”. The Research discussed about language style in Wild Child film. The purpose of this research is to describe the kinds of language style and find out the reason of language style in this film. The research uses qualitative method, descriptive research, and content analysis to analyse the data. As the result, the writer found five language style, they are: frozen style, consultative style, formal style, casual style, and intimate style. From thirty eight data, the writer finds one data is present in frozen style, four data for formal style, three data for consultative style, fourteen for casual style, and for intimate style and the writer found the reason the language style found in film. They are the listener of the speaker, where is conversation taking places, when the conversation happens.

Sixthly, the student of Department of English Faculty of Cultural Studies University of Sumatera Utara, named Natalia Citra, thesis entitled “An Analysis of the Language Styles Found in the King’s Speech Movie”. This research discussed about five language styles that classified based on Martin theory, they are frozen style, formal style, consultative style, casual style, and intimate style. This language style can be identified by the situations of the speaker is speak,

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22 Novita, “The Analysis of Language Style in Wild Child Film by Nick Moore”, journal of English Literature Departement Adab and Humanities Faculty, the State institute for Islamic studies Sultan Thaha Safiuddin Jambi, p.3
23 Natalia. C, “An Analysis of the Language Styles Found in the King’s Speech Movie”, journal of Department of English Faculty of Cultural Studies University of Sumatera Utara, p. 10
whether formal or casual, public or private. This research used qualitative description as the method in his research.

From the review related above, most of them analyzed language styles like named Novita, thesis entitled “The Analysis of Language Style in Wild Child Film by Nick Moore” it same discussion with the writer, but in this thesis, the writer analyzed the formal and casual language style in Joko Widodo speeches.
CHAPTER III

METHOD OF RESEARCH

3.1 Design of Research

In writing this thesis, the writer used qualitative method and descriptive method that is suitable with the aim of this research. Qualitative method may be in descriptive form. The data were collected in the form of words as a descriptive explanation than a number. The result of the research contained quotation from the data to illustrate and substantive the presentation. Descriptive method is a research which aims to describe a phenomenon accurately based on the characteristic of research. In this thesis proposal, the writer used qualitative method, where the data are analyzed through interpreting, not statistical analysis. Nyoman Kutha Ratna stated that:

“Kualitatif memberikan perhatian terhadap data alamiah, data dalam hubungannya dengan konteks keberadaannya. Cara-cara inilah yang mendorong metode kualitatif dianggap sebagai multi metode sebab penelitian pada giliran nyameli datkan sejumlah besar gejala sosial yang relevan. Dalam penelitian karya sastra, misalnya, akan dibilatkan pengarang, lingkungan social di mana pengarang berada, termasuk unsur-unsur kebudayaan.”

Based on the quotation above, the qualitative method can be used in this research due to the qualitative method did not only involves the intrinsic aspect in literary work. But, it can be related with the extrinsic aspect in the literary itself. So, that is why, the qualitative method also can be said as multi method. Because, the

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relating of the intrinsic aspect and extrinsic aspect in the literary itself. Descriptive is:

“Data yang dikumpulkan berupa kata-kata, gambar dan bukan angka-angka, hal itu disebabkan oleh penerapan metode kualitatif.”

Moh Nazir also added that “Metode deskriptif adalah ini bertujuan untuk membuat deskripsi, gambaran atau lukisan secara sistematis, factual dan akurat mengenai fakta-fakta, sifat-sifat serta hubungan antar fenomena yang diselidiki.”

It makes easy the research to get the right data. It means that qualitative method used to get the deep meaning from the data. It will make easy the research to get the right data. Sugiono stated that:

“Metode penelitian kualitatif adalah metode penelitian yang digunakan untuk meneliti pada kondisi objek yang alamiah, (sebagai lawannya adalah eksperimen) dimana penelitian adalah sebagai instrument kunci, teknik pengumpulan data dilakukan secara triangulasi (gabungan), analisis data bersifat inductif/kalitatif, dan hasil penelitian kualitatif lebih menekankan makna dari pada generalisasi.”

It means that qualitative method is analyzing about descriptive data such as writer or spoken, at the person who is observed in this research, where qualitative method also analyzing about the data from outside which the data still not right. By using this qualitative method, the writer felt easy to analyze the novel. Based on those statements, it can be concluded that qualitative research is analyzing about descriptive data that is collected is in the form of the situation of the natural object. Where descriptive data such as writer or spoken, by using qualitative method the writer got
the answer about the question in the Formal and Casual Language Style as Seen in Joko Widodo’s Selected Speech.

3.2 Sources of Data

The writer used Joko Widodo’s speech as the source data. The speech APEC CEO, The World Economic Forum on East Asia, and The Asian-African Conference summit in internet, YouTube/video. In this video Joko Widodo used English in his speech at APEC CEO, The World Economic Forum on East Asia, and The Asian-African Conference. Secondary data they were the data that support the main data. In this research secondary data were taken some books, journal, and from video Joko Widodo’s speech.

