

**THE LANGUAGE STYLE USED BY M. ALFATIH TIMUR  
AND BEN RATTRAY, THE YOUNG FOUNDERS  
OF SOCIAL MOVEMENT**

**SKRIPSI**

*Submitted in Partial Fulfillment of Requirement  
for the Degree of Sarjana Pendidikan (S.Pd)  
English Education Program*

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UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA**

**MEDAN**

**2022**



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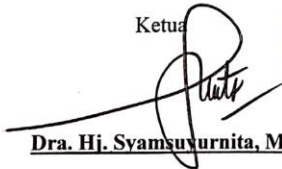
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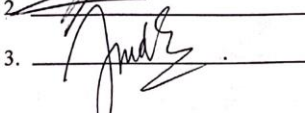
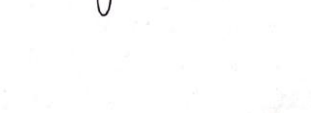
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## ABSTRACT

**Sinaga, Raihan Ade Hasian Habibana. NPM. 1802050067. “The Language Style Used by M. Alfatih Timur and Ben Rattray, The Young Founders of Social Movement” Skripsi: English Education Program, Faculty of Teacher Training and Education, University of Muhammadiyah Sumatera Utara. Medan. 2022.**

This study deals with language style used by M. Alfatih Timur and Ben Rattray. The objectives of this study are to identify the types of language style, determining the most dominant of language style and elaborate how the language style used by M. Alfatih Timur and Ben Rattray. This study was conducted by using descriptive qualitative research. The source of data were taken from two videos on Youtube, the speech delivered by M. Alfatih Timur in Kitabisa-Final Startup Istanbul 2016 and delivered speech by Ben Rattray in Change.org in Empowering the voiceless, Google Zeitgeist 2013. Based on the data analysis, there were two types of language style found in each speech between M. Alfatih Timur and Ben Rattray. They use the same language style in their speech video, namely formal style and casual style. They were formal style by 15 utterances and casual style 12 utterances for M. Alfatih Timur speech and formal style by 48 utterances and casual style by 25 utterances for Ben Rattray. Based on the analysis, it showed that M. Alfatih Timur and Ben Rattray dominantly use formal style in their speech. M. Alfatih Timur and Ben Rattray uses formal style to give information to the audiences in formal situation and sometimes use casual style to make everyone relaxed while listening to their speech.

**Keyword:** *language style, formal style, casual style*

## ACKNOWLEDGMENT



*Assalamu'alaikum Warahmatullahi Wabarakatuh*

In the name of Allah SWT, the most gracious and the most merciful. First of all, the researcher would like to express his deepest praise and gratitude to Allah SWT who has given him the blessing and chances to complete this research. Secondly, blessing and peace be upon to our Prophet Muhammad SAW, who has brought us from the darkness to the brightness.

The objectives of research titled “**The Language Style Used by M. Alfatih Timur and Ben Rattray, The Young Founders of Social Movement**” as the fulfillment of the requirements for the degree of Sarjana Pendidikan (S.Pd) in Faculty of Teacher Training and Education at Universitas Muhammadiyah Sumatera Utara.

In writing this research there were many difficulties and problems without any helps from the following people, it may be imposible to finish this research.

The researcher would like to thanks his beloved parents **Parsaulian Sinaga** and **Bakti Irianingsih** for their love, prayer, great support, and all things that researcher could not mention one by one.

The researcher realized that many people had given their helps and useful suggestion for the finishing of this research. Without their help, this research

would never existed. Therefore, the researcher would like to give his appreciation and sincere thanks to the people mentioned below:

1. **Prof. Dr. Agussani, M.AP.**, the Rector of Universitas Muhammadiyah Sumatera Utara.
2. **Dra. Hj. Syamsuyurnita, M.Pd.**, the Dean Faculty of Teacher Training and Education Universitas Muhammadiyah Sumatera Utara.
3. **Pirman Ginting, S.Pd., M.Hum. & Rita Harisma, S.Pd., M. Hum.**, the head and the secretary of English Education Department Faculty of Teacher Training and Education Universitas Muhammadiyah Sumatera Utara.
4. **Imelda Darmayanti Manurung, S.S., M.Hum.**, his supervisor who has given the idea, suggestion, attention and guidance during the process of this study completion.
5. **Muhammad Arifin, S.Pd., M.Pd.**, the head of UMSU library and as my mentor in UMSU Library Volunteers, who has allowed collect the data in library.
6. All the lecturers for giving their knowledge in teaching english during academic years at English Education Department Faculty of Teacher Training and Education Universitas Muhammadiyah Sumatera Utara.
7. The students of English Education Program, B Morning Class of FKIP UMSU and his best friends well known as The Three Musketeers in the class **Harry Widodo Saragih** and **M. Chandra Wibowo**, who always support each other during learning process.

8. Red Maroon Family from **PK IMM FKIP UMSU**, thanks for always caring, support and give so much experiences during his studies.
9. His beloved friends and seniors the smart and coolest people from **UMSU Library Volunteers**, who always support and make him more open minded.
10. All of his friends from **BI SUMUT Library Volunteers**, thanks for always support, caring and sharing that make his life being better.

Finally, for everybody who gave the valuable advice, guidance and assistance to the completion of this research, who cannot be mentioned one by one. May Allah SWT always be with us, guides us and gives us power in our life. Aamiin.

*Billahi Fii Sabililhaq Fastabiqul Khairat*

*Wassalamu 'alaikum Warahmatullahi Wabarakatuh*

Medan, November 2022

The Researcher,

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# CHAPTER I

## INTRODUCTION

### **A. Background of the Study**

Sociolinguistics is a branch of linguistics that focuses on things other than language that are related to the use of language by speakers in social groups. As described by Holmes (2013) sociolinguist study the relationship between language and society. This is concerned with identifying the social functions of language and the ways it is used to convey social meaning, as well as explaining why we speak differently in different social contexts. Examining how people use language in various social contexts reveals a wealth of information about how language works as well as social relationships.

Language is the basic form of communication. Language is used by humans to interact with each other. Humans communicate with language in all their activities. The characteristics of human language style are certainly different and varied. Everyone has characteristics in communicate, such as characteristics in delivery, accent or style of language. Style in language is important as well as the main capital for someone in conveying ideas, thoughts or intentions to others. As Holmes (Cited in Diani et al., 2021) says that in a variety of languages there are clearly factors that support the formation of a variety of languages. Not only speakers and situations are supporting factors, but there are several other factors such as the purpose and topic of the conversation.

In speaking, everyone has their own way. Everyone has a difference in speaking. Even though the topic or context of the conversation is the same, he or she does not necessarily have the same style of speaking. This is none other than the existing social factors. As we know, the language in each region or country is different. Everyone has their own thoughts, as well as how to express them. People have their own style of expressing their ideas and thoughts through different language styles. Style in language can also be used as a charm or attraction for someone in communicating. Therefore, as a social being, of course, one must be able to convey ideas using a good style of language and be understood by others. According to Joos (1976) speech style refers to the language used by the speaker and is graded on a scale of formality. There are five types of styles: frozen style, formal style, consultative style, casual style and intimate style.

As technology and information have advanced, people's propensity to engage with one another without boundaries has increased, and public speaking has become increasingly vital in the age of globalization. As states by Lestari (2021) public speaking has become one of the most important skills to have. The demands of the times, and also current technologies, push individuals to compete in order to improve their quality. Everyone can speak, but only a few can combine words into a beautiful language that will entice others to listen. Gender, age, position, or occupation are all irrelevant when it comes to public speaking ability, let alone a student who is still involved in school activities. Most of us have undoubtedly experienced public speaking in a forum setting when given the

chance to present a speech, for example. Public speaking was no longer a completely new experience for us. Restianti in Syanti Lubis (2017) explained that Public speaking, also known as speech, is a well-structured speech that is addressed to many people. Given how closely it relates to human interaction, even public speaking occasionally becomes a need for people due to demands of their current employment or role.

