

SPEECH STYLE USED BY RADIO BROADCASTER IN REQUEST TIME

PROGRAM AT UMSU M-RADIO FM

SKRIPSI

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By

AYU ALINDA LUBIS

NPM 1302050007



THE FACULTY OF TEACHERS' TRAINING AND EDUCATION

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NPM 1302050007

ABSTRACT

Lubis, Ayu Alinda. 1302050007. "Speech Style Used by Radio Broadcaster Request Time Program at UMSU M-Radio FM". Skripsi. English Education Program of Faculty of Teacher's Training and Education, University of Muhammadiyah Sumatera Utara. 2017.

This study deals with speech style used by broadcasters at UMSU M-Radio. It was aimed at investigating the kinds of speech style, and the most dominant of speech style used by broadcasters at UMSU M-Radio. This study was conducted by using descriptive qualitative research. The subjects of data were three broadcasters which led Soulmate by request program (10.00-12.00), Music request online (15.00-17.00), and Music request Band Medan (21.00-22.00). The instrument in this study was video recording. Data were analyzed using descriptive analysis technique, by describing the kinds of speech style, and the dominantly of speech style. The result showed that there were 3 concepts speech style used by broadcasters at UMSU M-radio on *Request* program, namely: formal style, consultative style, and casual style. It consist of 7 (18.91%) for formal style, 14 (37.84%) for consultative style, and 16 (43.25%) for casual style. It can be concluded that casual style dominantly was used by the broadcaster in communications to listener which aimed to maintain relationship among them and to make no gap between broadcaster and listener.

Key Word: *Speech Style, Language Variation, Broadcaster*

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APPENDIX I

Script between Announcer and Listener in “Request Program”

Announcer I by Bes Nugraha

Soulmate by Request Program

(10.00-12.00)

(opening)

Itu dia sahabat Umsu M-Radio/ 1 single dari *One ok and rock* yang berjudul *I was king* menjadi perjumpaan kita ya dipagi hari ini dalam acara Soulmate by Request ya ok/ selama 2 jam kedepan kamu akan ditemani oleh Bes nugraha/ kamu bisa request lagu kesukaan kamu ya/ bukan cuma satu tapi 2 ya ok/jangan lupa nanti hubungi Nugraha di 061-6617640// ok sahabat Umsu M-radio/ selamat pagi semua/ tetap semangat ya// tapi sebelum Bes buka line teleponnya ya/ kita dengerin dulu 1 single dari Rizki Febrian

(lagu)

(02:11) penelpon 1

Baik sahabat Umsu M-radio// selamat pagi buat kamu yang baru aza bergabung di 91,6 Umsu M-radio fm// Ok dech langsung aza kita angkat ya//

Announcer : Halo abangda ihsan

Listener : halo assalamualaikum Bes

Announcer : Waalaikumsalam/ pa kabar ini?

Listener : hehehe/ koq langsung nebak?

Announcer : hehehe/ kita ada bola-bola peramal disini

Listener : emanknya ada peramal bes

Announcer : hehehe

Listener : mungkin penelpon pertama ya maka nya langsung nebak//hehehe// udah tau ya nomornya kita

Announcer : hehe// lain dia nomornya ya kan?

Listener : VIP ya nomor nya
 Announcer : uda sarapannya abangda?
 Listener : ya udah lah/ uda mau makan siang lagi pun ini
 Announcer : masih jam 10/ cepat kali/ buat apa? yar gendut ya?haha
 Listener : ya emank uda gendut/ hahah
 Announcer : ya udah mau request pa nie abangda?
 Listener : republik la
 Announcer : rrepublik? yang mana itu?
 Listener : yang terbaru ada?
 Announcer : gak ada
 Listener : yang sayang sampe mati?
 Announcer : sampe mati? janganlah sampe mati/ aduh..
 Listener : hehe/ yang namanya sayang itu harus sampe mati lah
 Announcer : oo iya iya/ mantap/ wah gak ada
 Listener : republik gak ada? jadi pa yang ad
 Announcer : gak ada di list pagi ini
 Listener : jadi apa yang terbaru?
 Announcer : banyak/ adanya abangda kisan nie jadi vokalis/ hehehe// adanya Vidi Aldiano- defenisi bahagia/ adanya Seventeen- kemarin/ ada nya Zivilia- cinta pertama
 Listener : ya udah dech Zivilia – Cintta pertama
 Announcer : ok/ 1 lagi?
 Listener : mancanegara yang Passanger
 Announcer : ok/ salam nya tuk siapa? bukannya Sindi?
 Listener : sindi tetap yang lagi kuliah sambil dengerin nie/hehehe/ ya udah dech assalamualaikum Bes
 Announcer : Waalaikum salam

Itu tadi ya sahabat Umsu M-radio/ penelpon pertama kita/ adanya abangda bess yaitu abangda kisan yang berada di abas// ya udah dech 1 single buat nya

kamu adanya Zivilia – Cinta pertama seperti cinta nya Bes ke kamu/ iya kamu//hehehe

(13:37) penelpon 2

Masih di 91.6 Umsu M-radio fm//itu 1 singel terbaru ya dari nya Passenger yang berjudul everything// ok dech Bes langsung angkat aza penelpon selanjutnya/ dan buat kamu yang mau request, hubungi Bes di 061-6617640

Announcer : halo selamat pagi good morning

Listener : halo/ selamat pagi

Announcer : iya halo/ selamat pagi juga/ dengan siapa ini?

Listener : dengan yati di Pantai Cermin

Announcer : oo yati di pantai cermin/ lagi ngapain nie?

Listener : lagi di kamar/ ujan nie bang gak dengar suaranya

Announcer : oo ujan disana?

Listener : iya bang ujan disini/ deras banget pun

Announcer : wah deras ya/ banget banget/ yaudah deh mau request pa nie?

Listener : lagunya fatin yang baru ada?

Announcer : fatin mau yang mana? fatin udah lama belum ngeluarin single jadi gak ad lagu terbarunya

Listener : Gamma 1?

Announcer : gamma 1 gak ada// kalau gak fatin yang ini aza kaulah kamu ku

Listener : boleh/ 1 lagi dari mancanegara

Announcer : ok yang mana ini? yang nge-beat ato yang slow?

Listener : yang nge-beat tapi suka ati abangg aza lah

Announcer : ok// soulmate nya buat siapa ini yati?

Listener : soulmatenya buat abang aza lah/ salam kenal ya bg//assalamualaikum

Announcer : ok/ salam kenal kembali ya// waalaikumsalam warahmatullahi wabarakatu

itu tadi ya sahaabat Umsu M-radio buat kamu yang ingin menuju pantai cermin ya diinformasikan saat ini pantai cermin hujan deras//hhehe/terima kasih

ya buat yati yang ada dipantai cermin atas informasinya// ok dech langsung aza bes putarin single nya fatin zaskia ft Mika – kamulah kamu ku// stay tune trus ya di 91,6 Umsu M-radio fm

(21:31) penelpon 3

Selamat pagi aja yaa/ buat kamu yang dengerin 91,6 Umsu M radio fm// nah, buat kamu yang gak bisa dengerin radio/ kamu uda bisa stremingin di 91, 6 Umsu M-Radio di www.umsuradio.com dan www.umsu.ac.id // nah, kamu harus cari channel streaming/ kamu tinggal pilih aja yaa dan pastinya jangan lupa beli paket juga yaa// ok, baik langsung aja kita angkat line-tlp nya

Announcer : hallo selamat pagi good morning

Listener : assalamualaikum

Announcer : waalaikumsalam// dengan siapa ni?

Listener : dengan Baim

Announcer : baim di BM yaa// apa kabar nie im?

Listener : lagi sakit nie bg?

Announcer : waduhh// sakit apa nie?

Listener : gak tau bg,, menggigil nie bg soalnya semalem kena hujan nie bg

Announcer : cuaca gini harus bnyak minum air hangat im,, banjir rupanya disana ya// ya udah mau request apa nie?

Listener : request lagu nya Samson aja lah

Announcer : Samson? I Love You? lagi?

Listener : feel gone

Announcer : feel gone? yang lain aja lah// masak sedih-sedih pagi-pagi

Listener : itu permintaan bg

Announcer : ya udah dech// buat nya baim cpt sembuh yaa/// Ok, soulmate nya?

Listener : buat si Nurul aja lah// buat nurul jangan curiga lagi// pokok nya sesuai dengan lagu pertama nanti lah I Love You pokok nya// buat bes selamat bertugas yaa// salamualaikum

Announcer : ok baim// terima kasih/ waalaikum salam

Ok// nah buat nya baim dan buat kamu semua sahabat Umsu M-Radio, yang mungkin karnna cuaca nya yang agak ekstrim sedikit ya// jangan lupa minum air hangat, walaupun air hangat itu simple tapi tetap banyak manfaat nya ya sahabat Umsu M-Radio// langsung aja kita dengerin yaa/ ini dia Samson I Love You// stay tune trus yaa di 91,6 Umsu M-Radio.