3.3 Technique of Collecting the Data

In an effort to get the data and fact, in this research the writer used qualitative research, the techniques in qualitative research. The writer used documentation and Sugiyono stated that “Dokumen merupakan catatan peristiwa yang sudah berlalu dan dokumen ialah setiap bahan tertulis, ataupun dari record yang dipersiapkan karena adanya permintaan seorang penyidik.” It means that in qualitative research, the writer used some documents that have correlation or support the problem of the research, because this research is descriptive that is

31 https://www.youtube.com/watch?v=FhmTBJXEhbg, accessed 01 April 2019, 21.50 PM.
why the writer described and analyzed the data that has been found in Joko Widodo’s speech, to answer of the problems that has been formulated in the formulation of the problem. The data is used to describe a process to preparing and collecting data as part of middle process. The purpose of data collection is to get information, according to Catherine Marshall and Gretchen B. Rosmann state that: “the fundamental meet researchers for gathering information are, participation on the setting, direct observation, in-dept. interviewing, document review.” It means that is the qualitative research there are some method to collect data as information to analyzed and support the result to be better. In this research, the writer only used the data that document review, according to Sudaryanto: “Taking note technique is taking note can be taken from the data has been be prepare, after taking a note than the research can describe and classify the data.” It means technique is the data take from note, documentation and video Joko Widodo in his speech APEC CEO summit in China National Convention Center, Beijing.

The writer has some steps in collecting the data, in order to make this research more specific. The steps in collecting data:

33 Sugiyono, metode penelitian pendidikan, (Bandung : Alfabeta, 2012), p. 309
34 Muhammad, metodepenelitian bahsa, (Jogjakarta: Ar-ruz media, 2011), p. 13
a. Collecting all data from the speech that had been taking from tell and other sources which are closely related to the aim of the research and also reading repeatedly and comprehensively for some senses, text, gesture, and expression that exist in the Joko Widodo speech and articles in the cyber data as many as possible which show a form of problem.

b. Reading the data repeatedly, after getting all important sources, the writer read it to make sure that the data are correlating with the research.

c. Marking on the words or sentences and all the important statements and information, as well as afterwards, making a note of data. After reading the sources carefully, the writer marked any important statements to make the writer easier in the analyzed process for the research.

d. Identifying and classifying the data, after finding all the data completely, the writer processes the data to analyzed them. Finally, the writer makes a good arrangement for the thesis proposal itself as the last in finalizing research.

3.4 Technique of Data Analysis

After collecting the data, the writer analyzed the data. In qualitative research, technique analysis data are used to answer the formulation of the problem in analysis data, the writer used a technique of data analysis. The writer had several techniques from the data analysis, in order to make this research more specific. According to Susan Stain back, "Data analysis is critical to the qualitative research process. It is to recognition, study, and understanding of interrelationship and concept in your
data that hypotheses and assertions can be developed and evaluated”. Nyoman Kutha Ratna stated that “Sesuai dengan namanya analisis isi terutama berhubungan dengan isi komunikasi baik secara verbal maupun nonverbal... In line with this statement, the writer used the method. According to Nyoman Kutha Ratna:

“Isi dalam metode analisis terdiri dari atas dua macam, yaitu isi laten dan isi komunikasi. Isi laten adalah isi yang terkandung dalam dokumen dan naskah, sedangkan isi komunikasi adalah pesan yang terkandung sebagai komunikasi yang terjadi. Isi laten adalah isi sebagai mana dimasukkan oleh penulis, sedangkan isi komunikasi adalah sebagaimana terwujud dalam hubungan naskah dengan konsumen.”

In this research, the writer used content analysis technique because this research is descriptive. It was way the writer describes, analyzes the data that has been found in the speech to find the answer the formulation of the problems that have been formulated. The writer had some steps in analyzing the data, in order to make this research more specific. The steps are:

1. Searching for the Video
As the first step of collecting the data, the writer used video recorder observation. It was look video Joko Widodo’s speech for the research, in this case was YouTube. It showed that event truly happen in reality. It means that utterances are truly by speaker in this case is President Joko Widodo.

2. Searching the Script

After the video found, then writer looked the script of the speech. The principle of it is searching the same video and the script.

3. Downloading video and script

After the data both video and script have collected, writer downloads them both. For the script especially, it used for the main data to be analayzed.

4. Reading and Listening

The writer reading and listenting the speech of Joko Widodo in YouTube Channel.

5. Identifying

After reading and listening the writer identifying entire data.

6. Analayzing and Explaining the Data

The last step that the writer used was analayzed and explaining kind of Joko Widodo’s speech.
CHAPTER IV
FINDING AND ANALYSIS

4.1 Finding

Based on the data that were taken from the speech’s of Joko Widodo’s, the writer found kind of language style, the used of language style, and the function of language style that were derived from utterance in the speech of Joko Widodo. The writer took the data from the speech in APEC CEO, The World Economic Forum on East Asia, and The Asian-African Conference summit in the internet, YouTube/video. In this video Joko Widodo used English in his speech at APEC CEO, The World Economic Forum on East Asia, and The Asian-African Conference.