However, people continue to underestimate the importance of language style in communication, so they focus on the same style even in different situations. Language that has always been used in interactions between people. Language was utilized as an expression and the mind reflected the expression, to convey information or thoughts directly or indirectly, how to behave to different audiences and how to get them to focus on the context of our conversation. As according to (Kustiawan et al., 2022) the forms of non-verbal communication themselves include sign language, facial expressions, code, symbols, uniforms, color and voice intonation. From this, we can understand that language also has a way of conveying information. As through the things that have been mentioned and here it is reaffirmed that style in language is very important as a support for communication itself. According to Rolls (1993) states that language style has implications for leadership potential because listener perception vary according to the speaker's rhetorical style. Language style is important in this age of globalization. We need applied a good language style when we speak, speech or having conversation, because the style of language describes a person's character.

As an example, this can be seen from the speech delivered by M. Alfatih Timur and Ben Rattray. They were both founders of the social movement platforms, [Kitabisa.com](http://Kitabisa.com) and [Change.org](http://Change.org). At a young age they were successful in influencing people to support the movement they created. Through the speech given, they can influence the crowd. This is evidenced by the large number of users now who fully support existing social movements. Through their speeches, they echo a platform that can help others to change existing social problems. From the speech they delivered, people were attracted to follow them. From this, we can conclude that M. Alfatih Timur and Ben Rattray succeeded in influencing many people at a young age. The style of speech used by them can influence many listeners who make listeners believe and want to follow the movements they make. They can lead many people in the forum and the information they want to convey can be well absorbed by the audience.

M. Alfatih Timur is the founder of Kitabisa.com. Born on December 27, 1991. He is a activist of socio-economic change in the community through the crowdfunding platform he founded, namely Kitabisa.com. Kitabisa.com is a trusted fundraising and donation site in Indonesia. Kitabisa.com has been established since 2013. This site has become a bridge of kindness and a forum for Indonesian people to work together to help each other. Currently, kitabisa.com has facilitated more than 2000 social fundraising such as donations for houses of worship, medical expenses, scholarships, and others. He has made quite a number of achievements. M. Alfatih Timur was the best graduate of FEUI in the



Community Service category, became a finalist in the DBS NUS Social Venture Challenge Asia, and was included in the Forbes 30 Under 30 Asia list.

Benjamin Michael “Ben” Rattray is the founder and CEO of the online petition website Change.org. He was born on June 16, 1980. The Change.org platform was founded in 2007. Change.org is an online petition that is distributed through social media as a place to get support and attract the attention of people and authorities in dealing with issues or problems in social life. Ben Rattray was among the world's most influential people on the 2012 Time 100 list, listed as one of Fortune's 40 under 40 young business leaders rising in 2012 and was awarded the Commonwealth Club of California's 21<sup>st</sup> Visionary Award in 2014.

Before doing this research, the researcher conducted a field survey on the style of language used by M. Alfatih Timur and Ben Rattray. The researcher distributes the questionnaire through a google form that can be accessed by the general public. Researchers compiled questions related to style and questions related to language style used by M. Alfatih Timur and Ben Rattray in the Final Startup Istanbul 2016 and Google Zeitgeist 2013 video. From the questionnaires, the researcher obtained data from 30 respondents. The survey result can be seen in the figure below:

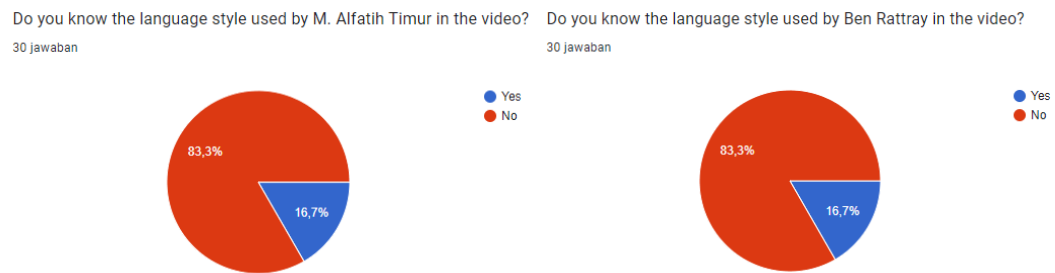


Figure 1.1 Diagram of Data Survey

It can be seen that the data received by the researcher shows the same graph. A total of 83,3% answered “No” to the question “Do you know the language style used by M. Alfatih Timur and Ben Rattray in the video”, and as many as 16,7% claimed to know the style of language used by both. From this data, it can be concluded that quite a lot of people do not know the style of language used by M. Alfatih Timur and Ben Rattray in the video.

Based on the explanation above, the researcher is interested in analyzing the language style used by M. Alfatih Timur and Ben Rattray. They were someone who could be said to be successful in their youth. They are successful people who mobilize the masses to unite using the platform they founded. Where the style of language used by both must determine their identity and character. So that it can make the audience interested. Which is something we need in speaking ability in this era of globalization. Following these, the researcher will focus to investigate speech styles based on Martin Joos theory. That he divides into five types of styles. There are frozen style, formal style, consultative style, casual style and intimate style.

## **B. Identification of the Problem**

Based on the background of study above, the researcher identified the problems as follows:

1. There are still many viewers who do not understand the style of language.
2. Many viewers have difficulty recognizing language style.
3. The language style used by M. Alfatih Timur and Ben Rattray.

## **C. The Scope and Limitation**

This study doesn't analyze all aspects of M. Alfatih Timur and Ben Rattray language style. As a result, the scope of this research is a study of language, with particular emphasis on language styles found in M. Alfatih Timur and Ben Rattray speech on YouTube video. Then, the researcher will identify the types of language style according to Martin Joos theory, which includes five types of language styles. There are frozen style, formal style, consultative style, casual style and intimate style.

## **D. The Formulation of the Study**

In this research, the problems were formulated as follows:

1. What are types of language style used by M. Alfatih Timur and Ben Rattray?

2. What are the dominant language style used by M. Alfatih Timur and Ben Rattray?
3. How was the language style used by M. Alfatih Timur and Ben Rattray in the speech?

#### **E. The Objective of the Study**

Based on the problems, the objectives of this research are:

1. To identify the language styles used by M. Alfatih Timur and Ben Rattray.
2. To identify the dominant language styles used by M. Alfatih Timur and Ben Rattray.
3. To elaborate how the speech style was used by M. Alfatih Timur and Ben Rattray in their speech.

#### **F. The Significance of the Study**

By conducting this research, the researcher hoped that the study will benefit to all levels of education. The study are expected to be useful theoretically and practically.

1. Theoritically

The result of this study is expected to be a source of knowledge, can be used for further references and be useful as a reference those who would like to study further about language style.

## 2. Practically

- a. As additional knowledge in language, precisely in language style.
- b. Can serve as a guide for people in maintaining the interaction between speaker and listener in the context of communicating.
- c. Provides references for education practitioners and future educators who will conduct research on language style.

## **CHAPTER II**

### **REVIEW OF LITERATURE**

#### **A. Theoretical Framework**

##### **1. Language Variety**

Language is not used in the same ways in every community. Some social factors influence it, such as social behavior, tradition, culture, ethnicity and social status. Wardaugh in Astika (2018) says that language variety is the inexistence of an individual speaks in the same rules all the time because they will continue to explore the usefulness of the beauty of a language based on its individual's goal.

Holmes (1992) illustrates that each language has differences in every aspect, for example in term of accents, linguistic style or even the use of its dialect based on context and social factors a language itself. The variation of language itself can be seen from the form of language, vocabulary, grammar and style.

##### **2. Speech**

Restianti in Syanti Lubis (2017) explained that public speaking, also known as speech, is a well-structured speech that is addressed to many people. She explained that speech has several types according to its category. This classification is also in accordance with the purpose of the speech. According to her there are several types of public speaking: 1) Sermon, Public speaking especially for the purpose of conveying religious messages. 2) Propaganda, Public

speaking to convey ideas with great effort to convince listeners. 3) Campaign, Public speaking for a certain group (party) by influencing the masses. 4) Explanation, Public speaking to explain something. 5) Agitation, Public speaking with the aim of burning the spirits of the masses. 6) Scientific Oration, Public speaking with a view to the scientific community. 7) Report, Public speaking to report an incident openly.

According to Siregar (1984) giving speeches includes conveying the heart, messages, ideas, programs, feelings and so on by someone to a number of people.

From the understanding given by the experts above, public speaking basically conveys the contents of the heart, thoughts, ideas, ideas to others in oral form and has a specific purpose according to their needs.