(Closing)

Ok sahabat umsu m-radio//saat nya bess pamit jadi buat kamu yang belum bisa request/ besok bess kembali lagi ya menemani kamu/ tetap tongkrongin trus 91.6 Umsu M-radio fm// saat nya bes pamit/ da-da-da

Announcer II by Imam Ogel

Musik Request Online

(15.00-17.00)

(Opening)

Yuh selamat sore Umsu M-radio/ hadir kembali imam ogel O-G-E-L yang bakal menemani kamu semua 2 jam di musiq request online// nah tadi dijam 10 jam 12 kamu sudah request ya di soulmate by request// nah kali nie boleh kamu gunakan kembali di line tlp 061-6617640/ sudah dibuka oleh HiVi – orang ketiga// nah kali ini ogel berikan 1 single lagi adanya Ade – bahagia bersamamu// tetap stay tune trus di 91.6 Umsu M-Radio.

(12:44)

Masih dari jalan ampera X no 3 glugur darat medan/ masih disiarkan langsung dari lante 2 Umsu M-radio/ masih bersama imam ogel di musiq request online// dan sahabat umsu M-radio/ terima kasih yang sudah setia mendengarkan streaming kita di www.umsuradio.com dan www.umsu.ac.id // dan hari nie sahabat Umsu M-radio/ disore hari ini cuacanya sedkit agak mendung ya karna hari nie cuacanya enak banget nie tuk tidur ya// emank kalau golek-golek enak

kali nie ya dan nanti sampe ketiduran lagi kayak semalam// tapi gak lah/ imam bakal menemani kamu disore nie di musiq request online untuk request di 061-6617640

penelpon 1

Announcer : ok halo selamat sore

Listener : halo/assalamualaikum

Announcer : waalaikumsalam wr wb// dengan siapa ini?

Listener : siapa ya?

Announcer : siapa ya? aduh lupa

Listener : siapa lah?

Announcer : Halimah ya?

Listener : iya lah

Announcer : iihh// dapat 2 juta kalau jawabnya benar// halimah lagi ngapain tu?

Listener : lagi nonton tv

Announcer : nonton tv apa thu?

Listener : nonton katakan putus//

Announcer : iihh/ katakan putus// mau putus ya? hehe

Listener : iya, koq tau?

Announcer : ya udah dech// halimah mau request pha?

Listener : samson

Announcer : samson yang mana?

Listener : yang I Love you

Announcer : I Love you too// ya udah dech// makasih ya

Listener : abang dah makan?

Announcer : udah lah tadi siang/ makan sore nya belum

Listener : makan lah

Announcer : ya nanti lah baru 2 jam masak makan lagi

Listener : yar gendut

Announcer : ya ampun/ imam gak mau gendut/ yau dah dech

Listener : makasih ya bg// buat abg met tugas ya/ assalamualaikum

Announcer : waalaikum salam

buat nya halimah kirim salam ya untuk siti.

(15:06) penelpon 2

Announcer : halo selamat sore?

Listener : selamat sore//assalamualaikum

Announcer : waalaikumsalam waduh dah tutup? aturan tadi lah yang nelpon pertama

Listener : tapi udah tadi yang pertama tapi mati-mati aza/ maka nya jangan dimatikan bro// hehehe

Announcer : ya ampun/ nanti diam aza marah

Listener : sapa yang marah?

Announcer : orang sebelah lah// mak lewatlah lewat ato permisi om gto// lagi ngapain nie?

Listener : ngapain ya? sibuk nie

Announcer : sok sibuk/ palak awak

Listener : belanja tadi bro

Announcer : wihh belanja// ya udah mau request lagu yang mana?

Listener : lagu nya D'masive boleh?

Announcer : d'masive yang mana?

Listener : d'masive yang *dengar lah sayang*

Announcer : dengarlah sayang? buat sapa thu?

Listener : buat sapa ya? buat yang merasa aza// assalamualaikum

Announcer : ok/ makasih ya rin/ kirim salam buat pancur batu nya// waalaikum salam

Yups, buat kamu sahabat Umsu M-radio disore hari nie yang mau denger lagu favorit kamu boleh langsung gunakan line telpon kamu di 061-6617640.

(Closing)

ok imam pamit dari ruang dengar kamu/ dan nanti malam jangan lewatkan acara top hits musiq bersama cimoet kazawa dan disambug dengan music request band medan// dan buat kamu nanti yang ingin mendengarkan lagu-lagu melo dan lagu-lagu santai nanti di jam 10 malam// imam pamit// selamat beraktifitas/waalaikumsalam

Announccer III by Cimoet Kazawa

Musik Request Band Medan Program

(21.00-22.00)

Ok, baiklah ya sahabat Umsu M-Radio,, hey jangan sampe kamu lewatkan program acara kita yang tentunya bias kamu nikmati. Oh yaa dan kemarin kan kamu bilang, wahh.. kak kalau bias thu lagu-lagu aja/Ok kita kasih untuk kamu ya// jangan sampai kamu lewatkan kalau dari jam 5 sampai 7 pagi itu kamu bias dengarkan deretan-lagu lagu yang bias dapatkan. Kemudian masuk dijam 7 sampe jam 10 ya tapi dengan berbagai program, jam 7- 9 pagi di acara good news kemudian dilanjutkan loker 91,6 itu di jam 9 sampe 10 pagi dan jangan lupa nie untuk soulmate by request di jam 10 sampe 12 siang dan coffe break di jam 12-1 siang. Nah kalau misalkan lagu-lagu terbaru kita, lagu-lagu terbaru milik Umsu M-radio kita hadirkan khusus di jam 1 sampe ke jam 3 sore. Dan ingat yaa untuk musiq request online hadir setiap hari senin sampai hari jum'at di jam 3 sampai jam 5 sore. Kalau untuk kamu mendengarkan lagu-lagu nuansa islami jangan lupa ya di jam 5 sampai jam 7 malam dan juga lagu-lagu top hits musiq Umsu M-radio di jam 7 sampai jam 9 malam// pokoknya banyak dech program-program yang bisa kamu dapatkan sama kayak sekarang di acara music Band Medan Request

(05:27) Penelpon 1

Announcer : Halo/ selamat malam

Listener : malam tante

Announcer : oo ya udah,, dasar kamu yaa bertaik lalat yang di bibir/ ee salah diatas bibir yaa// hahaha

Listener : gak lah

Announcer : trus dech kamu// apa kabar sayang? kemana aja?

Listener : baik kak/ di hati mu

Announcer : uda capek galau-galau nya di facebook?? gak yaa... jd agak agak pecundang-pecundang gmn gito katanya

Listener : hahaha// jangan buka kartu disini... emank aku siapa?

Announcer : buka kartu yaa?? hahaha// kalau uda suara busuk- busuk gini uda tau lah siapa

Listener : siapa?

Announcer : anak mamanya kan? kan gak mungkin anak aku// aku blm punya anak/ dasar kamu nya// ok langsung aja kamu mau request lagu apa nie sayang? mau perkenalkan diri gak?

Listener : gak usah dech// kan udah tau

Announcer : iihh// bener-bener banyak artis-artis yang uda becandain cimoet yaa.. hahaha// ok langsung mau request lagu yang mana nie sayang?

Listener : request lagu diapji kak

Announcer : boleh// pengen dengar banget lagu yang tak bias memiliki itu ada 3: taman cinta, cinta.....

Listener : itu aja mbak yang tadi aja yang pertama// yang tak bias memiliki

Announcer : iss curhat kamu yaa//

Listener : tak bias memiliki kak cimoet// hehehe

Announcer : iihh nakal dech kamu nya//makasih ya sayung yaa// tetap jaga kesehatan nya//

Listener : ok// assalamualaikum

Announcer : wa'alaikum salam//dadada

Ok// semoga kamu senang aja yang suka banget denger music-musik band medan// bentar yaa// ya ampun,, ini nie yang ngeri banget sosial media yaa//

aduhh,, pasti ada aja ya yang mulai sibuk ngeliat-ngeliat social media kita dari satu tempat ketempat yang lain// oh my god/ seperti nya aku harus simpan semua data-data yang uda ada yaa// hahaha// ok dech sahabat Umsu M-Radio/ thank you banget dech buat kamu yang tentunya uda berteman dari social media umsu M-Radio thank you banget// makasih ya/ dan buat kamu yang belum berteman dari social media kita jangan lupa dari via facebook di umsu radio medan kemudian juga dari via instagram yaitu di @umsumradio medan// aduhh ya udah dech sahabat umsu M-Radio mau gimana lagi yang tau hai sahabat umsu m-radio// siapa sich yang tau gimana cara untuk menutup akun?/ biasanya kan minta pertemanan nie// nah.. kirim-kiriman itu tidak perlu lagi ditunjukkan sebelum berteman// siapa sich yang tau, bantuin aku donk kalau misalkan ada yang tau// kasih tau yaa dari via facebook umsu m-radio itu di Umsu Mradio medan. Maksud nya gimana sich cimoet?? maksud na gini lho,, misalkan dirimu mau berteman sama aku// nah.. kamu kan gak bisa liat apa-apa// foto gak bisa kemudian kirim-kiriman kata-kata ke wall itu gak nampak gito sebelum berteman// tau gak sich cara nya gimana?? kalau tau kasih tau aku yaa, please. Soalnya punya aku nie yaa karna kemarin dah lama kali jd gak ada diatur-atur dan ternyata biasa lah ada yang....