4.2 Analysis

4.2.1 Kinds of Language Style

Based on the writer’s analyzed about kinds of language styles in Joko Widodo’s speeches, the writer found that there were two kinds of language style in Joko Widodo’s speeches. It can be seen in the explanation bellow:

1. Formal Style

Formal style is kind of style that the speaker is mostly pay attention about pronunciation, choice for word and sentence structure for doing something important, such as speech, formal meeting, lesson book, etc. It can be usually a single topic that showed less intimacy between the speaker and the hearer. Formal language is mostly used in formal conversation when she or he convers with other people, the stranger, or known people. It can be seen in the text bellow:
Joko Widodo: In 5 years we want to build 24 seaport and deep seaports. As you know, we have 17,000 islands, so we need seaports and we need deep seaports. And this is your opportunity 24 seaports and deep seaports. (04.32)

From the statement above, the sentence in 5 years we want to build 24 seaport and deep seaports. As you might know, we have 17,000 islands, so we need seaports and we need deep seaports. And this is your opportunity 24 seaports and deep seaports, is one of formal language style used by Joko Widodo in his speech at APEC CEO SUMMIT 2014. Joko Widodo told about seaport, deep seaport, and a lot of islands, because he wants to building seaport and deep seaport in 5 years, and he told that in our country we have 17,000 islands, and he attempts to remember for audience that Indonesia is very rich country. The next example, it can be seen below:
Joko Widodo: *We need around 35,000 megavolts to build our industries, to build our projects, to build our industrial zones.* (09.06)

From the statement above, the sentence talks about the power plants to build our industries, our project and to make the industrial zone to be better. So in that futures we wants to needs all lot of the requirement to achieve can be easier, without problems, therefore we all hope that industrial development in Indonesia can be fulfilled well. The next example, it can be seen:

Joko Widodo: *Because we talk about business.* (00.41)
From the statement above, the sentence *because we talk about business*, tells about business or the way to attract investor to invest in Indonesia. The sentence gives an idea to the audience especially the investor. In his delivery, Joko Widodo provided an explanation to illustrate that Indonesia is a country great opportunities to invest. Because in Indonesia very highly upholds to the value of cooperation between one thing, to besides being profitable, inventors also had an important role in increasing the economic needs for the people in Indonesia. The next example, it can be seen below:

*Joko Widodo:* *We have a population of 240 million* and the distance is like from London in UK to Istanbul in Turkey. *(01.39)*

From the statement above, the sentence we have a population of 240 million and the distance is like from London in UK to Istanbul in Turkey, this sentence is one of the formal language styles used by Joko Widodo in his speech at APEC CEO SUMMIT 2014. Joko widodo tells about the population in Indonesia was same with London. This is the important information that he wants to say to the speaker. The next example, it can be seen below:
Joko Widodo: Our National budget for 2015 is $167 billion and for subsidy is $27 billion. It is huge.

From the statement above, the sentence our national budget for 2015 is $167 billion and for subsidy is $27 billion. It is huge, in our Nasional Budget in 2015 is very hugly and he wants to chanannel our fuel subsidy from consumption to the productive activites, this is something important thing that we must manage and stabilizing for subsidy in our country, and this is the biggest information, that he wants to say to the speaker. The next example can be seen below:
Joko Widodo: *In 1980 the price oil price weal price oil gas export world 80% of a total export we for to the value our generation we had been economic crisis.* (04.11)

From the statement above, the sentence talks is clear in our societies that happens with the economic crisis, in 1980 the price of oil gas exports 80% of a total export we for the value of our generation, but crisis games opportunity after 1980 the oil price and Indonesia, furniture industry, pom oil industry, technical industry. This situations are formal, because this information related to economies and industry. The informations in this style usually used in serious that situations for he want to say to speaker. The next example can be seen below:

Joko Widodo: *In Java island is $6 sack cement. But in papua island the price is $150 sack cement. Imagine, 25 times.*

From the above statement the sentence on Java Island is $ 6 sack of cement. But on the island of Papua the price is $ 150 sacks of cement. Imagine, 25 times. Joko Widodo told a comparison of the price of cement on Java island and Papua island, this is one of the problems for the construction of sea toll in Papua island. This also needs to be considered because 25 times compared to Java Island, the president hopes
that the price of cement from Java and Papua Island is the same. The next example, it can be seen:

Joko Widodo: *We have a population of 240 million and the distance is like from London in UK to Istanbul in Turkey.*

From the statement above, the sentence *we have a population of 240 million and the distance is like from London in UK to Istanbul in Turkey*, Joko Widodo talks about how many people in Indonesia are likened to the distance between London and UK to Istanbul. This is important information to know that Indonesia is not only rich in natural resources but also has a large population. So in Indonesia is included the number 4 most of population category in the worlds. The next example can be seen below:
Joko Widodo: We have a problem here: 1.5 kilometers unfinished because there is 143 families who do not accept with the competition price. (10.46)

Based on that speech, Joko Widodo tries to give an idea to solve the problem of land acquisition by discussing with these families. It shows good leadership which can be received by others. In addition, he wants explained the problems in Indonesia, agricultur and transport. He wants to influence others without intend denigrate and provided to the listener. The next example, it can be seen below:

Joko Widodo: If you any problem call me call me. (10.43)

Based on the data of Joko Widodos speech in APEC CEO there is statement “call me call me” he intended to help investors in case the way the word “call” not just call someone here. He gives words it can be clearly seen since the begining of the speech that he said “call me call me”. The next example can be seen below:
**Joko Widodo:** I believe China and Japan today enjoy the best leadership be had have in a generation and I believe basis to the great benefit of Asia as a whole.