### **3. Language Style**

Brown (2007) states that styles are manifested by both verbal and nonverbal features. Differences in style can be conveyed in body language, gestures, eye contact and the like – all very difficult aspects of “language” for the learner to acquire.

Rolls (1993) states that language style has implications for leadership potential because listener perception vary according to the speaker’s rhetorical style. In the globalization era, speaking is an ability that must be possessed by every individual to be able to be competent in the development of the world. With

a qualified style of language, we can make people interested in listening to us and can add information directly or indirectly. As we know that style in language reflects a person's character. With a good style of language, we can be known as people with good leadership. Which can make listeners interested in the way we speak, that can influence a lot of people.

Keraf in (Rini, 2018) said that a good style of language must contain the following 3 things: honesty, politeness and attractiveness. Language style is related to the choice of words or diction, the problem of the accuracy of word choice is also related to the problem of the meaning of words and one's vocabulary. The style of language allows anyone to recognize a person's personal character and someone's ability in using the language. The better one's style of language, the better one's feelings towards him, on the contrary, the worse one's language, the worse it is given to him.

Everyone has a different style in speaking. Style in language is one of the important things for the success of a communication. How a speaker can convey meaning directly or indirectly to the listener. Coupland (2007) said that style refers to ways of speaking – how speakers use the resource of language variation to make meaning in social encounters.

Coupland (2007) also clarifies that in Martin Joos book titled “The Five Clocks” (1962), there are several types of styles. The ‘clocks’ were levels of formality in spoken and written English. Which he identified the styles are Frozen Style, Formal Style, Consultative Style, Casual Style and Intimate Style.



a. Frozen Style

Frozen style is a language style used in a large audience. Frozen style is defined as the most formal communicative style. Selingson (Cited in Jamil & Nasrum, 2018), states that frozen style is a style for print and for declamation. This style is used in a very formal setting such as in church, mosque, ritual and some other occasions.

For example, frozen style can be found in national pledge of United States:

“We the people of the united states, in order to form a more perfect union, established justice, insure domestic tranquility, provide for the common defence, promote the general welfare, and secure the blessings of liberty to ourselves and our posterity, do ordain and established this constitution for the United States of America.”

Here we can conclude that this frozen style is the most formal language style. We can see through the example above. Frozen style has the characteristics of long sentences, not easy to cut or beheaded and very difficult to comply with standard writing and spelling provisions. Like the sentences arranged in the "National Pledge of United States". This pledge is said to use frozen language style because the patterns and rules have been firmly established and cannot be changed. The pledge is an expression of loyalty to the republic of the United States of America. This interprets the formal area. This form of frozen style requires speakers and listeners to be serious and pay attention to what is written or spoken.

## b. Formal Style

According to Joos (1967) 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 can also be used while speaking to a single listener, such as between strangers.

An example of a formal sentence is:

- 1) Good morning! How are you?
- 2) They will be attending the meeting tomorrow.
- 3) I would like to introduce myself to you.

From the sentence “*Good Morning! How are you?*” It shows that the sentence uses right grammatical pattern. This sentence is used to greet and ask how someone is doing. Next, the sentence “*They will be attending the meeting tomorrow*”. It shows that the sentence follows the right grammatical pattern. He informed them that they would come to the meeting the next day. The last sentence is “*I would like to introduce myself to you.*” This sentence also shows that the sentence uses right grammatical pattern. He will introduce himself.

The language used in the formal style is impersonal and objective language. Almost every sentence in the example belongs to the standard form of grammar rules. It can be concluded that speakers tend to pay more attention to

speech, making a person tend to use normal language styles, namely language that is in accordance with these grammatical standards.

### c. Consultative Style

Joos states in Brown (2007) consultative style is typically a dialog, though formal enough that words are chosen with some care. The consultative style is usually used in such a conversation between a stranger, teacher and student, doctor and patient, business transactions and the like are usually consultative in nature. This style known as the third level of language. It is unplanned speech, this style uses listener participation and feedback.

Below are some examples of sentences using the consultative style:

- 1) Um... I was just wondering, has another young woman... The Queen perhaps, I do not know, passed through here?
- 2) What's her name?

From the example above, the sentence *“Um... I was just wondering, has another young woman... The Queen perhaps, I do not know, passed through here?”* It can be seen that the sentence does not pay attention to the grammar. It used semi-formal communication that indicates consultative style. The sentence is interjection sentence. It shows that the utterance is not completely well structured. The next example is the sentence *“What's her name?”*, this sentence used an

interrogative statement. It uses standard form, although the sentence is complete and standard, but it is used in informal conditions.

Consultative style is a style that is quite formal and unplanned. This language style is a dialogue that occurs in small groups, especially between two people who do not know each other. Consultative style is the participation between speakers and listeners who continuously provide feedback when speaking.

#### d. Casual Style

Casual style is a style that is used in everyday situations or in the sense of informal situations. Joos (Cited in Astika, 2018) claims that the casual communication is the type of speak in which we feel relaxed most spontaneous, for example chat, gossip, opinion, joke telling, recount and narrative. This style is frequently used among friends, co-worker or non-native speaker when an informal condition is appropriate.

For example:

- 1) Great job in that meeting! You're killed it!
- 2) Hey, comin! Wanna join me playing the game?

From the sentence "*Great job in that meeting! You're killed it!*". It shows that this sentence is in informal situation. In the sentence "*You're Killed it*" means

someone has done something very well. And the next example in the sentence “*Hey, comin! Wanna join me playing the game?*” It shows that this is informal sentence. The words “*Comin*” and “*Wanna*” is a slang in English - which automatically makes it a non-standard or informal form. Slang words are words used in informal conversation. Like with friends, family, etc. In that sentence invites his friend to come and offer him to play a game together.

e. Intimate Style

Joss (1967) intimate style is one characterized by complete absence of social inhibitions. Talk with family, loved ones and very close friends, where the inner self is revealed, is usually in an intimate style. The intimate style is typically used in pairs. It excludes public information while demonstrating a very close relationship.

For example:

- 1) Rei, you have to hug me.
- 2) Come on, buddy, faster!

From the sentence “*Rei, you have to hug me.*” It shows that the sentence uses correct grammatical pattern. It’s express feelings to someone by calling them by nicknames that sound like you know each other well. Then, the sentence “*Come on, buddy, faster!*” It shows that the sentence uses interjection, he calls his

friend as buddy means he has regarded to be his best friend. The typically very short but have special meaning for them.

Intimate Style often uses words that are short, incomplete, abbreviated and with unclear articulations. This style of language is the most informal style of language. This style of language is usually used in talking about future plans, sharing ideas, sharing secrets, expressing feelings or emotions and so on. Like the example above, it is an example of intimate language style. Expressing the feelings to someone that sound like you know each other well.

#### **4. Profile of M. Alfatih Timur**

M. Alfatih Timur who is familiarly called Timmy was born on December 27, 1991. He was born in Bukit Tinggi, West Sumatra, Indonesia. Since the age of 15, M. Alfatih Timur has been a high school student, because of the acceleration program he participated in. He studied at the Department of Economics, University of Indonesia (FE UI). Apart from studying, Alfatih Timur also participates in various organizational activities on campus. He is an activist and is noted to have served as Chairman of the Student Affairs Department of the BEM, Faculty of Economics, UI and BEM UI. In addition, he is also a social entrepreneur. After graduating from college, Alfatih Timur has the idealism to do something that can help more people. M. Alfatih Timur is the driver of socio-economic change in the community through the crowdfunding site "Kitabisa.com".

Kitabisa.com is a trusted fundraising and donation site in Indonesia. This platform itself has been established since July 6, 2013. Prior to forming kitabisa.com, Timmy worked as an assistant to Prof. Rhenald Kasali at the House of Change and was active in the Indonesian Social Entrepreneurship Association. On December 26, 2012, Alfatih Timur began to disseminate information to various campuses, hoping that the site could be quickly recognized by the public and used. However, when it did not work and succeeded significantly. The first two years there was no growth, no one even made a donation. Armed with the money left over from his marriage, Alfatih Timur continues to make improvements and enhancements to his website. Until finally managed to cooperate with investors to develop their business. 2016 was quite a memorable year for him, because Kitabisa.com continued to grow and was able to start raising funds for many people in need. Currently Kitabisa.com has facilitated approximately 2000 social fundraising such as donations for the construction of houses of worship, medical expenses, scholarships and others. These social projects are initiated by individuals, communities, foundations and zakat institutions.