(13:14) penelpon 2

Announcer : halo selamat malam

Listener : malam mbak

Announcer : halo selamat malam dengan siapa nie?

Listener : dengan vivi mbak

Announcer : vivi punya facebook?

Listener : punya

Announcer : punya? itu kek mana,, tau gak tadi cara yang aku maksudkan supaya dia itu gak liat beranda-beranda kita

Listener : gak tau

Announcer : yaa gak tau// main nya dimana? di warnet atau dihandphone?

Listener : di handphone
Announcer : yee pantas lah gak tau// ya uda dech mau request lagu apa vi?
Listener : lagu sio mbak
Announcer : boleh// yang mana itu sayang?
Listener : judulnya apa aja mbak?
Announcer : yang ada disini, bahagiamu, mimpi kan aku kemudian ada sayap cinta, ada nya tak mampu sendiri
Listener : mimpikan aku mbak
Announcer : ok dech
Listener : makasih yaa mbak// assalamualaikum
Announcer : ok// waalaikumsalam

(Closing)

itu tadi penelpon terakhir kita sebagai penutup dprogram acara kita Band medan, dan jangan lupa nanti buat kamu/ iya kamu untuk lewatkan program kita di jam 22.00 WIB bareng sama imam ogel sampe ke jam 12 malam nanti// dan terima kasih kebersamaan nya/ sampai jumpa untuk besok kebersamaan nya diacara kita juga dengan program-program Umsu juga// dan terima kasih kebersamaan nya// jangan lupa di live streaming kita di www.umsumradio.com dan www.umsu.ac.id// ok sampai jumpa besok/assalamualaikum wr.wb

APPENDIX II

Data of Speech Style used by Broadcasters

Data	Broadcaster's Name	Types of Speech style		
		Formal	Conversational	Casual
Itu dia sahabat Umsu M-Radio/ 1 single dari <i>One ok and rock</i> yang berjudul I was king menjadi perjumpaan kita dipagi hari ini dalam acara Soulmate by Request	Bess Nugraha	√		
selama 2 jam kedepan kamu akan ditemani oleh Bes nugraha	Bess Nugraha	√		
kamu bisa request lagu kesukaan kamu ya/ bukan cuma satu tapi 2 ya ok	Bess Nugraha		√	
selamat pagi buat kamu yang baru aza bergabung di 91,6 Umsu M-radio fm// Ok dech langsung aza kita angkat ya//	Bess Nugraha		√	
Halo abangda ihsan	Bess Nugraha			√
hehehe/ kita ada bola-bola peramal disini	Bess Nugraha			√
masih jam 10/ cepat kali/ buat apa? yar gendut ya?haha	Bess Nugraha			√
banyak/ adanya abangda kisan nie jadi vokalis/ hehehe/	Bess Nugraha			√
ya udah dech 1 single buat nya kamu adanya Zivilia – Cinta pertama seperti cinta nya Bes ke kamu/ iya kamu//hehehe	Bess Nugraha			√
Masih di 91.6 Umsu M-radio fm//itu 1 singel terbaru ya dari nya Passenger yang berjudul everything	Bess Nugraha	√		
halo selamat pagi good morning	Bess Nugraha			√
oo yati di pantai cermin/ lagi ngapain nie?	Bess Nugraha		√	
oo ujan disana?	Bess Nugraha		√	
wah deras ya/ banget banget/ yaudah deh mau request pa nie?	Bess Nugraha			√
itu tadi ya sahabat Umsu M-radio buat kamu yang ingin menuju pantai cermin ya diinformasikan saat ini pantai cermin hujan deras/	Bess Nugraha	√		

kamu uda bisa streaming di 91, 6 Umsu M-Radio di www.umsuradio.com dan www.umsu.ac.id	Bess Nugraha	√		
waduhh// sakit apa nie?			√	
cuaca gini harus bnyak minum air hangat im,, banjir rupanya disana ya// ya udah mau request apa nie?	Bess Nugraha		√	
mungkin karna cuaca nya yang agak ekstrim sedikit ya// jangan lupa minum ait hangat, walaupun air hangat itu simple tapi tetep banyak manfaat nya ya sahabat Umsu M-Radio/	Bess Nugraha	√		
Yuh selamat sore Umsu M-radio/	Imam Ogel		√	
Masih dari jalan ampera X no 3 glugur darat medan/ masih disiarkan langsung dari lante 2 Umsu M-radio/ masih bersama imam ogel di musiq request online	Imam Ogel	√		
emank kalau golek-golek enak kali nie ya	Imam Ogel			√
iihh/ katakan putus// mau putus ya? hehe	Imam Ogel		√	
ya nanti lah baru 2 jam masak makan lagi	Imam Ogel			√
ya ampun/ imam gak mau gendut/ yau dah dech	Imam Ogel			√
waduh dah tutup? aturan tadi lah yang nelpon pertama	Imam Ogel			√
orang sebelah lah// mak lewatlah lewat ato permisi om gto// lagi ngapain nie?	Imam Ogel			√
sok sibuk/ palak awak	Imam Ogel			√
wihh belanja// ya udah mau request lagu yang mana?	Imam Ogel		√	
Yups, buat kamu sahabat Umsu M-radio disore hari nie yang mau denger lagu favorit kamu boleh langsung gunakan line telpon kamu di 061-6617640.	Imam Ogel		√	
hey jangan sampe kamu lewatkan program acara kita yang tentunya bias kamu nikmati	Cimoet Kazawa			√
oo ya udah,, dasar kamu yaa bertaik lalat yang di bibir/ ee salah diatas bibir yaa// hahaha	Cimoet Kazawa		√	
anak mamanya kan? kan gak mungkin anak aku// aku blm punya anak/ dasar kamu nya// ok langsung aja kamu mau request lagu apa nie sayang? mau perkenalkan diri gak?	Cimoet Kazawa			√
iihh// bener-bener banyak artis-artis yang uda becindain cimoet yaa.. hahaha// ok langsung mau request lagu yang mana nie sayang?	Cimoet Kazawa		√	
iss curhat kamu yaa	Cimoet Kazawa		√	
iihh nakal dech kamu nya//makasih ya sayang yaa// tetap jaga kesehatan nya//	Cimoet Kazawa		√	

yee pantas lah gak tau// ya uda dech mau request lagu apa vi?	Cimoet Kazawa			√
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CHAPTER I

INTRODUCTION

A. The Background of the Study

In making language as a means of communication, there are several aspects that influence the use of it such as dialect, variation, register of the language, and style. When people use English to communicate, they should observe about the condition and situation. The consideration of situation and condition of language usage make English more complex to learn. This context of communication creates variation of language. Variation of language is the difference of language usage that considerably depending on one's regional background, social class and network, ethnicity, gender, age, and style (Sandra and Nancy:1996).

Based on the definition, language variation can be classified into two groups, i.e. regional variation and social variation. Regional variation is a variation based on the geographical aspect, while social variation is a variation based on the social class which occurs in the society. It will be different from the language usage among upper class, middle class, and lower class. Variation is often used as an indicator of language change progress. One of language elements besides social classes, ages, genders, regional backgrounds that influence study of language variation is style. Haryanto (2001) states that style is the way an utterance or expression used to make a communication by considering the situation, and to whom an utterance were expressed. As we know that the

differences about the place, time, situation and condition, and how the language is expressed cause many styles in language.

Couplan (2007) states that style refer to a way of doing something. But in Sociolinguistics, Style is well known as variety of language, style refers to ways of speaking, how speakers use the resource of language variation to make meaning in social encounters. The distinctive manner in which people express themselves in a particular situation. Style plays an important role conveying a message. The using of style will influence the meaning and certain due to the situation. Most of people used the mass media as a communications and exchange information. Mass media is a public consumption, which the public can see, read, and hear. Furthermore, In this global era, people prefer used electronic media such as television and radio to update their information. Even, by watching television people can gained information, but not every people have time to sit on chair and picked up remote. For some adult people, most of their time spends at the office and most of students spend their time for studying at school and represent it at home with a lot of homework. Radio is the best solution to gained information. The students can be able to doing their homework while listening to the radio and the worker doing their activity and getting information at the same time.