From the statement above, the sentence *I believe China and Japan today enjoy the best leadership be had have in a generation and I believe basis to the great benefit of Asia as a whole*, Joko Widodo tells about leadership in China and Japan, because as we might China and Japan are developed countries, not only in leadership but in the government and educations is very famous in our country. In this case Joko Widodo revealed that he was very appreciative the China and Japan and he also hoped for basis to the great benefit of Asian. The next example, it can be seen below:

**Joko Widodo:** Now we talk about business permit. (12.20)
From the statement above, the sentence talks about business permits, this is very important for us to start a business, because in this time if we began to started business money is not everything, but license of business is also very necessary, because if there is no permit then our business it can be categorized not feasible (illegal). In this case the president will help and to be facilitating permits for businesses with a process to be easier and then to needed 3 days the letter is clear and your business must be safe it.

2. Casual Style

Casual style use informal situation such as to speak with friend or speak with others. It usually uses a nickname when addressing someone, uses rapid pronunciation, and uses slang language. It is used in more relax situations. The use of casual style refers to the situation in which utterances are expressed. Casual style is a style used in informal (casual) situation and using informal language. The relationship and frequently use ellipse sentences. Casual style is casual language variety in conversation, recreation, sport, etc. The next example can be seen below:

Joko Widodo: *Ah, this me.* (10.23)
From the statement above, the sentence **Ah, this me**, is one of the casual language style because Joko Widodo tells about himself to the audience before he talks about the problem from his speech, and he tries to explain for the audience that show the pictures of himself. This is doing to the audience is not too rigid and formal too as long as discussion. In this case the aims to made a change that situation to become more relax and to made audience can be control themselves stayed focused while listening to the next speech. The next example, it can be seen below:

**Joko Widodo:** *So last year I invite them. I go to them to lunch and dinner. Four times.* (11.08)

Based on that speech, Joko Widodo used the sentence *So last year I invite them. I go to them to lunch and dinner four times*, because he wants to make the audience before he talks about business the situation must be quietly and in that situation, Joko Widodo said that he invited his co-workers to have lunch and dinner together. This is done in order to be able to attract sympathy and empathy from the person and resolve existing problems without the need to do special meeting as usual in the four times meeting.
Joko Widodo: So, This morning, I am happy because we can talk about business. (01.08)

From the statement above, the sentence I am happy because we can talk about business, Joko Widodo talks about experiences, he is very happy in this morning because the topic is about business.

Based on the explanation above it can be concluded that they are two kinds of language style is formal and casual styles. The writer found the dominant language style in Joko Widodo’s speeches is formal styles.

4.2.2 The Use of Language Style

Based on the writer analyzed the use of language style in Joko Widodo speech, the writer found that there were three use of language style in Joko Widodo speech. They were international language, standard language and the last joking language. It can be seen in the explanation below:

1. International Language

International language is a form of communication, essential to the culture of a community, with a system of sounds, letters, symbols and sign recognized and utilized by human, and international language have categories they are to interact and
negociated and to communicate that people allows to exchange information about past, present, and future. It can be seen in the text bellow:

Joko Widodo: *We had been economic crisis.* (04.03)

From the statement above, the sentence *we had been economic crisis*, is one of international language used by Joko Widodo in his speech, because in 1980 in this country very experienced an increase price oil gas export, so that it experienced an economic crisis, the achievement of world oil prices reached eighty percent, but with the game opportunity to the next future Indonesia will start the rice industry, garment industry, so that the economic crisis does not occur again.

2. **Standard Language**

Standard language is either as a language variety used by a population for public purposes, or variety that has undergone standardization. A standard variety is generally one which is written, and which has undergone some degree of regulation or codification (in a grammar and a dictionary). It can be seen in the text bellow:
Joko Widodo: The picture shows you our map of Indonesia. (01.26)

From the statement above Joko Widodo shows the map of Indonesia and he also gives an explanation of the Indonesia, both in terms of population, geographical location, conditions, natural resources, human resources and so on, and Indonesia is a country that has millions of wealth that is rarely found in countries like having 17,000 islands. The next example, it can be seen below:

Joko Widodo: We want to increase the income of the fishermen. (03.44)
From the statement above, Jokowi wants to increase the income of the fishermen, with the some subsidy to channel for the fishermen. This certainly helps fishermen because fishermen really needs help with both clothing and food by providing refrigerators, and he must be a great hope to increase the income of fishermen and he wants to help them at that time Jokowi had to be big expectation to increase the income of the fishermen. The next example can be seen below:

Joko Widodo: *The Picture shows our Jakarta Port. Tanjung Priok port.* (05.06)

Based on the statement above, the sentence *the picture shows our Jakarta port, Tanjung Priok port,* is one of standard language in his speech. Joko Widodo tells about the port and he shows the picture from the audience and to make them knowing about what he wants to say in speeches.