M. Alfatih Timur got a lot of achievements when he was young. Like Forbes 30 Under 30 Asia, Jolkona Social Entrepreneur USA, Finalist of DBS NUS Social Venture Challenge Asia, he is even the best graduate at University of Indonesia in the community service category.

## 5. Profile of Ben Rattray

Benjamin Michael or commonly called "Ben" Rattray. Born in Santa Barbara, California, USA on June 16, 1980. He is the son of Judy (née McCaffrey), a regional sales manager at First American Title, and Michael Rattray, CEO of the Boys & Girls Club in Santa Barbara County. He has one older brother, Zack, and three younger brothers, Lindsay, Nick, and Tyler. At Dos Pueblos High School, Rattray was "sporty and handsome" and "the king of the homecoming". He wanted to grow up to be an investment banker, then retire at 35 and enter politics. Rattray attended Stanford University during the technology boom of the early 2000s, studying political science and economics. He changed career paths to focus on "pursuing effective collective action". Then, he attended the London School of Economics. Rattray lives in San Francisco. Rattray launched Change.org from his home in 2007. The site has gone through several iterations, starting as a social network for social activism, turning into a cause-based blogging platform, then transitioning to a petition platform in 2011.

The Change.org platform was founded in 2007. Change.org is an online petition distributed through social media as a forum to gain support and attract the attention of people and authorities in dealing with social issues or problems. The goal of Change.org, according to Rattray, is to "change the balance of power between individuals and large organizations". In February 2012, Rattray stated that Change.org was "growing more every month than our total in the first four years", with more than 10,000 petitions started each month on the site, and that by



2011 the company's employees had grown from 20 to 100. Change.org announced a \$15 million investment round led by the Omidyar Network in May 2013 and says its staff has grown to 170 people in 18 countries. Until now, nearly 500 million people have participated in following social change through its platform, Change.org.

Ben Rattray was one of the world's most influential people on the 2012 Time 100 list, listed as one of Fortune's 40 rising young business leaders under 40 years old in 2012, and was awarded the Commonwealth Club of California 21st Century Visionary Award in 2012. 2014.

## **B. Relevant Study**

There are several previous studies related to this research:

The first study is written by Wahyuni (2018) titled Language Style in “THE ELLEN SHOW”. The objectives of this study are to find out the types of language style used by the host and to describe how the language style realize by the host. Descriptive qualitative are used in this study. The data taken from the show named The Ellen Show. As the result, based on the data there were three types of language style found in during the show. They were consultative style by 30 utterances, formal style by 5 utterances and casual style by 12 utterances. It can be concluded that the host tends to use consultative style while she was speaking with the participants to provide explicit background information of the participant’s problems. She uses consultative style in all context to make

audiences easily understand how the topic is going on in their life. And she use formal style gave information to listener in situation formal even though listener did not know the situation in talk show. And the last she uses casual style because these sentences refer to the applying any word which is usually employed in a very relax situation, even though the context is formal and used such words to make the circumstances more relax and enjoyable.

The second study had been conducted by Wangi (2018) titled *Speech Style in Anies Baswedan's Speech*. This study was aimed at investigating the kinds of speech style and determining the most dominant of speech style used by Anies Baswedan. This study using descriptive qualitative. The source of data taken from videos of Anies Baswedan speech in Innaguration of Governor and The Interview on 100 Hari Anies – Sandi by Mata Najwa. Then, the data were analyzed by using documentary technique. The result of this study, show that 7 occurences of careful style, 26 occurences of frozen style and 15 occurences of formal style. And concluded that frozen style was dominantly used by Anies Baswedan in Innaguration Speech of Governor and formal style was dominantly used by Anies Baswedan In Interview at Mata Najwa. Anies Baswedan used variation speech to maintain relationship among them and to make no gap with listener.

The third study is conducted in thesis by Abidin R (2018) titled *A Study of Language Style Used by The Characters in Frozen Movie*. This is a study of language style based on Martin Joos (1976) theory in *Five O'clocks* and also analyzed the social factors. This study using qualitative content analysis and

descriptive research design to investigate the social factors which consist of language style. The data collected from reading and selecting the entire movie scripts of “Frozen” movie. The writer produces the data analysis by identifying, classifying and analyzing. Then, drawing the conclusion is the last step required. The result of this study, the most dominant language style that used by all characters in Frozen is casual style. It appears in seventeen utterances. Formal style appears in nine utterances. Consultative style appears in eight utterances. The last, intimate style appears in five utterances. Meanwhile, frozen style is not found in character’s language style because they do not have authority to use frozen style and the social factor also does not influence them to use it.

In this study, the purpose is to identify different speech styles and advance knowledge in the area of language style. We obtained the difference presented in this study from the previous related studies mentioned above. The difference between this study and previous studies stems from the object of the study. In the previous studies analyzed Language Style in “THE ELLEN SHOW” by Wahyuni (2018), Speech Style in Anies Baswedan’s Speech by Wangi (2018), A Study of Language Style Used by Characters in Frozen Movie by Abidin R (2018). While, this research take the Speech of M. Alfatih Timur and Ben Rattray which applied language style as the object of research. The findings of this study indicate that there is a style in language, in which the style becomes the identity and character of the speaker. And style in language can also have other meanings. Previous studies contribute to the researcher to analyze language style more easily.

### **C. Conceptual Framework**

In speaking, everyone has their own characteristics and style. The choice of style is influenced by several factors, which can be replaced with the term social factors. Language and society are two things that cannot be separated. Holmes (2013) described that sociolinguistics is study the relationship between language and society. They are interested in explaining why people speak differently in different social context and concerned with identifying the social functions of language and the way it is used to convey social meaning. In its application in society, language style can be seen in relation to specific language forms, such as variation, style of language, or dialect.

According to Joos (1976) speech style means the form of language that the speaker uses and it is characterized by a scale of formality. Joos categorizes these speech styles into five types. They are frozen style, formal style, consultative style, casual style and intimate style.

Based on the description above, the researcher's concept for examining M.

Alfatih Timur and Ben Rattray's language style is as follows:

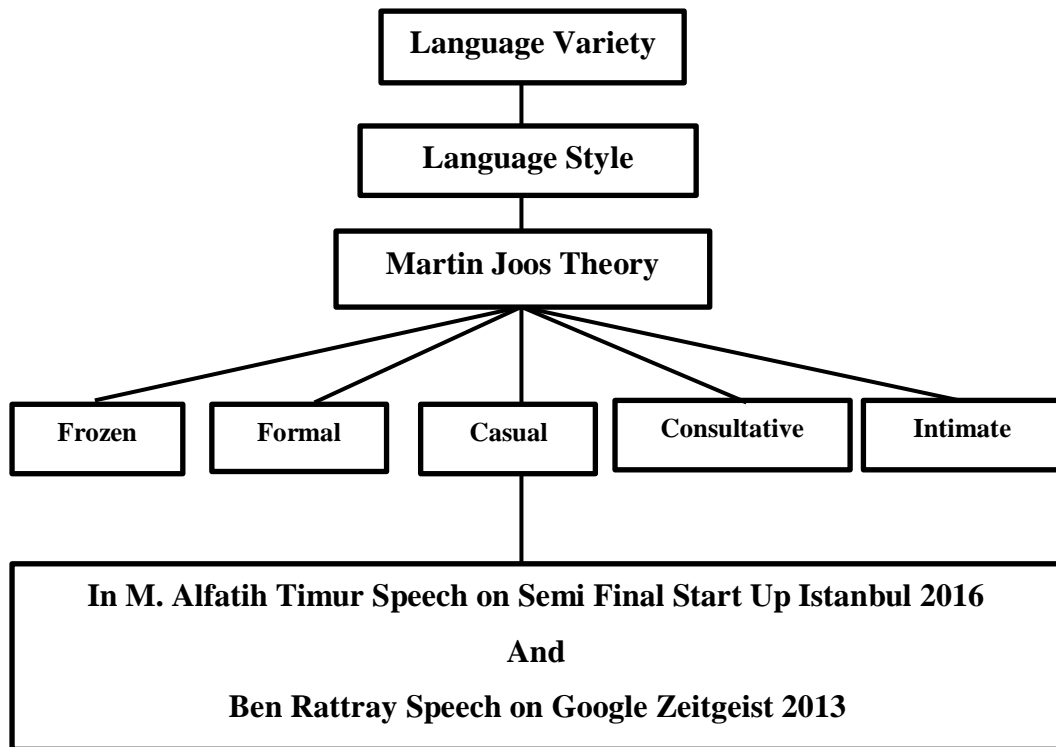


Figure 2.1 Diagram of Conceptual Framework

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **A. Research Design**

This research is conducted by using descriptive qualitative research. According to Leavy (2017) qualitative research is used to explore; to rigorously investigate and learn about social phenomena; to unpack the meanings people ascribe to activities, situations, events, or artifacts; or to gain a comprehensive understanding of some aspect of social life. Since, the source of the data in this analysis is the speech delivered by M. Alfatih Timur and Ben Rattray.