Radio is a part of such mass media besides television and newspaper that was chosen by many people to gained information. Fleming (2002) states that nine out of ten people in the UK listen to radio every week for an average of three hours a day, representing over one billion listening hours a week. In addition, Crisell (1994) states that radio is a *blind* medium. Radio just giving the information using a language. Each person uses the language in different way. When people talking about

serious topic, the language they used would be more polite and using formal style. Speakers mark their personal history and identity in their speech as well as their sociocultural, economic and geographical coordinates in time and space. Sociolinguistics itself has a meaning as the study of language which is related to social community. According to Wardhaugh (2006) that sociolinguistics is concerned with investigating the relationships between language and society with the goal being a better understanding of the structure of language and of how languages function in communication; the equivalent goal in the sociology of language is trying to discover how social structure can be better understood through the study of language. In addition, there is variety of possible relationship between language and society. Even when member of society communicate through radio, the relationship maintained through language use.

Radio UMSU itself has established since 18 years ago, which was inaugurated by H. Harmoko as the Minister of Information (Minister of Information) of Indonesia at that time. At that time, the radio called Radio Propagation Muhammadiyah North Sumatra (Damusu) and the broadcast nature of the community. This means that radio broadcasts only for consumption UMSU campus community and extended family Persyarikatan Muhammadiyah Sumatra Utara (PMSU). That is why, this radio is owned UMSU, then based on the results of deliberations between the Rector recently UMSU Drs Agussani radio M.AP with management led by Drs HM Natsir Isfa MM has agreed to change the orientation of a purely community into nature commercial and its name changed to M - Radio so that its scope is more general for bright future.

In radio UMSU have many programs consist of education, information about music, information about UMSU, Islamic, healthy, and so on. Besides, radio UMSU has seven broadcasters which have role and task in broadcasting. Each of them has different style in broadcasting especially in delivering information to listener. There are some examples speech style which used by broadcaster, such as: *“oh gitu... jadi kemaren dandanan kamu kece banget gitu lah ya..?”* and *“Ok dech, kamu mau request lagu apa nie?”*. From examples above, speech style which used by broadcaster is casual style. Casual style is style used among friends and co-workers when an informal atmosphere is appropriated and desired such as outside the classroom where students have a chat.

The purpose of this research to investigate speech style used by broadcaster UMSU Radio in communicating with listener where with style used by broadcaster determine identity and character among them. From explanation above, that is why the researcher interested in conducting this study with the title **“Speech Style by Radio Broadcaster in Request Time Program on UMSU Radio FM”**

B. Identification of Problem

In relation to the background of study, the researcher identified the problems as follows:

1. Broadcasters have to maintain communication with listener so that message which want deliver can be received.

2. Broadcasters have to have speech style in delivering information so that it cannot monotone to be listened.
3. Broadcasters have to can make listener interesting to listen the information and can persuade them to do something

C. The Scope and Limitation of the Study

The scope of this research focused in analyzing types of speech style based on Martin Joos's theory (1976) namely, formal style, casual style, consultative style, frozen style, and intimate style which used by broadcaster in "UMSU radio" on channel 91,6 FM. Many programs which held in UMSU radio such Kring-kring soulmate by request, request music online, INMUS (Informasi and Music), sejarah islami, cerita islami, Lintas berita Muhammadiyah, request band medan, etc. So, this study was limited only Request program.

D. The Formulation of Problem

Based on the background of study, the problems were formulated in question as follows:

1. What types of speech style are used by radio broadcaster in request program?
2. What type of language style is dominantly used by radio broadcaster in request program?

E. The Objectives of Study

Based on the problems of the study, the aimed of this study were:

1. To describe the types of speech style are used by radio broadcaster in request program
2. To describe the most dominant type of speech style used by radio broadcaster in request program.

F. The Significance of the Study

Findings of the study were expected to relevant theoretically and practically, where they were expected to enrich the theories of linguistics especially about speech style specifically in the literary work.

Theoretically, the findings of they were expected to

1. add up new horizon in theoretically of linguistics , especially to the application of speech style and
2. be references for further studies related to speech style in radio broadcaster.

Practically, the findings of this study are useful for:

1. The students' university as reference them who are interested in studying sociolinguistic and interested in conducting any further studies in speech style.
2. The readers, especially for the students' UMSU, the results of the study can be purposed to introduce them which referred to speech style and its realization in social life especially in entertain world namely radio broadcaster.
3. Listener, can help them to introduce that their style in language show their characteristic and can enrich their knowledge about speech style.

4. Radio broadcaster, can be guide for them in broadcasting so that can maintain interaction between broadcaster and listener in communicating.

CHAPTER II

REVIEW OF LITERATURE

A. Theoretical Framework

1. Speech Style

Style is a pivotal construct in the study of sociolinguistic variation. Stylistic variability in speech affords us the possibility of observing linguistic change in progress. Moreover, since all individuals and social groups have stylistic repertoires, the styles in which they are recorded must be taken into account when comparing them. Finally, style is the locus of the individual's internalization of broader social distributions of variation. In spite of the centrality of style, the concerted attention that has been paid to the relation of variation to social categorizations and configurations has not been equaled by any continuous focus on style. In other words, we have focused on the relation between variation and the speaker's place in the world, at the expense of the speaker's strategies with respect to this place. But as social theories of variation develop greater depth, they require a more sophisticated, integrative treatment of style that places variation within the wider range of linguistic practices with which speakers make social meaning.

1.1 Types of Speech Style

According to Martin Joos (1976) speech style here means the form of language that the speaker uses which characterized by the degree of formality. He

identified the styles in five classes such as frozen style, formal style, consultative style, casual style, and intimate style.

a. Frozen Style

According to Joss (1976) frozen style is a style, which is intended to be remembered and used in very formal setting such as in palace, church ritual, speech for state ceremony, and some other occasions. This style involves very large group of people whose members are known to one another. However, this style is not only addressed to strangers at that time but also to posterity as well. Nevertheless, the reader or the hearers are not permitted giving question to the speakers. This is usually uses long sentence with good grammatical and vocabulary. Frozen style is used in public speaking before a large audience; wording is carefully planned in advance, intonation is somewhat exaggerated, and numerous rhetorical devices are appropriate. Many of linguistics units fixed and there is no variation in it. Certain fixed expressions are required, for example; “Yes Your Honor”, “Yes my Lord”, “I object...”, and so on. Not only the sentences are carefully constructed individually, but also sequences of sentences are intricately related. Obviously, it must be very carefully planned and to do well by requiring high skill. That is why this style is called frozen style.

The people who attend on that occasion are often the person of high level or important figures. The occasion itself is not an ordinary occasion. It means that the occasion seems to give precedence and respect over the hearers and the speakers. Thus, almost exclusively specially-professional orators, lawyers, and preachers use this style. In spite of the fact, ordinary citizens who attend in the

court, religious services may demand frozen language because it is not an ordinary occasion and it may be recognized for achievement in their employment. Furthermore, a story or proverbial message used this style. Constitute that languages are immutable, and signal a linguistic event in the culture that is outside ordinary language use. It must not be altered in anyway. Frozen style usually tends to be monolog, but there are some expressions for this case. It also can be involved in conversation if each member of the interaction has certain of fix verbal role to be played. For example, in court, there are judges, witnesses, juries, and so on. The example of this style is: “Participants should remain seated throughout the ceremony.”

b. Formal Style

According to Joos (1976) formal style is generally used in formal situation, where there is the least amount of shared background and the communication in this style is largely one way with little or no feedback from the audience, for example, in graduation ceremony which typically used in speaking to medium or large groups. However, it may also use in speaking to single hearer, for example, between strangers. In fact, formal style is designed to inform and the background information is woven into text in complex sentences. Indeed, the sentence structures are more complex and varied than consultative. That is why the speaker must ahead and frame whole sentences before they delivered. Furthermore, the leading code-label of this style is “may”. For example,” may I present Mr. Jimmy?”

c. Consultative Style

Consultative style is a style used in semi-formal communication. It must be confessed that consultative is the central point in the system because it is chiefly involved in speech style. It is one type of language, which is required from every speaker. According to Martin Joos (1976) 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. 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 conversation at school, companies, trade conversation and etc. The speaker has to deliver background information about a topic, and it does not presume to be understood without it. The addressee usually participates by giving feedback like "oh", "uh-uh", " I see", "Yes". Interruptions are allowed, if the speaker gives too much information, the feedback might give like "I know, Stop it". There are some examples of consultative style, such as conversation between teacher- Students, doctor-patient and the expert-apprentice.

d. Casual Style

According to Joos (1976) casual style is style used among friends and co-workers when an informal atmosphere is appropriated and desired such as outside the classroom where students have a chat. There are two devices of casual style. First, ellipsis (omission) that usually shows the differences between casual grammar and consultative grammar for example:

1) “ *I believe that I can find one* ” (Consultative grammar)

“ *Believe I can find one* “ (Casual grammar)

2) “ *Thank you* “ (Consultative grammar)

“ *Thanks* ” (Casual grammar)

The unstressed word can be omitted particularly at the beginning of the sentence. As the result, the sentence structure of casual style becomes incomplete. Second device of casual style is slang which is a prime indication of in group relationship. Slang is non-standard word which is known and used by certain groups like teenager groups, for example, in formal language, young female called “*girl*”, while in the slang language it is said as chick.

e. Intimate Style

Intimate style is an intimate utterance avoids giving the addressee information outside of the speaker’s skin Joos, (1976). Intimate style is completely private language used within family and very close friends. Normally, the intimate style is used in pair. It excludes public information and shows a very close relationship. There are two systematic features of intimate style, first is extraction, the speaker extracts a minimum pattern from some conceivable casual sentence, for example the utterance “*eng*”, it is empty word; there is no dictionary meaning but serve as a code label for intimate style. Intimate style needs no slang and no background information. The message cannot be recreated because there is no message to recreate. It means that, the thought is communicated and the addressee extracts the full meaning from it. The second style is jargon. Jargon is

technical vocabulary associated with special activity or group. Jargon is used to show the secret language between the same profession people. In the other word, jargon must not be understood by other people.