3. **Joking Language**

Joke is a of humour in which words are used within a specific and will defined narrative structure to make people laugh and is not meant to be taken seriously. Some humor in a speech make speaker enjoy able than the one who
includes funny stories, examples or quotes to illustrate his main points, and than humor can help presentation in many ways. It build a connection with the audience, which is always the speakers ultimate goals. It can be seen in the text bellow:

Joko Widodo: So, last year I invite them. I go to them to lunch and dinner.

From the statement above it can be seen that Joko widodo said that so, last year I invite them. I go to them to lunch and dinner, he tells that last year he invite many investor to lunch and dinner together at the same time talk about bussines and bussines. Joko widodo’s used this sentence to show the joking to the audience, because he wants to make the audience enjoy follow his speeches. The next in example, it can be seen below:
Joko Widodo: Ahh, This is me. (10.23)

From the sentence above it can be seen that sentence used joking language because the sentence “ah, this is me” describe personal Joko Widodo and he is try to make audience rilexs in this presentations. You know that Joko Widodo’s is Humoris, so in this situation he makes audience be happy and enjoy it.

4.2.3 The Function of Language Style

Based on the writer analayzed the function of language style in Joko Widodo speeches, the writer found that there were three function of language style in Joko Widodo’s speeches. They were increasing the audience’s taste, persuading the reader’s, creating certain mood. It can be seen in the explanation bellow:

1. Increasing the Audience’s taste.

Increasing the audience taste is the thought toward what is being said the actor, in this case, the speaker it will increase the public’s opinion about what has been written or said, what it means, purposes, need, and wants. It can be seen the pictures bellow:
In this picture above it can be seen that Joko Widodo talks about Indonesia became to export. Because in 1980 the price oil and weal price oil gas export world 80%, but for the 15 years they will up let’s style and garment industry, furniture, industry, pom oil industry, technical industry. But in 1995 oil and gas export only 30% of our total export.

2. **Presuading the Reader’s**

Persuading the reader is how the way the reader feels sure and trustful toward what being said by the writer. The writer or speaker asks the reader or listener attractively by using rhetoric language. It can be seen in the pictures bellow:

![Picture](00.36)

From the picture above it can be seen that Joko Widodo is persuading the reader because he was used the expression very seriously to our audience for the presentation because the world is a fundamental in a transition, and the condition suddenly very challenging. It means that the speaker try to explain about the problem is very seriously. The next in example, it can be seen below:
From the picture above it can be seen that Joko Widodo showed that persuading the reader because the speaker to given for the audience about extremely optimistic and he say that he believes Chine and Japan today enjoy the best leadership. In another word the speaker very confidence with the statement to invite them to be great benefit of Asian. The next in example, it can be seen below:
From the picture above show the speakers tried to make the situation very formal, why we talk about this, because the speaker talked the audience that he believes Indonesia has to change. He said that the people tell to him, and he can to visit the village has two teens every week and every month.

3. Creating Certain Mood

Creating certain mood is the used by the speaker can influence the audiences feeling and thinking. Thus, how the speaker used the language style in their speech will create certain mood. It can be seen in the pictures bellow:

In the pictures above it can be seen that the picture showed creating certain mood because Joko Widodo keeps on smiling before he began the presentation, he looks very excited when he stands in front of audiences and he also nods his head as a sign of respect to the audience, in this situation makes the audience a concerned at the presentation and make it audience to be attention to the presentation. The next in example, it can be seen below:
From the picture above it can be seen that picture showed creating certain mood because Joko Widodo when delivering the national budget with an astonished expression because it was too big, this like convince the audience about our national budget for 2015 is $167 billion and for fuel subsidy is $27 billion. The next in example, it can be seen below:

In this picture above it can be seen that picture showed creating certain mood because he told with hopefully and very confidence that he wanted to channel subsidy to the farmers. This certainly makes the audience so astonished that they look very concerned about Joko Widodo's speech.
5.1 Conclusion

After analyzing the formal and casual language style as seen Joko Widodo's selected speech. The writer takes conclusion, they are:

1. There are five the language style according Joos in Chaer. They are frozen style, formal style, consultative style, casual style and intimate style. The writer found two types in Joko Widodo’s speech. There are: 12 (Twelve) formal language and 4 (Four) casual language style. Formal style is the dominant type of language style that found in Joko Widodo’s speeches.

2. There are three the use of language style which used Joko Widodo’s speeches. There are: 1 (One) of the International language styles, 3 (Three) Standard language in Joko Widodo’s speeches, 2 (Two) Joking language that found Joko Widodo’s that speech.