The qualitative descriptive method was chosen by the researcher. Indeed, the purpose of this study is to describe language styles. The researcher investigates the language style used in the speech, analyzes the types of language styles used, describes the types of language styles realized, and draws conclusions. The researcher will describe the data into theory of “Five Clock’s” by Martin Joos; Frozen Style, Formal Style, Casual Style, Consultative Style and Intimate Style. Using this method, the researcher can properly analyze and transcribe all utterances.

## **B. Sources of Data**

The researcher had some data to be analyzed in this research. The source of this research was taken from two videos on Youtube, the speech delivered by M. Alfatih Timur in Final Startup Istanbul 2016 and delivered speech by Ben Rattray in Google Zeitgeist 2013. The data of this research are their speech in introducing social movements through the platforms they made.

## **C. Technique of Collecting Data**

The Data were collected from M. Alfatih Timur and Ben Rattray speech. The data collected by researcher using a documentary technique. They were video from Final Startup Istanbul 2016, Google Zeitgeist 2013 and the transcripts of the speech.

There were some following technique in collecting the data, the steps as follows:

1. The researcher download the video of M. Alfatih Timur and Ben Rattray speech on Final Startup Istanbul 2016 and Google Zeitgeist 2013
2. Watch the video and make the transcripts of the speech
3. Reading the script
4. Create a classification of the language styles used by M. Alfatih Timur and Ben Rattray

## **D. Technique of Analysis Data**

The retrieved data in this research analyzed using qualitative analysis. (Miles et al., 2014) which states that data analysis consisted of three steps: data condensation, data display and drawing and verifying conclusions.

Based on the steps according to (Miles et al., 2014) the data analysis in this study can be written as follows:

### **1. Data Condensation**

Data reduction refers to the process of selecting, focusing, simplifying, abstracting and 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. In this step all of the data would be classified, it was meant sharpens, summarize, choosing the main thing, look for the pattern and focus on the subject matter. This would make sorting the required data easier.

### **2. Data Display**

The next step of data analysis is data display. This is a process of displaying data in the form of points that needed to be analyzed further in order to obtain the desired result. Generically, a display is an organized, compressed assembly of information that allows conclusion drawing and action. The researcher will describe and explain the data classified into types of language style



by Martin Joos; Frozen Style, Formal Style, Casual Style, Consultative Style and Intimate Style.

### 3. Drawing and Verifying Conclusions

The last step of data analysis is conclusion drawing and verification. After displaying all of the data, the researcher will identify, describe, investigate until the researcher will give a conclusion as the result.

## **CHAPTER IV**

### **DATA AND DATA ANALYSIS**

#### **A. Data Collection**

The data were collected from two videos of speech delivered by M. Alfatih Timur and Ben Rattray. There were speech in the video Kitabisa - Final Startup Istanbul 2016 and Change.org in Empowering the Voiceless. After analyzing the language style utterance from the video, the researcher finds 27 utterances from Kitabisa- Final Startup Istanbul 2016 and 73 utterances from Change.org in Empowering the Voiceless. The Utterances had been transcribed into written text by carefully watching and listening to the video recorder. The utterances were presented in appendix 1 and 2.

#### **B. Data Analysis**

After collecting the data, researcher then categorizes the data according to Martin Joos' theory, such as frozen style, formal style, casual style, consultative style and intimate style.

### 1. Types of Language Style Used by M. Alfatih Timur in Kitabisa – Final Startup Istanbul 2016

The following table shows how the data were categorized after being collected based on the various language styles used in M. Alfatih Timur speech.

**Table 4.1 Data of Language Style Used by M. Alfatih Timur**

<b>Types of Language Style Found in M. Alfatih Timur Speech</b>						
<b>No.</b>	<b>Utterances</b>	<b>Frozen Style</b>	<b>Formal Style</b>	<b>Casual Style</b>	<b>Consultative Style</b>	<b>Intimate Style</b>
1.	Okay, Hi everyone uhmm..			✓		
2.	My name is Fatih.		✓			
3.	I'm from Kitabisa.com.			✓		
4.	In English means "We Can"			✓		
5.	We're a crowdfunding project.			✓		
6.	Crowdfunding platform I mean, for social project.		✓			
7.	Let me introduce you to Roger.		✓			
8.	An airtime dealer in campuss.		✓			
9.	Who had a long dream to go to Mekkah.		✓			
10.	He met with Tasya, a		✓			

	student who are willing to help.					
11.	Instead of doing a conventional fundraising, Tasya went to kitabisa and create a campaign.		✓			
12.	And in a couple minutes, Boom! she got a landingpage in kitabisa, to receive online donations.			✓		
13.	In least than oneweek, she raise 3 times of her target.		✓			
14.	It's all made possible, because kitabisa makes fundraising more viral, more simple and more transparent.			✓		
15.	It's only one case, we also raisefunds for medical builds, for education, as well as disease relieve.			✓		
16.	We started as a volunteer, but mid 2015.. we're doing it fulltime and our growth has been amazing ever seen.			✓		
17.	We charges 5%		✓			

	although every donations collected and additional charge for promotions.					
18.	With this business model, we become a sustainable impact driven start up.		✓			
19.	Beside used by individual, we also used by redcross. The biggest zakat organisation, the biggest media group. Even the most popular celebrities and politicians.		✓			
20.	40% of our donations, came from repeat donors.			✓		
21.	They thought us, that kitabisa is one of their zakat channel.			✓		
22.	With 200 million of moslem population, who already have an obligation to spent 2.5% of their income for charities, the potential are 20 billions.		✓			
23.	And of course,			✓		

	expanding to southeast asia, we're at the biggest market potential.					
24.	We are a very hungry team, back by 500 start up as our side inventors.		✓			
25.	And one of our earliest angels are the ceo and founder of one of the largest situs marketplace in Indonesia.		✓			
26.	We believe, kindness has no barrier, and that's why we are here, to crowdfound a better world together			✓		
27.	Thank you		✓			
<b>Result</b>		0	15	12	0	0

Based on the table above, there were 2 types of language style found in the M. Alfatih Timur speech in Kitabisa – Final Startup Istanbul 2016 video. They are formal style (Fifteen data) and casual style (Twelve data).

## 2. The Most Dominantly Language Style Used by M. Alfatih

The researcher finds 2 of 5 types of language style used by M. Alfatih Timur in Kitabisa – Final Istanbul 2016 video. They are formal style and casual style. They are presented in a figure below:

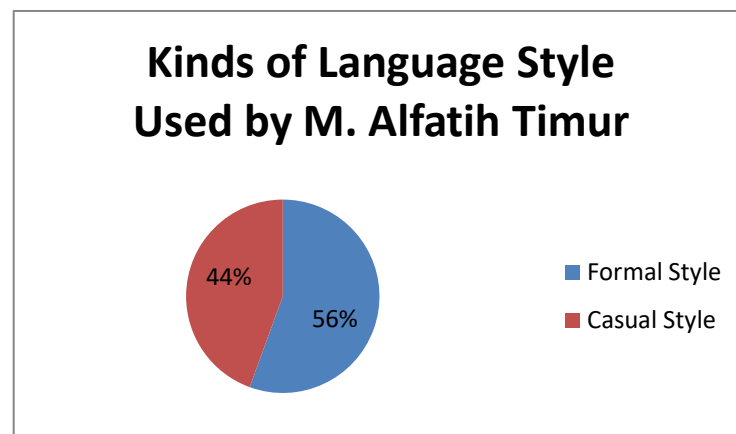


Figure 4.1 Kinds of Language Style Used by M. Alfatih Timur

Based on figure 4.1, it can be seen that the highest type of language style is formal style, which is 15 data representing 56% of all data. While the lowest number is casual style, which is 12 data representing 44% of all data. It can be concluded that formal style dominantly was used by M. Alfatih Timur in Kitabisa – Final Istanbul 2016.