2. Language Variety

There are views stated by linguist concerning with language variety. First is stated by Wardaugh (2006) that no one speak in the same way all the time, and people constantly exploit the nuances of language they speak for a wide variety of purposes. Related to Wardaugh statement, Labov also stated that there are no single-style speakers. It means that every person speak in a different style and different situation. Variety of language occurs in society where they have certain characteristics linked with social behavior, tradition, culture, ethnicity and also social class. Furthermore, Holmes (1992) described that language shows a variety that include different accents, different linguistics style. Different dialects and even different languages which contrast with each other according to social factors and contexts. Moreover, the existence of language variation can be distinguished based on different external variables. According to Hudson (1966), a variety is a set of linguistics item with the sense of mutual intelligible, which means that among people who are in communication with one another they will understand each other. The variation of language itself can be seen from the form of language, the vocabulary, the grammar, the style, etc.

3. Language and Society

Language is a tool to unify the society because as human being people need interact, share or express their feeling by using language. Trudgill (2000) said that the social environment can also be reflected in language, and often have an effect on the structure of the vocabulary. Therefore, there are two aspects of language behavior which influence to social point of view: first, the function of the language in establishing social relationships and second, the role played by language in conveying information about the speaker. From those aspects it can be referred that language behavior are reflections of the fact that there is a close inter-relationship between language and society.

Sapir (1965) states that “Language is a purely human and non instinctive method of communicating ideas, emotions, and desires by means of a system of voluntarily produced symbols”. From the quotation above, it is known that language plays a crucial role and a vital role in human life and also has many advantages of many various aspects of human life. In a social reflection like conversation, we indicate a language behavior in which the function of language in establishing social relationships is reflected. The importance of these relationships has led to the growth of a relatively new sub-discipline within linguistics; Sociolinguistics. It is a broad but fair generalization to say that much of linguistics has in the past completely ignored the relationship between language and society-language is very much social phenomenon.

The relationship of language and society puts forward a field of study called sociolinguistics. It is the study of relationships between language and

society with the goal being a better understanding of the structure of language and how languages function in communication. Sociolinguistics is part of linguistics which is concerned with language as a social and cultural phenomenon. Sociolinguistics will be concerned with sociolinguistic properly. This cover studies of language in its social context which are mainly concerned with answering questions of interest to linguistics, such as how we can improve our theories about the nature of language and how and why does language change, when and why people in different communities use language varieties and with social, political and educational aspects of the relationship between language and society. It is obvious that the relationship between language and society can be seen in relation of certain language form, such as variation, style of language, or dialect, in its application in society. By using the language, therefore the people create their environment for themselves, custom ritual, and so on.

4. Contexts of Language Use

There are some factors that influence speech style. First is addressee, the speaker's relationship to the addressee is crucial in determining the appropriate style of speaking. The better addressor and the addressee know each other, the more informal speech style, that they used. On the opposite, if the addressor and the addressee do not know each other well, the more formal the speech style that they used. As social creature, human needs to communicate with another. Language is an effective tool to express all product of human mind. Language and society are two things that have strong relation; both of them cannot be separated.

Human beings use language in the social of interaction, such as in office, company, campus, market, and any other places. In the process of communication, they use different languages may express the social context in which the people are communicating, for example, the language used between close friends in a conversation is absolutely different with the language use in formal forum such as court. That is way different context can immerge on the formality or informality and social context.

Holmes (1992) stated that language used is designed by some relevant factors suited to the context, and they can be grouped as follow:

- a) *The participant: Who is speaking and who are speaking to?*
- b) *The setting and social context of the interaction: Where they are speaking*
- c) *The topic: What is being talk about?*
- d) *The function: Why are they speaking?*

5. Social Factor and Social Dimension

5.1 Social Factor

The way one speaks does not only reflect his/her identity aspects such as age, gender, and social background but also reflects the contexts in which a person is talking to. The way a person talks in school, at home, and in the market reflects the formality and informality of those contexts and the social roles he/she takes in. In other words, different occasions and purposes require different style of language. As stated by Holmes (1992), the way people talk is influenced by the social context in which they are talking. It involves who can hear us and where we

are talking, as well as how we are feeling toward our interlocutor. Social factors such as participants, topic, and setting; and social dimensions such as distance, status, and formality can affect people's style of language. One can discuss about politics with their friends or teacher in the campus instead of in the market with a butcher. People use different styles in different contexts therefore and, the reasons why language you will use. And most of it, people use more formal forms, formal code, to those they do not know very well.

Another social factor that plays a very important role besides participants is *setting* Holmes (1992). *Setting* here refers to time and place. *Setting* is related with influence the way people select an appropriate code or variety. In church, at the formal ceremony the appropriate variety will be different from the variety that is used in the church porch. The style used by the teachers in a formal lecture will differ from the style used by them to the students outside class. The third social factor that plays an important role is *topic*, what is being talked or discussed about. This factor is related with the relationship and the interaction between participants. In the most of the cases, it has already been proved that it is very crucial for it can influence the language choice of the speakers and the interlocutor. The last factor that plays important role is influencing the way people talk is the aim or purpose of the interaction. What is the purpose of people talking to one another? The speaker's situation and the hearer's response are closely related, thanks to the circumstance that every person learns to act indifferently as a speaker or as a hearer.

In order to give a scientifically accurate definition of meaning for every form of language, one should have a prior knowledge of everything in the speaker's world. Language serves a range of functions, however in all communities the basic functions of referential and affective (or social) meaning have proved to be useful dimensions of analysis. A participant uses language either to give information or to ask information. Participant uses it to express indignation and annoyance, as well as admiration and respect. Often one's simply utterance will simultaneously convey both information and express one's feeling toward another.

5.2 Social Dimension

Beside the social factors as discussed earlier in this chapter, the others factor that may influence one speech in using different speech style in social dimension. Holmes (1992) stated that there are four factors that belong to social dimension:

- a) A social Distance: It is about participants' relationship. This scale is useful in emphasizing how well we know someone in relevant factors in linguistics choice. For instance, the choice of Meg and Mrs. Belington reflects consideration of this dimension. The solidarity-social scale: Intimate Distance, High solidarity Low solidarity.
- b) The Status: The status scale deals with participants' relationship. This scale points to the relevance of relative status in some linguistics choice. For instance the use of Sir by a student to his school principal signals that he or she is higher

status that of his or her student and entitled to respect term. The status scale: Superior High status, Subordinate Low status.

- c) The Formality: This relate to the setting or type of situation of interaction. This scale is useful in assessing the influence of the social setting or type of interaction on language choice. In a formal transaction such as one with the bank manager in his office, or at a ritual service in church, the language used will be influenced by the formality of the setting. The Formality Scale: Formal High Formality, Informal Low Formality.
- d) The Functional: Two functional scales refer to the purposes or topics or interactions are referential and affective scales. It means that language can convey objective in information of a referential kind, and it can also express how someone is feeling. For example, gossip may provide a great deal of new referential information while it can also clearly convey how the speaker feels about those referred to. Then, affective function shows goodwill toward someone rather than important new information. In fact, the representation of the conversation is rarely important. Referential, High information content Low information content, Affective, and Low information content High information content.

From four kind of social dimension, the writer only use one content social dimension namely the status scale, because in her study, the writer focuses only in social status.

6. Radio

Radio is the technology of using radio waves to carry information, such as sound, by systematically modulating properties of electromagnetic energy waves transmitted through space, such as their amplitude, frequency, phase, or pulse width. When radio waves strike an electrical conductor, the oscillating fields induce an alternating current in the conductor. The information in the waves can be extracted and transformed back into its original form. Radio systems need a transmitter to modulate (change) some property of the energy produced to impress a signal on it, for example using amplitude modulation or angle modulation (which can be frequency modulation or phase modulation). Radio systems also need an antenna to convert electric currents into radio waves, and vice versa. An antenna can be used for both transmitting and receiving. The electrical resonance of tuned circuits in radios allow individual stations to be selected. The electromagnetic wave is intercepted by a tuned receiving antenna. A radio receiver receives its input from an antenna and converts it into a form that is usable for the consumer, such as sound, pictures, digital data, measurement values, navigational positions, etc. Radio frequencies occupy the range from a 3 kHz to 300 GHz, although commercially important uses of radio use only a small part of this spectrum.