3. The finding of the function of Language style, there are 3(Three) function of language style which used in Joko Widodo’s selected speech’s. There are: 1 (One) increasing the audience’s taste, 3 (Three) Persuading the reader and 3 (Three) creating certain mood.
5.2 Suggestions

1. The writer would like to give some suggestion to the next researcher especially who wants to analyse Language Style in literary work to understand well the theory of language style. Language style seems easy but it needs deeper understanding and seems to get the point and the reference. Also, the writer would like to suggest to next researcher to analyse the language style not only from speech, novel, movie, but also from the new media or object such as advertisement or video clip song. This writing can be a good reference to the reader to improve their understanding the speech. There are so many topic which can be analyze especially in language style and so which have not analyzed in this thesis.

2. Joko Widodo as President of Indonesia. Also Indonesia businessman and political, and governement official. Joko Widodo attarcted international attention with his populist style of campaigning and his anticorruption platfrom, became the first indonesian president who did not have a military background or belong to one of the country’s prominet political families. His succes at the polls was viewed by many analysists as marking the beginning of a new, more democratic era of Indonesian politics. As Jokowi entered the precidency, he identified clampimg down on corruption as amoong his top priorities and as necessary step to attract more foreign direct investment to the country. He also pushed a nine point plan for Indonesia that emphasided helping the poor by improving public services, implementing land reforms, and developing moe affordable housing, among other measures.
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APPENDIX I

A. Text Speech Joko Widodo at APEC CEO

SCENE #1

Ladies and gentleman all see us, Good Morning (00:13)

SCENE #2

First, on behalf of the Indonesian Government and the people of Indonesia, I would like too thank you for coming to my presentation. (00:24)

SCENE #3

Today, I am happy, I am very happy, to be with you, because you know I was a businessman year ago. So, this morning, I am very happy because we talk about business, about investment with all of you. (00:41)

SCENE #4

The picture shows you our map of Indonesia. We have a population of 240 million and the distance is like from London in UK to Istanbul in Turkey. And imagine, we have 17,000 island. (1:20)

SCENE #5

Our national budget for 2015 is $167 billion and for fuel subsidy is $27 billion. It’s huge. So we want to channel our fuel subsidy from consumption to the productive activities. From consumptive activities to productive activities. We want to channel our fuel subsidy to the farm for seeds, for fertilizers and also for irrigation. And we want to build dams – 25 dams in 5 years from our fuel subsidy to maintain the water supply to the farming area. (02:07)

SCENE #6

Some subsidy we want to channel to the fishermen, to give them boat engines, to give them refrigerators. We want to increase the income of the fishermen. Some fuel subsidy we want to give to micro and small enterprises in the villages. We want to help them raise their working capital. And some subsidy we want to channel to the
health program, the education program. And some subsidy we want to channel to infrastructure. (03:30)

SCENE #7

In 5 years we want to build 24 seaports and deep seaports. As you know, we have 17,000 islands, so we need seaports and we need deep seaports. And this is your opportunity: 24 seaports and deep seaports. (04:32)

SCENE #8

The picture shows our Jakarta Port, Tanjung Priok port. In 2009, the capacity is 3.6 million TEUs a year, and our plan in 2017 is around 15 million TEUs a year. This is the potential ports in Indonesia. This is your opportunity. We want to build in Sumatera island, in Kalimantan island, in Java island, in Sulawesi island, in Maluku island, also in Papua island. And we plan to build our railway track, railway network. Now we have already in Java and we want to build in Sumatera island, in Kalimantan island, in Sulawesi island and also in Papua island. This is your opportunity. (03:03)

SCENE #9

Now we talk about mass transportation. We want to build our mass transportation in 6 big cities in Indonesia. We have started in Jakarta last year, and we want to build in Medan, in Makassar, in Semarang, in Bandung, in Surabaya. So, this is your opportunity, because you know our national budget is limited. (06:30)

SCENE #10

Now we talk about our maritime agenda. We want to build sea toll. What is sea toll? See toll is maritime transportation system to make our transportation cost more efficient. We want to build from the west to the east. We hope not only the vessels can enter our sea toll but also mother vessels can enter the sea toll. So, the price the cost of the transportation is more efficient. (07:05)
SCENE #11

For example, the price of the cement, one sack cement, in java island is $6 sack cement. But in Papua island the price is $150 per sack cement. Imagine, 25 times. So we hope with our sea toll the price in our islands is the same. Electricity. We need power plants. We need around 35,000 megavolts to build our industries, to build our projects, to build our industrial zones. So, we need power plants. This also your opportunity to invest in this project. Because we need our power plants for manufacturing for industrial zones. (08:12)

SCENE #12

Many investors, a lot of investors, when they come to me, most of them they always complain about land acquisition. I will push my ministers, my governors, my mayors, to help clear this problem. I have experience with land acquisition when I was governor. (09:43)