### 3. The Way How The Language Style Used by M. Alfatih Timur

Based on the previous analysis, there are two types of language style found in M. Alfatih Timur speech in Kitabisa – Final Startup Istanbul 2016 video. They are formal style and casual style. The data are analyzed as follow:

#### a. Formal Style

There are 15 data found with the percentage of 56%. The formal style found in this data were realize by M. Alfatih Timur in the form of polite explanation. Below are some examples of formal style that are used by M. Alfatih Timur in Kitabisa – Final Startup Istanbul 2016 video.

For example taken from data: *My name is Fatih.*

In this example, the utterance was used to indicate a formal situation. It shows that the sentence uses right grammatical pattern. The sentence used to introduce himself to audience.

Another example taken from data: *Let me introduce you to Roger.*

This utterance also used to indicate formal situation. This shows a polite request from M. Alfatih Timur to the audience to introduce someone.



## b. Casual Style

The casual style is the type of speak in which we feel relaxed. M. Alfatih Timur several times tried to use a casual style, this shows that he wants to look relaxed in front of the audience by the utterance he speak. There are 12 data of casual style found with the percentage of 44%. Below are some examples of casual style that are used by M. Alfatih Timur.

For example from the data: *Okay, Hi everyone uhmm...*

From the utterance we can find that M. Alfatih Timur mutter by saying "uhmm...", this shows that he is looking for comfort before saying the next sentence. From the utterance it can also be seen that M. Alfatih Timur used word "Hi" to greeting the audients. "Hi" is equivalent to hello, but it is considered a little bit more informal in tone.

Another example: *And in a couple minutes, Boom! she got a landingpage in kitabisa, to receive online donations.*

It shows that the utterance is interjection. In the sentence "Boom!" means a big surprise that something unexpected. It shows that this utterance is in informal condition.

#### 4. Types of Language Style Used by Ben Rattray in Change.org in Empowering the Voiceless, Google Zeitgeist 2013

The following table shows how the data were categorized after being collected based on the various language styles used in Ben Rattray speech.

**Table 4.2 Data of Language Style Used by Ben Rattray**

<b>Types of Language Style Found in Ben Rattray Speech</b>						
<b>No.</b>	<b>Utterances</b>	<b>Frozen Style</b>	<b>Formal Style</b>	<b>Casual Style</b>	<b>Consultative Style</b>	<b>Intimate Style</b>
1.	I want to talk about how people around the world are starting social movements in fundamentally different ways than we used to.		✓			
2.	Earlier today we talked about the tragedies that are happening in townships in Cape Town, South Africa on a weekly basis.		✓			
3.	A few years ago there was a woman who was walking down the street in Cape Town and she gets grabbed and thrown into a		✓			

	shack and raped and almost killed.					
4.	And the reason is.. she's a lesbian woman and the man was trying to turn her straight.			✓		
5.	This happens several times a week in Cape Town alone.		✓			
6.	It's been happening for decades, but this time it was different, and the reason it was different is this woman, Ndumie Funda, who is friends with that woman, whose own partner had been raped in the same way, and she decided to stand up.			✓		
7.	She did this very curious thing.		✓			
8.	She went to an Internet cafe in Cape Town and started a petition on Change.org asking the minister of justice of South Africa to take the issue		✓			

	seriously.					
9.	What happened next was amazing.		✓			
10.	Over 100,000 people from 150 countries took action in the first few days, national media exposure, then international.		✓			
11.	The public television station took the minister of justice on TV, interrogated him.		✓			
12.	Ndumie then took the people who joined the campaign, mobilized offline, all organized in front of Parliament, and after weeks of campaigning.		✓			
13.	after decades ignoring the issue, the minister of justice of South Africa appointed a national taskforce to investigate and to stop the incidents of corruptive rape in that country.		✓			

14.	Amazing story, but injustice overcome.		✓			
15.	And Ndumie represents what may be one of the most structurally disempowered people on earth.		✓			
16.	She's an impoverished, black, lesbian woman in a township in South Africa and she ran what is one of the most effective campaigns in her country this decade.			✓		
17.	Incredible.		✓			
18.	Historically it's been extremely difficult to organize with other people around common interests.			✓		
19.	Huge amounts of time, resources, and because of those barriers it strictly limited the number of social movements that could be born.		✓			
20.	But we live in a very different		✓			

	time.					
21.	She started a campaign online and mobilized millions of people together of a like mind.		✓			
22.	What's exciting about this is it's leading to hundreds of thousands of campaigns.			✓		
23.	Ndumie's story is inspiring.		✓			
24.	What's more incredible, the number of campaigns that are being launched every single day From women in Saudi Arabia fighting for the right to drive, there are people in India fighting local corruption and winning every single day.			✓		
25.	It's not just there's an increasing number of campaigns; they look different than what we're used to in two important ways.			✓		
26.	First is because there's sort of			✓		

	individuals instead of organizations, they're rooted in personal stories.					
27.	They tend to transcend abstract ideas and issues and resonate in very intimate, personal ways.		✓			
28.	Ndumie, the power of her campaign was largely a function of that personal story, and we see this every single day.		✓			
29.	One of my favorite examples of this over the past year, some of you may remember, Bank of America passes a new policy for a five-dollar fee per month to use their own bank card, last fall.		✓			
30.	A lot of people were frustrated, but they were chaotic, disorganized.		✓			
31.	And it was this woman, Molly Katchpole, a part-time		✓			

	nanny with two jobs facing a financial hardship, that starts a petition on Change.org asking Bank of America to end the five-dollar fee, and 300,000 people joined her the next few weeks.					
32.	She's all over the media, she's on ABC, CNN, NBC.			✓		
33.	She then organizes people offline, people pulling money out of Bank of America.		✓			
34.	And after weeks of being a permanent fixture in public media, Bank of America decides to eliminate the five-dollar fee, as do all other national banks considering them.		✓			
35.	There are lots of public interest groups trying to do something similar, but the story of Molly		✓			



	is what resonated with large groups of people.					
36.	It's way it spread virally online, it's why it got media exposure and that's why it helped a recent college graduate change a policy of one of the largest banks in the country.			✓		
37.	So the second thing we're noticing that's especially unique and different from traditional movements is that rather than being big national campaigns, they're often small, particular and specific and by virtue of that winnable.			✓		
38.	And one of my favorite examples of this, this is Abby Goldstein.		✓			
39.	Abby is an eighth grader in Graysville, Illinois.		✓			
40.	And Abby for		✓			

	an eighth grade project decided she wanted to eliminate plastic in town, so she starts by asking her city council to pass a tax on plastic bags.					
41.	And in a brilliant move of marketing, the plastics industry literally passes a state-based law to make it illegal to pass a tax on plastic bags in municipalities.		✓			
42.	A brilliant move.		✓			
43.	But Abby wasn't deterred.			✓		
44.	She had seen people like Molly before.		✓			
45.	She starts a campaign asking the governor of her state to veto the bill.		✓			
46.	She had 100,000 people join her and after being on all the media and CNN, four Saturdays ago the governor of her state calls her on her home phone			✓		

	line, home phone line, and says, "I thank you for your inspiring campaign and I'm going to veto the bill."					
47.	Incredible.		✓			
48.	You might think this is a small specific example that's going to end up with less plastic in a specific city in America, but the story doesn't end there because her campaign has inspired kids across the country to start their own campaigns around plastic bags, starting from one to dozens to soon hundreds.			✓		
49.	And that dynamic, the dynamic of starting specific small campaigns that inspire many others that lead to bigger change is what we're seeing is so exciting.			✓		
50.	It's happening for almost			✓		

