CHAPTER I

INTRODUCTION

This chapter discusses background of the study, statements of the problem, objectives of the study, significance of the study, scope and limitation, theoretical framework, definition of key terms, and organization of the thesis.

1.1   Background of the Study

In every activity, language has an important role in the society. People use language to communicate and interact with others. Interaction is needed for the survival of the society. Through language people can express their feelings, emotions, and thoughts to others. To this point, Blount (1974:46) says that language is primarily a system of phonetic symbols for the expression of thoughts and feelings.

In communicating, people may use more than one language when they speak in the society. The use of the language they speak is influenced by some factors, such as: who the listeners are, where they talk, and how they feel towards the hearers. The language use and its style vary in every day living because people who use the language have different social backgrounds. No one speaks the same way all the time and people continuously change their style of language and develop it for a wide variety of purposes. Every person does not speak the same language style or repertoires all the time, indeed. People adjust the language variety with their environment or with whom they are talking to. According to Bell (1976:110), there is no individual who speaks only one code. In short, there is practically no monolingual.

People will usually make use of the appropriate language style when communicating to each other. The reasons of choosing the appropriate style are influenced by the social factors; the addressee, the sex, the age of the addressee, the race, the setting, the topic, and the function of the communication. In addition, it is very important to select, in terms of formality, the appropriate style of speaking in context of a particular interaction.

Holmes (1992:80-82) states that in relation to its context, language can be divided into two types: (1) the standard form and (2) vernacular forms. People usually use the standard form to those they do not know well or in the formal situation, on the other hand they tend to utter vernacular forms to their friends in informal situation. In the standard form the rules of language (such as the use of correct grammatical forms, vocabulary, and pronunciation) is very strict, whereas in the vernacular forms the correctness of linguistic features does not really matter.

Language style occurs not only in speech community but it can also happen on television and radio broadcasting. In this study, the writer chose radio as the source of her study because radio is not a luxurious thing nowadays and it has a lot of listeners. Radio is a medium of communication where people can get and give information easily. People also can listen to the music and any kinds of entertainment such as quizzes, which provide many presents or interviews with famous persons (singers, artist, etc) from the radio.

In Surabaya, among the many radio stations, the writer chose the Bahterayuda FM radio station. This radio station is one of the famous Christian

radio stations in Surabaya. The writer chose the "Pelangi" program as the subject of her observation for some reasons. First, "Pelangi" program is a program, which is on air from 11 a.m. until 2 p.m. from Monday to Friday. The writer always follows this program because it is very interesting. It always provides Up-to-Date information, such as teenage problems, family problems, and educational problems. Second, this program is based on Christian values and it always refers to the Holly Bible for the solutions. Third, the broadcasters and the listeners are very stylistic in their languages. The writer was very curious to find out the kinds of language style that were used by the listeners, who gave their opinion in public and the radio broadcaster.

1.2   Statements of the Problem

In line with the background of the study, the writer tried to find the answers to the following questions:

1. What language styles does the radio broadcaster of the "Pelangi" Program on the Bahterayuda FM radio station use?

2. What language styles do the listeners of the "Pelangi" Program on the Bahterayuda FM radio station use?

1.3   Objectives of the Study

Related to the statements of the problem, this study is intended to:

1. Find out the language styles used by the radio broadcaster of Pelangi program on the Bahterayuda 96.4 FM radio station.

2. Find out the language styles used by the listeners of Pelangi program on the Bahterayuda 96.4 FM radio station.

1.4   Significance of the Study

The findings of this research are expected to enrich and develop our knowledge about language styles in the society in a particular situation, in this case in presenting something in general, and particularly in the "Pelangi" Program. Next, the results of this study are expected to give contribution to the students by giving an authentic experience for the students who like to conduct Sociolinguistics research, that there was a phenomenon of language styles used in radio broadcast especially in presenting programs like "Pelangi".

1.5 Scopes and Limitation

Due to the limited fund and time also the wide range of the subjects that need observing. The writer decides to make use only of two occasions conducted by the radio broadcasters and their listeners in the "PELANGI" program on the Bahterayuda FM radio station. The writer focuses only on the style of the language used by both the listeners and the radio broadcaster. The writer analyzed the language styles used by the broadcaster and the listeners to determine what social dimension that influenced.

1.6 Theoretical Framework

This research is based on the theories of language styles, language variation, and social dimension of language style.

The first language style refers to communication forms that make or instruct people whether consciously or unconsciously to use language differently suiting to the addressee's social background, social context, topic and social distance. The addressee/the participant affects style of language, the age of the addressee, and the social background of the addressee. The better you know someone the more casual your language will be (Holmes, 1992:276).

The second then language variation is similar to the term *variety or code.* It refers to any set of linguistic forms, which patterns according to social factors. Variety is a broad term, which involves different accents, different linguistic styles, different dialects, and even different language, which contrast with each other for social reasons. In addition, it is used to cover all the different realizations of the abstract concept 'language' in different social contexts (Holmes, 1992:274).

1.7 Definition of Key Terms

These are some key terms that should be defined in order to avoid misunderstanding. Those terms are explained as follows:

1. Language Style

    In this particular study it refers to the characteristic mode of expression of an individual speaker or refers to language variation, which reflects changes in situational factors, such as addressee, setting, task or topic. (Holmes, 1992:276)
2. Bahterayuda 96.4 FM

It is one of the famous Christian radio stations in Surabaya. It is located on Jalan Bedadung no.6

3. Pelangi Program

It is a talk show program, which provides many kinds of information about music, daily life problem, and so on. This program starts at 11 a.m. and ends at 2 p.m. from Monday to Friday.

1.8 Organization of the Thesis

This thesis consists of five chapters. The first chapter is the introduction. It gives the readers some explanation about the background, statements of the problems, objectives of the study, significance of the study, scope and limitation, theoretical framework, definition of key terms, and the organization of the proposal.

The second chapter is the review of related literature and previous studies.

The third chapter is the research methodology. It covers the nature of the proposal and its design, the subjects, instruments, procedures of collecting the data, and techniques of data analysis.

The fourth chapter discusses the data analysis and findings.

The last one, the fifth chapter, deals with the conclusion and suggestions recommendation for further study.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter discusses the underlying theories, which are closely related to the topic areas of this study.

2.1 The Underlying Theories