SCENE #13

We have a project, the Jakarta Outer Ring Road, started 15 years ago but was stopped 8 years ago, because we have a problem here : 1.5 kilometers unfinished because there is 143 families who do not accept with the compentation price. (10:22)

SCENE #14

So last year I invite them. I go to them then I invite them to lunch and dinner. Four times. Ah, this is me. I invite them we talk about the problem. Four times. Four times meeting. And the problem is cleared. And now the toll road has been used (starting) 7 moth ago. (11:08)

SCENE #15

Now we talk business permit. We have national one-stop service office that can help you, that will serve you, that will facilitate you, that will give you your business permit. For example, principle business permit need 3 days to process. (12:00).
SCENE #16

again on behalf of the Indonesian government and the people of Indonesia, I would like to thank you for your listening (to) my presentation. We are waiting for you to come to Indonesia. We are waiting for you to invest Indonesia. Thank you. Thank you. Good morning. (12:49)

B. Text Speech Joko Widodo at The World Economic Forum on East ASIA

SCENE# 1

Our amazing opportunities please come and invest in Indonesia if you have any problem call me. (00:12)

SCENE# 2

Ladies and gentleman the world is a fundamental in a transition, for us in Indonesia and for all emerging market, the condition suddenly very challenging, but we where challenges, I see opportunity, in fact, our challenges are your opportunities. (00:33).

SCENE# 3

Ladies and gentleman I have just return from an official visit to Tokyo and Beijing and after many meeting with president SHI JiNGThiNG and Minister Mr. Hb. (01:08)

SCENE# 4

I would like to share with you I ma extremaly optimistic I believe China and Japan today enjoy the best ledership be had have in a generation and I believe basis to the great benefit of Asian as a whole. (01:58).

SCENE# 5

There is one thing that from minister Mr. HB. Prudency and can I agree on it this bed the world is changing very face denies. China is changing Japan is changing and Indonesia is changing. (02:03).
SCENE# 6

I believe Indonesia has to change’s why do. I believe Indonesia has to change because my people tell me. My people tell me, that our country has two teens every week and every mont I go into the villages I go to into the city’s and my people ask me. (02:30).

SCENE# 7

Mr. Jokowi please change our country within this do about global our test is clear we have too late in fees our economies we have to our societies. Indonesian is a story we have here been before in the 1970 Indonesia became on export. (03:05)

SCENE# 8

In 1980 the price oil price weal price oil gas export world 80% of a total export we for to the value our generation we had been economic crisis, but with crisis game opportunity again with crisis games opportunity after the 1980 oil price. Indonesia to began industry rice for the next 15 years we will up lets style and garment industry,furniture industry, pom oil industry, technical industry, but 1995 oil and gas export world only 30%of our total export. Export of and good and recount 70%. (04:11).

SCENE# 9

Today we are in the same situation commodity price at press our grassy for a lot of people, but let me tell you we have than before and resale do it 8 again. Our commodity regions made us offer consented we neglected their our human resources our greasy has been shaken. (05:44).

SCENE# 10

Today we must shift, from consumption back to production, from consumption to investment, invesment our infrastructure, invesment our industry, but most importantly, invesment our human capital: the most precious resource in 21st century.” Since can be painful, since create ... and role but...can be no progres without teens that can be again without pay even with the pain my people tell me every weekend every mounth please Mr. Jokowi change our country our people. (06:40).
SCENE# 11

Verry walles...that to hekp progress there must be sacrifice fortunately story is on our side I would even say got is on our side after 1997 action finalcial crisis a lot of peole around the world will Indonesia survies today almost 20 year later we a...stabilities democrasi our unity the in a diversity “Bhineka Tunggal Ika” is stronger than ever we have became the play like this economy in Asian and the key member of the 20 that Indonesia people I wise be regourceful and therefore I’m here to tell you with one 100% cinfident Indonesian will freefell when you spent time with Indonesia especially on Facebbook and Twitter you will find our people have included the college our people have incredible which them. (07:55).

SCENE# 12

Therefore ladies and gentleman I stand here today to invite you to join me and my people on end icredible journal on and incredible adventure and to me incredible profits and if you have any problem call me call me. Thank you thank you. (10:13).
## APPENDIX II

### A. APEC CEO Formal and Causal Language Style in Jokowi’s Speech.

<table>
<thead>
<tr>
<th>NO.</th>
<th>Picture</th>
<th>Dialogue</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><img src="image1.png" alt="Image" /></td>
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</tr>
<tr>
<td>2</td>
<td><img src="image2.png" alt="Image" /></td>
<td>“Our national budget for 2015 is $167 billion and for subsidy is $27 billion. It is huge. So we want to channel our fuel subsidy from consumption to the productive activities,” (02:27)</td>
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</table>
3. ‘some fuel subsidy we want to give the micro and small enterprisen in the villages. We want to help them raise their working capital. And some subsidy we want to channel to the healt program. (03:30)”

“Today I am very happy, i am very happy, to be with you, because you know I was businessman years ago. So, this morning, i am very happy because we can talk about business, about investment with all of you” (00:41)

President Joko Widodo said that “So last year I invite them. I go to them to lunch and dinner. Four times.” (11:08).
Joko Widodo said “Ah, this is me. I invite them and then we talk about the problem. Four times. Four times meeting. And the problem is cleared”.