	every national issue.					
51.	President Clinton was talking earlier today about this tragedy where tens of thousands of people, undocumented students in America, who often come to the country when they're young, don't even know they're not documented until they graduate from college and apply for federal student loans and are getting deported from this country.			✓		
52.	So a big effort around national policy to change this, but it's also happening very locally because classmates of those kids are starting individual petitions asking their own individual friends to stop being deported, and it's			✓		

	winning every single day.					
53.	One and then dozens and now hundreds.		✓			
54.	And this is how social movements and people-powered change starts, from the ground up, and from 13-year-olds.		✓			
55.	The impact this is having that I'm most excited about, it's not just direct change that it's making, it's changing culture.			✓		
56.	One of the biggest impediments to social change is people's belief that they can't make a difference because every single example they've seen in the past demonstrates that tragic reality, but that is now one example after example, changing people's minds of what may be			✓		

	possible.					
57.	When Ndumie started her campaign two years ago, when a thousand petitions started a month on Change.org and about a million users, and now it's more than 25,000 campaigns every month, more than 25,000 users and increasing at accelerating rates.		✓			
58.	The reason is every victory that happens spawns and inspires more victories, many of those win, inspire more, and a virtuous cycle of civic participation.		✓			
59.	My favorite example perhaps for today is this amazing campaign where about a few months ago these three 16-year-old girls from Montclair, New Jersey.		✓			

60.	And they see in civic class there hasn't been a female moderator of a presidential debate in 20 years.			✓		
61.	For vice presidential, but not presidential.		✓			
62.	And they're outraged and instead of writing a paper about it they see Molly and start a campaign and they ask the Presidential Debate Commission to accept a female moderator for the first time in 20 years.			✓		
63.	And what happens after is amazing and almost now predictable.		✓			
64.	100,000 people join.		✓			
65.	It appears that many other people are similarly outraged.		✓			
66.	They go down to D.C., they protest in front of the Debate Commission and two weeks		✓			

	later the Presidential Debate Commission asks the first woman in 20 years to moderate a presidential debate, Candy Crowley on CNN tonight, because of these girls.					
67.	Inspiring, inspiring campaign.		✓			
68.	So what does the world look like when that's possible?			✓		
69.	It means that everyday people have more power than ever before in all of history.		✓			
70.	It means that governments and companies now have to think twice because they recognize that people have the tools and the power to hold them accountable.		✓			
71.	It means that anyone anywhere can start a movement.		✓			
72.	And that's a			✓		



	world that I want to live in.					
73.	And I i hope you do too.. because it's here it's only just beginning.			✓		
<b>Result</b>		0	48	25	0	0

There were 2 types of language style found in the Ben Rattray speech in Change.org in Empowering the Voiceless, Google Zeitgeist 2013. Based on the table above, they are formal style (Fifty Eight data) and casual style (Twenty Five data).

##### **5. The Most Dominantly Language Style Used by Ben Rattray**

The researcher finds 2 of 5 types of language style used by Ben Rattray in Change.org in Empowering the Voiceless, Google Zeitgeist 2013 video. They are formal style and casual style. They are presented in a figure below:

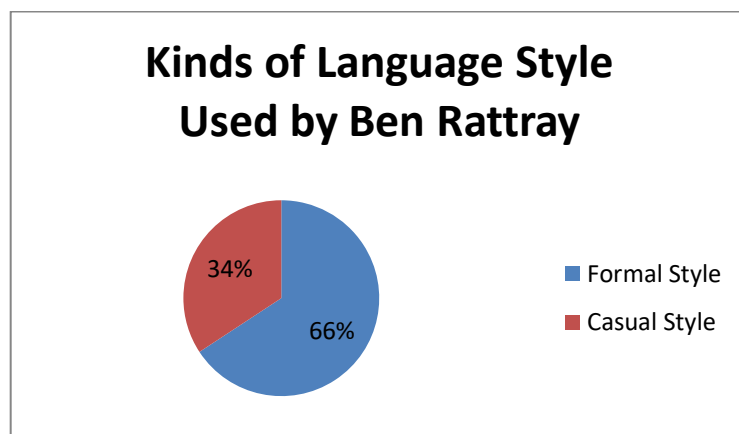


Figure 4.2 Kinds of Language Style Used by Ben Rattray

Based on figure 4.2, it can be seen that the highest type of language style is formal style, which is 48 data representing 66% off all data. While the lowest number is casual style, which is 25 data representing 34% off all data. It can be concluded that the formal style dominantly was used by Ben Rattray in Change.org in Empowering the Voiceless, Google Zeitgeist 2013.

## 6. The Way How The Language Style Used by Ben Rattray

There are two types of language style found in Ben Rattray speech in Change.org in Empowering the Voiceless, Google Zeitgeist 2013 video. They are formal style and casual style. The data are analyzed as follow:

### a. Formal Style

The language used in the formal style is impersonal and objective language. The style also shows that the sentence uses right grammatical pattern.

There are 48 data found with the percentage 66%. Ben Rattray spoke politely and on point without rambling. Every word that is spoken also has a right grammatical pattern. Below are some examples of formal style that are used by Ben Rattray in the video.

Example from data: *A few years ago there was a woman who was walking down the street in Cape Town and she gets grabbed and thrown into a shack and raped and almost killed.*

From the example, it can be seen that the sentence uses right grammatical pattern. This sentence is used to tell and explain events that have happened in the past.

Another example from the data: *She went to an Internet cafe in Cape Town and started a petition on Change.org asking the minister of justice of South Africa to take the issue seriously.*

This utterance was formal style because it also shows that used right grammatical pattern. The example belongs to the standard form of grammar rules. The utterance used to explain what move she do and ask the minister of justice of South Africa to take this case more seriously.

## b. Casual Style

Casual style happens in relax situation or informal situation. This style does not need well structured in utterance. There are 25 data found in percentage 34%. The utterance usually uses contraction, repetition and the sentence usually shortened. Below are some examples of casual style that are used by Ben Rattray in the video.

Example from data: *She's all over the media, she's on ABC, CNN, NBC.*

It shows that the sentence is not in right grammatically and not well structured. There is no conjunction in that sentence.

Another example from data: *The impact this is having that I'm most excited about, it's not just direct change that it's making, it's changing culture.*

It shows that this utterance is in an informal situation. There is also no conjunction in the sentence. It is not in right grammatically and not well structured.

## C. Findings

After analyzing all of the data obtained, the findings can be shown as follows:

1. There were 2 same types of language style used by both of them, M. Alfatih Timur and Ben Rattray, namely formal style and casual style.

2. M. Alfatih Timur uses formal and casual style in Kitabisa – Final Istanbul 2016 video, which is 15 data representing 56% of all data. While the lowest number is casual style, which is 12 data representing 44% of all data. It can be concluded that formal style dominantly was used by M. Alfatih Timur. Whereas, Ben Rattray also uses formal and casual style in Change.org in Empowering the Voiceless, Google Zeitgeist 2013 video, it can be seen that the highest type of language style is formal style, which is 48 data representing 66% off all data. While the lowest number is casual style, which is 25 data representing 34% off all data. It can be concluded that the formal style dominantly was used by Ben Rattray.
3. M. Alfatih Timur uses formal style to give information to the audiences, even though the audience did not know the situation in the past. M. Alfatih Timur also uses casual style to convince him that he could. It can be seen from some of the words or murmurs that he conveys. M. Alfatih Timur tried to make everyone relaxed while listening to his speech. Meanwhile, Ben Rattray uses formal style to give information to the audiences, he uses a lot of formal language style. He straightforwardly and politely explained at length what he wanted to convey. Almost every utterance he says uses the right grammatical pattern. Ben Rattray several times uses casual language style. Which performs abbreviations on words to more quickly convey information from his speech.

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### A. Conclusion

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

1. M. Alfatih Timur and Ben Rattray use the same language style in their speech video, namely formal style and casual style.
2. M. Alfatih Timur dominantly was used formal style in Kitabisa – Final Istanbul 2016 video, which is 15 data representing 56% of all data. While the lowest number is casual style, which is 12 data representing 44% of all data. So did Ben Rattray, he dominantly was used formal style in Change.org in Empowering the Voiceless, Google Zeitgeist 2013 video, it can be seen that the highest type of language style is formal style, which is 48 data representing 66% off all data. While the lowest number is casual style, which is 25 data representing 34% off all data.
3. M. Alfatih Timur uses formal style to give information to the audiences, even though the audience did not know the situation in the past. M. Alfatih Timur also uses casual style to convince him that he could. It can be seen from some of the words or murmurs that he conveys. M. Alfatih Timur tried to make everyone relaxed while listening to his speech. Whereas, Ben Rattray uses formal style to give information to the audiences, he uses a lot of formal language style.