A radio communication system sends signals by radio. The radio equipment involved in communication systems includes a transmitter and a receiver, each having an antenna and appropriate terminal equipment such as a microphone at the transmitter and a loudspeaker at the receiver in the case of a

voice-communication system. Broadcasting by radio takes several forms. These include AM and FM stations. There are several subtypes, namely commercial broadcasting, non-commercial educational (NCE) public broadcasting and non-profit varieties as well as community radio, student-run campus radio stations and hospital radio stations can be found throughout the world. Many stations broadcast on shortwave bands using AM technology that can be received over thousands of miles (especially at night). For example, the BBC, VOA, VOR, and Deutsche Welle have transmitted via shortwave to Africa and Asia. These broadcasts are very sensitive to atmospheric conditions and solar activity.

6.1 Theory and Concept of Broadcasting

Broadcasting is the distribution of audio and/or video content or other messages to a dispersed audience via any electronic mass communications medium, but typically one using the electromagnetic spectrum (radio waves), in a one-to-many model. Broadcasting began with AM radio, which came into popular use around 1920 with the spread of vacuum tube radio transmitters and receivers. Before this, all forms of electronic communication (early radio, telephone, and telegraph) were one-to-one, with the message intended for a single recipient. The term *broadcasting*, borrowed from the agricultural method of sowing seeds in a field by casting them broadly about, was coined by either KDKA manager Frank Conrad or RCA historian George Clark around 1920 to distinguish this new activity of "one-to-many" communication; a single radio station transmitting to multiple listeners.

Over the air broadcasting is usually associated with radio and television, though in recent years both radio and television transmissions have begun to be distributed by cable (cable television). The receiving parties may include the general public or a relatively small subset; the point is that anyone with the appropriate receiving technology and equipment (e.g., a radio or television set) can receive the signal. The field of broadcasting includes both government-managed services such as public radio, community radio and public television, and private commercial radio and commercial television. The U.S. Code of Federal Regulations, title 47, part 97 defines "broadcasting" as "transmissions intended for reception by the general public, either direct or relayed". Private or two-way telecommunications transmissions do not qualify under this definition. For example, amateur ("ham") and citizens band (CB) radio operators are not allowed to broadcast. As defined, "transmitting" and "broadcasting" are not the same.

Transmission of radio and television programs from a radio or television station to home receivers by radio waves is referred to as "over the air" (OTA) or terrestrial broadcasting and in most countries requires a broadcasting license. Transmissions using a wire or cable, like cable television (which also retransmits OTA stations with their consent), are also considered broadcasts, but do not necessarily require a license (though in some countries, a license is required). In the 2000s, transmissions of television and radio programs via streaming digital technology have increasingly been referred to as broadcasting as well, though strictly speaking this is incorrect.

6.2 UMSU Radio

Radio UMSU itself has established since 18 years ago, which was inaugurated by H. Harmoko as the Minister of Information (Minister of Information) of Indonesia at that time. At that time, the radio called Radio Propagation Muhammadiyah North Sumatra (Damusu) and the broadcast nature of the community. This means that radio broadcasts only for consumption UMSU campus community and extended family Persyarikatan Muhammadiyah Sumatra Utara (PMSU). That is why, this radio is owned UMSU, then based on the results of deliberations between the Rector recently UMSU Drs Agussani radio M.AP with management led by Drs HM Natsir Isfa MM has agreed to change the orientation of a purely community into nature commercial and its name changed to M - Radio so that its scope is more general for bright future.

According to him, the purpose of these amendments is nothing for UMSU owned radio can develop wings in the midst of people of North Sumatra thus able to act as a business entity UMSU potential and reliable in terms of business broadcasting. The launch event (launching), said Anwar, will be attended by the relevant agencies, mass media, the universities and companies and other groups that are considered to be the market share of M Radio broadcasting business. On the show also made an award to the winners read news and a karaoke competition held by M Radio a few days earlier. He added that M Radio led by Drs HM Natsir Isfa, MM as Director and broadcast airs through the wave 91.6 FM. HM Natsir Isfa is a retired officer of Radio Republik Indonesia (RRI), which is believed to be able to realize expectations related to the future Rector UMSU the radio.

Meanwhile separately, Rector Drs UMSU Agussani, M.AP expressed grateful with the launch of M Radio as the only commercial radio belongs College in North Sumatra. He hoped that M Radio in addition to running a business function, also active in broadcasting and disseminating propaganda Muhammadiyah UMSU in the midst of the community to UMSU to grow even more in the future and able to win the fierce competition in today's era of globalization, especially in the field of higher education.

B. Conceptual Framework

In communication, there are several aspects that influence the use of it such as dialect, variation, register of the language, and style. Style is well known as variety of language, style refers to ways of speaking, how speakers use the resource of language variation to make meaning in social encounters. The distinctive manner in which people express themselves in a particular situation. When people use English to communicate, they should observe about the condition and situation. The consideration of situation and condition of language usage make English more complex to learn. This context of communication creates variation of language. Style plays an important role conveying a message. The using of style will influence the meaning and certain due to the situation.

Most of people used the mass media as a communications and exchange information. Mass media was a public consumption, which the public can see, read, and hear. Radio is a part of such mass media besides television and newspaper that was chosen by many people to gained information. Every radio

station strives to achieve an identifiable style. It means that every Radio stations have their own style in delivering their program. One of the radio station in Medan is UMSU radio on channel 91,6 FM

CHAPTER III

RESEARCH METHODOLOGY

A. Location of the Research

The location of this research was UMSU M-RADIO at Jl Ampera X No.3 Glugur Darat Medan. The reason of choosing this location was because this radio has been familiar in students' university where this radio have many information in education, healthy, vacancy job and story about UMSU and soon.

B. Subject of the Research

According to Bogdan & Biklen (2007), data refers to rough materials researchers collect from the world they are studying; they are the particulars that form the basis of analysis. Data include materials that people doing the study actively such as recording and field notes.

The subjects of this study were three broadcasters of UMSU radio which lead "request" program. Broadcaster which lead "Soulmate by Request" at 10.00 am until 12.00 am, then " Musik Request Online" at 03.00 pm until 05.00 pm, and the last "Musik Band Medan request" at 09.00 pm until 10.00 pm. The researcher used them as subjects because her purposed was to find out types of speech style used by broadcaster UMSU radio.

C. Research Design

This study was conducted by applying a qualitative research design. According to Denzini and Lincoln quoted by Sharan B. Merriam (2009) describe qualitative research is a situated activity that locates to the observer in the world. Qualitative design attempts to describe what is going on and what data shows. In addition, Ary (2010), the design used in the research refers to the researcher's plan of how to proceed. Design decisions are made throughout the study – at the end as well as the beginning. Further, a qualitative research has five features, namely having natural setting and making the researcher as the key instrument, using descriptive words, concerning with process rather than simply with products, analyzing data inductively and having meaning as the essential concern. So, based on this definition, the way in which this study conducted followed those items quoted.

So far, this study for more specifically used qualitative research design. Bogdan and Biklen (2007) said that it refers to the study done to a subject, a setting or a depository of data. Further, it looks intensely at an individual or small participant pool, drawing conclusions only about that participant or group and only in that specific context. Furthermore, qualitative is descriptive, where data is in the form of words or pictures rather than numbers. Therefore, based on the understanding above, the type of this research was content analysis where the researcher analyzes types of speech style used by broadcaster UMSU radio. Content or document analysis is a research method applied to written or visual materials for the purpose of identifying specified characteristics of the material.

D. The instrument of Collecting Data

In this case, the instrument of the research was field notes which use audio recording in collecting the data. As Steven (2016) states that the field notes should include descriptions of people, events, and conversations as well as the observer's actions, feelings, and hunches or working hypotheses. In addition, field notes include of photograph, audio, and video recording. In qualitative studies, the human investigator is the primary instrument for the gathering and analyzing of data. As Lincoln and Guba quoted by Ary (2010) introduced the concept of human as instrument to emphasize the unique role that qualitative researchers play in their inquiry. The researcher talked with people in the setting, observes their activities, reads their documents and written records, and records this information in field notes.

E. The Technique of Collecting Data

The data was collected by applying a documentary technique. According to Burhan (2007), documentary technique was a method for collecting the data which is kept in the form of documentation. Documentation mean the technique collecting data in the research which based on searching data in the form of textbook, report of the research, newspaper, magazine, journal, internet sites, TV, radio which considered relevant with the research. The tool that used in collecting the data are a pen, a book, and a hand phone, this tools used for documenting the interaction between broadcaster and listener. The procedures of administrating the data as follows:

- 1) Recording conversation between broadcaster and listener
- 2) Transcribing the text of conversation among them
- 3) classifying types of speech style used by broadcaster
- 4) showing the data into table
- 5) converting the occurrences into percentage and drawing conclusion

F. The Technique of Data Analysis

The data analysis of this research was analyzed based on Miles, Huberman and Saldana (2014), there were three steps of data analysis namely data condensation, data display, and drawing and verification conclusion.