(11:39).

B. The World Economic Forum on East Asia in Jokowi’s Speech.

<table>
<thead>
<tr>
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<tbody>
<tr>
<td></td>
<td><img src="image" alt="World Economic Forum" /></td>
<td>In 1980 the price oil price weal price oil gas export world 80% of a total export we for to the value our generation we had been economic crisis, but with crisis game opportunity again with crisis games opportunity after the 1980 oil price.</td>
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<tr>
<td></td>
<td><img src="image" alt="Industrialize" /></td>
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ever we have became the play like this economy in Asian and the key member of the 20 that Indonesia people I wise be regourceful and therefore I’m here to tell you with one 100% confident Indonesian will freefell when you spent time with Indonesia especially on Facebook and Twitter you will find our people have included the college our people have incredible which them.

Mr. Jokowi please change our country within this do about global our test is clear we have too late in fees our economies we have to our societies.

I believe Indonesia has to change ? because my people tell me. My people tell me, that our country has two teens every week and every mont I go into the villages I go to into the city’s and my people ask me.
Joko Widodo, byname Jokowi, (born June 21, 1961, Surakarta, Central Java, Indonesia), Indonesian businessman, politician, and government official who served as governor of Jakarta (2012-14) and as President of Indonesia (2014). Joko Widodo, commonly called Jokowi, who attracted international attention with his populist style of campaigning and his anticorruption platform, became the first Indonesian president who did not have a military background or belong to one of the country’s prominent political families. His success at the polls was viewed by many analysts as marking the beginning of a new, more democratic era of Indonesian politics.

Jokowi was born and raised in Surakarta, a city in the centre of Java northeast of Yogyakarta. His father was a wood seller who plied his trade in the city’s streets, and throughout much of Jokowi’s childhood he and his family lived in illegally
built shack near the city’s flood-prone Solo River. Later, when he entered politics, his populist appeal was rooted in part to those humble beginnings.

Jokowi applied himself at school and won admittance to Gadjah Mada University in Yogyakarta, from which he graduated (1985) with a degree in forestry engineering. For several years he worked for a state-owned pulp mill in the Aceh region of northern Sumatra and he later established his own furniture factory in Surakarta. By 2000 he had become a highly successful furniture exporter, with showroom on several continents, as well as chairman of a local branch of the country’s influential furniture manufacturers’ association. In 2005 Jokowi, as a member of the Indonesian Democratic Party of Struggle (Partai Demokrasi-Perjuangan; PDI-P), won election as mayor of Surakarta, the first person to be directly elected to that post. In 2010 Jokowi was reelected mayor with more than 90 percent of the vote. He was later ranked as the third best mayor in the world by the international City Mayors Foundation. During his gubernatorial run in Jakarta in 2012, Jokowi began to be widely compared in the media to U.S. president Barack Obama, in part because there was a physical resemblance but also because Jokowi largely fit the Obama mold as a charismatic nontraditional politician. Jokowi ousted the incumbent, Fauzi Bowo, in the second round of that election and as a governor of Jakarta, he launched programs aimed at improving jakartan’s access to health care and education.

In 2014 the PDI-P selected Jokowi to be its candidate for the Indonesian Presidential election, which was held on July 9. He was swept to victory with more
than 53 percent of the popular vote, defeating former general Prabowo Subianto. although Prabowo alleged that there had been widespread vote rigging and formally challenged the election result, the country’s Constitutional Court unanimously rejected his claim in August, clearing the way for Jokowi to take office on October 20. As Jokowi entered the presidency, he identified clamping down on corruption as among his top priorities and as necessary step to attract more foreign direct investment to the country. He also pushed a nne point plan for Indonesia that emphasized helping the poor by improving public services, implementing land reforms, and developing more affordable housing, among other measures.
DAFTAR RIWAYAT HIDUP
(CURRICULUM VITAE)

Nama : Syarifah Lidya Syafitri
Jenis Kelamin : Perempuan
Tempat/Tgl. Lahir : Jambi, 07 Februari 1997
Alamat Email : Syarifahlidia0702@gmail.com
No. Hp : 081372733188
Pengalaman Pendidikan :
SD N 65/VII Batu Penyabung : Tamat tahun 2009
SMP N 8 Negeri Sarolangun : Tamat tahun 2012
MANegeri1 Sarolangun : Tamat tahun 2015
S1 Jurusan Sastra Inggris : Tamat tahun 2019
Fakultas Adab dan Humaniora
UIN STS Jambi
Motto Hidup : “Bila engkau ingin mengetahui kedudukanmu di sisi ALLAH maka ketahuilah dimana engkau meletakkan ALLAH dalam hatimu”.

Jambi, 17 Mei 2019
Penulis

Syarifah Lidya Syafitri
NIM. AI.1510352