1. Data condensation

It refers to the process of selecting, focusing, simplifying, abstracting, and/or transforming the data that appear in the full corpus (body) of written-up field notes, interview transcripts, documents, and other empirical materials. By condensing, we're making data stronger. Data condensation occurs continuously throughout the life of any qualitatively oriented project. Even before the data are actually collected, anticipatory data condensation is occurring as the researcher decides (often without full awareness) which conceptual framework, which cases, which research questions, and which data collection approaches to choose. As data collection proceeds, further episodes of data condensation occur: writing summaries, coding, developing themes, generating categories, and writing analytic memos. The data condensing/transforming process continues after the fieldwork is over, until a final report is completed.

2. Data Display

The second major flow of analysis activity is data display. Generically, a display is an organized, compressed assembly of information that allows conclusion drawing and action. In daily life, displays vary from gasoline gauges to newspapers to Facebook status updates. Looking at displays helps us understand what is happening and to do something—either analyze further or take action—based on that understanding. The most frequent form of display for qualitative data in the past has been extended text. It is dispersed, sequential rather than simultaneous, poorly structured, and extremely bulky. Using only extended text, a researcher may find it easy to jump to hasty, partial, and unfounded conclusions. Humans are not very powerful as processors of large amounts of information. Extended text overloads our information-processing capabilities and preys on our tendencies to find simplifying patterns.

3. Drawing and Verifying Conclusions

The third stream of analysis activity is conclusion drawing and verification. From the start of data collection, the qualitative analyst interprets what things mean by noting patterns, explanations, causal flows, and propositions. The competent researcher holds these conclusions lightly, maintaining openness and skepticism, but the conclusions are still there, vague at first, then increasingly explicit and grounded. “Final” conclusions may not appear until data collection is over, depending on the size of the corpus of field notes; the coding, storage, and

retrieval methods used; the sophistication of the researcher; and any necessary deadlines to be met.

Conclusion drawing, in our view, is only half of a Gemini configuration. Conclusions are also *verified* as the analyst proceeds. Verification may be as brief as a fleeting second thought crossing the analyst’s mind during writing, with a short excursion back to the field notes; or it may be thorough and elaborate, with lengthy argumentation and review among colleagues to develop “intersubjective consensus” or with extensive efforts to replicate a finding in another data set. The meanings emerging from the data have to be tested for their plausibility, their sturdiness, their confirmability—that is, their validity. Otherwise, we are left with interesting stories about what happened but of unknown truth and utility.

These four streams can also be represented as shown in figure 1 below.

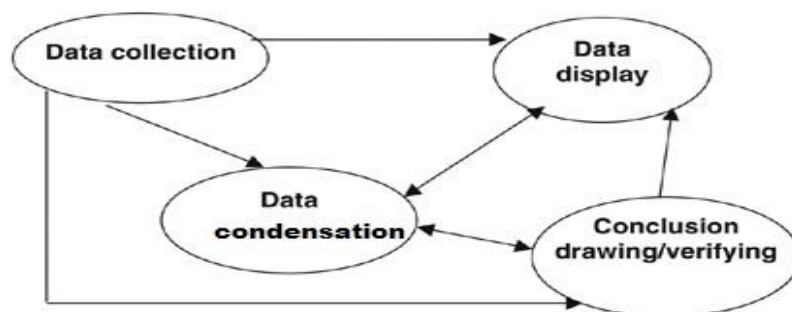


Figure 1: Components of Data Analysis: Interactive Model taken from Miles, Huberman, and Saldana (2014)

CHAPTER IV

DATA AND DATA ANALYSIS

A. Data

The data of this study were the utterances of three broadcasters in UMSU M-Radio on “Request Program”. The step of collecting data in this research began with video recording of three broadcasters in UMSU M-Radio during they were broadcasting. For the first broadcaster have done research on program “Soulmate by Request” at 10.00 until 12.00 by Bess Nugraha, the second broadcaster have done research on program “Musiq Request Online” at 15.00 until 17.00 by Imam Ogel, and the last broadcaster have done research on program “Request Band Medan” at 21.00 until 22.00 by Cimoet Kazawa. The utterances have been transcribed into written text by watching and listening the video recorder carefully. The data were listened repeatedly to get the maximal research. Then, the transcriptions of all the utterances were made.

There were 37 utterances used by three broadcasters to be analyzed which related to the theory. After conducting analysis speech style in all utterances used by broadcasters, the findings are presented in Table 4.1:

Table 4.1
Data of Speech Style Used by Broadcasters

Data	Types of Speech Style		
	Formal	Consultative	Casual
Itu dia sahabat Umsu M-Radio/ 1 single dari <i>One ok and rock</i> yang berjudul I was king menjadi perjumpaan kita dipagi hari ini dalam acara Soulmate by Request	√		
selama 2 jam kedepan kamu akan ditemani oleh Bes nugraha	√		
kamu bisa request lagu kesukaan kamu ya/ bukan cuma satu tapi 2 ya ok		√	
selamat pagi buat kamu yang baru aza bergabung di 91,6 Umsu M-radio fm// Ok dech langsung aza kita angkat ya//		√	
Halo abangda ihsan			√
hehehe/ kita ada bola-bola peramal disini			√
masih jam 10/ cepat kali/ buat apa? yar gendut ya?haha			√
banyak/ adanya abangda kisan nie jadi vokalis/ hehehe/			√
ya udah dech 1 single buat nya kamu adanya Zivilia – Cinta pertama seperti cinta nya Bes ke kamu/ iya kamu//hehehe			√
Masih di 91.6 Umsu M-radio fm//itu 1 singel terbaru ya dari nya Passenger yang berjudul everything	√		
halo selamat pagi good morning			√
oo yati di pantai cermin/ lagi ngapain nie?		√	
oo ujan disana?		√	
wah deras ya/ banget banget/ yaudah deh mau request pa nie?			√
itu tadi ya sahabat Umsu M-radio buat kamu yang ingin menuju pantai cermin ya diinformasikan saat ini pantai cermin hujan deras/	√		
kamu uda bisa streaming di 91, 6 Umsu M-Radio di www.umsuradio.com dan www.umsu.ac.id	√		
waduhh// sakit apa nie?		√	

cuaca gini harus bnyak minum air hangat im,, banjir rupanya disana ya// ya udah mau request apa nie?		√	
mungkin karna cuaca nya yang agak ekstrim sedikit ya// jangan lupa minum ait hangat, walaupun air hangat itu simple tapi tetep banyak manfaat nya ya sahabat Umsu M-Radio/	√		
Yuh selamat sore Umsu M-radio/		√	
Masih dari jalan ampera X no 3 glugur darat medan/ masih disiarkan langsung dari lante 2 Umsu M-radio/ masih bersama imam ogel di musiq request online	√		
emank kalau golek-golek enak kali nie ya			√
iihh/ katakan putus// mau putus ya? hehe		√	
ya nanti lah baru 2 jam masak makan lagi			√
ya ampun/ imam gak mau gendut/ yau dah dech			√
waduh dah tutup? aturan tadi lah yang nelpon pertama			√
orang sebelah lah// mak lewatlah lewat ato permisi om gto// lagi ngapain nie?			√
sok sibuk/ palak awak			√
wihh belanja// ya udah mau request lagu yang mana?		√	
Yups, buat kamu sahabat Umsu M-radio disore hari nie yang mau denger lagu favorit kamu boleh langsung gunakan line telpon kamu di 061-6617640.		√	
hey jangan sampe kamu lewatkan program acara kita yang tentunya bias kamu nikmati			√
oo ya udah,, dasar kamu yaa bertaik lalat yang di bibir/ ee salah diatas bibir yaa// hahaha		√	
anak mamanya kan? kan gak mungkin anak aku// aku blm punya anak/ dasar kamu nya// ok langsung aja kamu mau request lagu apa nie sayang? mau perkenalkan diri gak?			√
iihh// bener-bener banyak artis-artis yang uda becaandain cimoet yaa.. hahaha// ok langsung mau request lagu yang mana nie sayang?		√	
iss curhat kamu yaa		√	
iihh nakal dech kamu nya//makasih ya sayang yaa// tetap jaga kesehatan nya//		√	
yee pantas lah gak tau// ya uda dech mau request lagu apa vi?			√

B. Data Analysis

In analyzing the data, the data analysis was done in line with Miles, Huberman, and Saldana (2014) who stated that there were three steps, namely: data condensation, data display and drawing conclusion and verification.

In data condensation, the first step was data selection. The data were selected from all utterances that uttered by three broadcasters in UMSU M-Radio because not all of the utterances are speech style. That's why, the researcher tried to select whether the utterances are speech style or not to get only speech style. After that, focused on speech style which contained speech style from the data that have been selected in order to make sure that it was really suitable as the data. In this process, the bold-typed was used as the sign of utterances related to the strategies. Next, simplified the types of speech style and the dominantly of speech style of three broadcaster were given some codes in order to make them easier to be classified in each category. The researcher placed them into table that presented in data analysis with each category by categorizing the utterances into types of speech style and dominantly of speech style. Then, data analysis was abstracted by describing in tabulation and together with research findings in this research. This step became the formation or unification of important ideas from the research in answering two research problems (types of speech style and the dominant of speech style). The last transformed the data have been displayed in tables.

In data display, the data were organized. The organization was explored and described in detail description in order to be easier to draw the conclusion and also to let reader know why something in the way it. It is also aimed to sort the data into group or category. In this study, the researcher made the organization by showing the data in the table to put the categorization of speech style utilized by three broadcasters in UMSU M-Radio. Then, concept made the data display into tables, some of the data were display and analyzed the detail description of the data that will be representative of each categories.

In drawing conclusion, the data were interpreted and drawn a meaning from the data display. In drawing conclusion, the data were interpreted and drawn a meaning from the data display. Data display and drawing conclusion step would be discussed deeply to answer the research problem. In this section, the first answer for the research problem about kinds of speech style and the second answer for the research problem about the dominantly of speech style.

In analyzing the data, only two examples of data that were shown as interpretation of data analysis in each category. The data analysis can be seen as follows:

1. Kinds of Speech Used by Broadcaster

There were three concepts kinds of speech style used by broadcaster, namely Formal style, casual style, and consultative style.

a. Concept of Formal Style

Theoretically, formal style is intended to be remembered and used in very formal setting which aimed to give information. In this concept, there were 7 formal style which used by three broadcasters, such as *kamu uda bisa stremingin di 91, 6 Umsu M-Radio di www.umsuradio.com dan www.umsu.ac.id and sahabat Umsu M-radio buat kamu yang ingin menuju pantai cermin ya diinformasikan saat ini pantai cermin hujan deras.*

From the examples above, it showed that broadcaster gave information to listener in situation formal even though listener did not know the situation in radio. The aimed in giving information, it expected can benefit for them to be followed or not.

b. Consultative Style

Theoretically, 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. In this concepts, there were 14 consultative style used by broadcasters, such as *Yups, buat kamu sahabat Umsu M-radio disore hari nie yang mau denger lagu favorit kamu boleh langsung gunakan line telpon kamu di 061-6617640 and wihh belanja// ya udah mau request lagu yang mana?.*

From the example above, broadcasters used consultative style to show relation communication between listener and broadcaster but still stay in formal area. It means that, when broadcasters enjoyed in conversation to listener but

broadcaster did not forget their aim or theme in broadcasting, namely Request. That is why, broadcasters used many variation language in their conversation.

c. Casual Style

Theoretically, casual style is style used among friends and co-workers when an informal atmosphere is appropriated and desired such as outside the classroom where students have a chat. In this concept, there were 16 casual style used by broadcaster, such as *ya nanti lah baru 2 jam masak makan lagi* and *masih jam 10/ cepat kali/ buat apa? yar gendut ya?haha*.

From examples above, broadcasters showed their way in maintaining relationship to listener. This way can become listener be more enjoy in communication and no gap between listener and broadcaster. Moreover, listener felt be one of big family in Umsu M-radio. That is why, casual style was higher than others.

2. The Most Dominantly Speech Style Used by Broadcaster

After analyzed data, then the researcher showed the most dominantly of speech style used by broadcaster in UMSU M-Radio on *Request* program. For make it clear, it can be seen in table 4.2 below:

Table 4.2
Kinds of Speech Style Used by Broadcaster

No	Kinds of Speech Style	Amount	Percentage
1	Formal	7	18.91%
2	Consultative	14	37.84%
3	Casual	16	43.25%
Total		37	100%

From Table 4.2 it can be found that there are 7 (18.91%) for formal style, 14 (37.84%) for consultative style, and 16 (43.25%) for casual style. It can be concluded that casual style dominantly was used by broadcaster in communication to listener which aimed to maintain relationship among them and no gap between broadcaster and listener. For make it clear, it can be drawn in chart below:

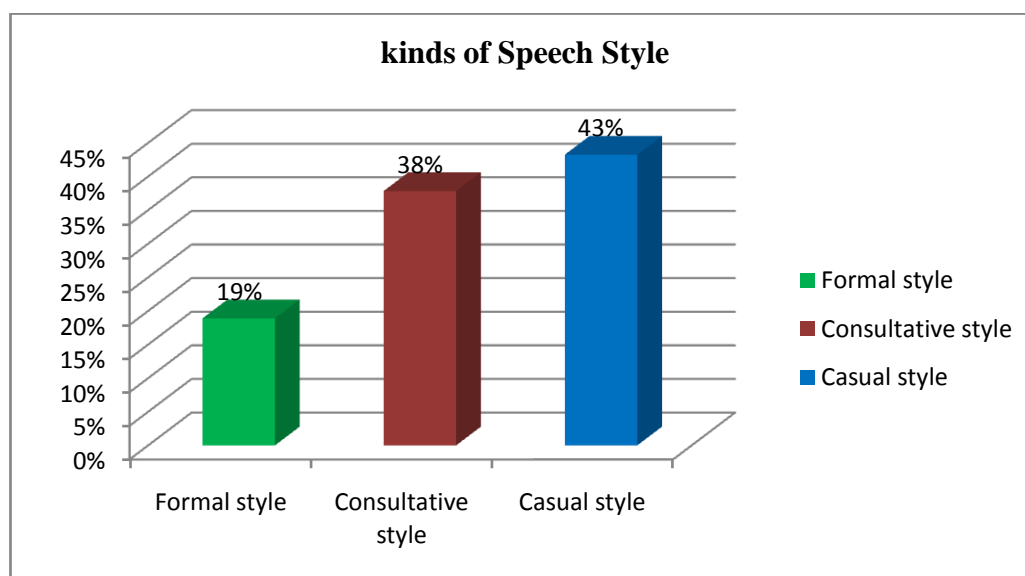


Chart 1: The Result of Kinds of Speech Style

C. Research Findings

After analysis of the data obtained in this study, it can be argued some of the findings as follows:

1. There were 3 concepts speech style used by broadcasters in UMSU M-radio on *Request* program, namely: formal style, consultative style, and casual style. The aimed of broadcasters used variation style in broadcasting was to maintain relationship among them in communication. In addition, broadcasters also

giving information, education, and news based on mission and vision in broadcasting.

2. There are 7 (18.91%) for formal style, 14 (37.84%) for consultative style, and 16 (43.25%) for casual style. It can be concluded that casual style dominantly was used by broadcaster in communication to listener which aimed to maintain relationship among them and no gap between broadcaster and listener.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

A. Conclusions

Based on the research findings, it is obtained some conclusions as follows:

1. There were 3 concepts speech style used by broadcasters in UMSU M-radio on *Request* program, namely: formal style, consultative style, and casual style. The aimed of broadcasters used variation style in broadcasting was to maintain relationship among them in communication. In addition, broadcasters also giving information, education, and news based on mission and vision in broadcasting.
2. There are 7 (18.91%) for formal style, 14 (37.84%) for consultative style, and 16 (43.25%) for casual style. It can be concluded that casual style dominantly was used by broadcaster in communication to listener which aimed to maintain relationship among them and no gap between broadcaster and listener.

B. Suggestions

There are some constructive points suggested as the following:

1. The readers, especially for the students' UMSU, the results of the study can be purposed to introduce them which referred to speech style and its realization in social life especially in entertain world namely radio broadcaster.
2. Listener, can help them to introduce that their style in language show their characteristic and can enrich their knowledge about speech style.

3. Radio broadcaster, can be guide for them in broadcasting so that can maintain interaction between broadcaster and listener in communicating.

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CURRICULUM VITAE

Name : Ayu Alinda Lubis
Registered : 1302050007
Place of Born : Medan, 12 Desember 1994
Adress : Jl. Rawa Gang Sepakat No.4 Medan
Gender : Female
Religion : Moeslem
Nationality : Indonesia
Telephone Number : 085362622807
Email : Ayualinda61@gmail.com

Education:

Years 2000-2006 : Elemetary School of SD Negeri 060912 Medan
Years 2006-2009 : Junior High School/ SMP Negeri 13 Medan
Years 2009-2012 : Senior High School/ SMA Swasta Budisatrya Medan
Years 2013-2017 : University of Muhammadiyah Sumatera Utara
(Faculty of Teachers' Training and Education)
Hobbies : Listening Music and Sport (Aerobic,Zumba and Yoga)

Skill

Can Teach Aerobic,Zumba and Yoga

Hormat Saya
(Ayu Alinda Lubis)