He straightforwardly and politely explained at length what he wanted to convey. Almost every utterance he says uses the right grammatical pattern. Ben Rattray several times uses casual language style. Which performs abbreviations on words to more quickly convey information from his speech.

## **B. Suggestion**

The researcher knows that this research is lacking from perfection. So therefore, the researcher would like to give some suggestions that might be useful for everyone who read this.

1. The researcher suggested the reader to learn about types of language style in order to get the clear understanding and deep comprehending
2. The researcher suggested the reader to do the research about the types of language style for further discussion, because there were many aspects which could be analyzed.

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## **Appendix 1. Script of M. Alfatih Timur Speech**

“Script of M. Alfatih Timur Speech in “Kitabisa – Final Istanbul 2016 video.”

1. Okay, Hai everyone uhmm..
2. My name is Fatih.
3. Im from Kitabisa.com.
4. In English means “We Can”.
5. We’re a crowdfunding project.
6. Crowdfunding platform I mean for social project.
7. Let me introduce you to Roger.
8. An airtime dealer in campuss.
9. Who had a long dream to go to Mekkah.
10. He met with Tasya, a student who are willing to help.
11. Instead of doing a conventional foundraising, Tasya went to kitabisa and create a campaign.
12. And in a couple minutes, Boom! she got a landingpage in kitabisa, to receive online donations.
13. In least than oneweek, she raise 3 times of her target.
14. Its all made possible, because kitabisa make fundraising more viral, more simple and more transparent.
15. Its only one case, we also raisefunds for medical builds, for education, as well as disease relieve.
16. We started as a volunteer, but mid 2015.. we’re doing it fulltime and our growth has been amazing ever seen.
17. We charges 5% although every donations collected and additional charge for promotions.
18. With this business model, we become a sustainable impact driven start up.
19. Besides use by individual, we also used by redcross. The biggest start up organitation, the biggest media group. Even the most celebrities and politicians.
20. 40% of our donations, came from repeat donners.
21. They thought as that kitabisa is one of their zakat channel.

22. With 200 million of moslem population, who already have an obligation to spent 2.5% of their income for charities, the potential is 20 billions.
23. And of course, expanding to southeast asia, we are at the biggest market potential.
24. We are very hungry team, back by 500 start up as our side inventors.
25. And one of our earliest angels are the ceo and founder of one of the largest situs marketplace in Indonesia.
26. We believe, kindness has no barrier, and that's why we are here. To crowdfound a better world together.
27. Thank you.

## **Appendix 2. Script of Ben Rattray Speech**

“Script of Ben Rattray Speech in “Change.org in Empowering the Voiceless, Google Zeitgeist 2013 video”

1. I want to talk about how people around the world are starting social movements in fundamentally different ways than we used to.
2. Earlier today we talked about the tragedies that are happening in townships in Cape Town, South Africa on a weekly basis.
3. A few years ago there was a woman who was walking down the street in Cape Town and she gets grabbed and thrown into a shack and raped and almost killed.
4. And the reason is she's a lesbian woman and the man was trying to turn her straight.
5. This happens several times a week in Cape Town alone.
6. It's been happening for decades, but this time it was different, and the reason it was different is this woman, Ndumie Funda, who is friends with that woman, whose own partner had been raped in the same way, and she decided to stand up.
7. She did this very curious thing.
8. She went to an Internet cafe in Cape Town and started a petition on Change.org asking the minister of justice of South Africa to take the issue seriously.
9. What happened next was amazing.
10. Over 100,000 people from 150 countries took action in the first few days, national media exposure, then international.
11. The public television station took the minister of justice on TV, interrogated him.
12. Ndumie then took the people who joined the campaign, mobilized offline, all organized in front of Parliament, and after weeks of campaigning
13. after decades ignoring the issue, the minister of justice of South Africa appointed a national taskforce to investigate and to stop the incidents of corruptive rape in that country.

14. Amazing story, but injustice overcome.
15. And Ndumie represents what may be one of the most structurally disempowered people on earth.
16. She's an impoverished, black, lesbian woman in a township in South Africa and she ran what is one of the most effective campaigns in her country this decade.
17. Incredible.
18. Historically it's been extremely difficult to organize with other people around common interests.
19. Huge amounts of time, resources, and because of those barriers it strictly limited the number of social movements that could be born.
20. But we live in a very different time.
21. She started a campaign online and mobilized millions of people together of a like mind.
22. What's exciting about this is it's leading to hundreds of thousands of campaigns.
23. Ndumie's story is inspiring.
24. What's more incredible, the number of campaigns that are being launched every single day From women in Saudi Arabia fighting for the right to drive, there are people in India fighting local corruption and winning every single day.
25. It's not just there's an increasing number of campaigns; they look different than what we're used to in two important ways.
26. First is because there's sort of individuals instead of organizations, they're rooted in personal stories.
27. They tend to transcend abstract ideas and issues and resonate in very intimate, personal ways.
28. Ndumie, the power of her campaign was largely a function of that personal story, and we see this every single day.

29. One of my favorite examples of this over the past year, some of you may remember, Bank of America passes a new policy for a five-dollar fee per month to use their own bank card, last fall.
30. A lot of people were frustrated, but they were chaotic, disorganized.
31. And it was this woman, Molly Katchpole, a part-time nanny with two jobs facing a financial hardship, that starts a petition on Change.org asking Bank of America to end the five-dollar fee, and 300,000 people joined her the next few weeks.
32. She's all over the media, she's on ABC, CNN, NBC.
33. She then organizes people offline, people pulling money out of Bank of America.
34. And after weeks of being a permanent fixture in public media, Bank of America decides to eliminate the five-dollar fee, as do all other national banks considering them.
35. There are lots of public interest groups trying to do something similar, but the story of Molly is what resonated with large groups of people.
36. It's way it spread virally online, it's why it got media exposure and that's why it helped a recent college graduate change a policy of one of the largest banks in the country.
37. So the second thing we're noticing that's especially unique and different from traditional movements is that rather than being big national campaigns, they're often small, particular and specific and by virtue of that winnable.
38. And one of my favorite examples of this, this is Abby Goldstein.
39. Abby is an eighth grader in Graysville, Illinois.
40. And Abby for an eighth grade project decided she wanted to eliminate plastic in town, so she starts by asking her city council to pass a tax on plastic bags.
41. And in a brilliant move of marketing, the plastics industry literally passes a state-based law to make it illegal to pass a tax on plastic bags in municipalities.

42. A brilliant move.
43. But Abby wasn't deterred.
44. She had seen people like Molly before.
45. She starts a campaign asking the governor of her state to veto the bill.
46. She had 100,000 people join her and after being on all the media and CNN, four Saturdays ago the governor of her state calls her on her home phone line, home phone line, and says, "I thank you for your inspiring campaign and I'm going to veto the bill."
47. Incredible.
48. You might think this is a small specific example that's going to end up with less plastic in a specific city in America, but the story doesn't end there because her campaign has inspired kids across the country to start their own campaigns around plastic bags, starting from one to dozens to soon hundreds.
49. And that dynamic, the dynamic of starting specific small campaigns that inspire many others that lead to bigger change is what we're seeing is so exciting.
50. It's happening for almost every national issue.
51. President Clinton was talking earlier today about this tragedy where tens of thousands of people, undocumented students in America, who often come to the country when they're young, don't even know they're not documented until they graduate from college and apply for federal student loans and are getting deported from this country.
52. So a big effort around national policy to change this, but it's also happening very locally because classmates of those kids are starting individual petitions asking their own individual friends to stop being deported, and it's winning every single day.
53. One and then dozens and now hundreds.
54. And this is how social movements and people-powered change starts, from the ground up, and from 13-year-olds.



55. The impact this is having that I'm most excited about, it's not just direct change that it's making, it's changing culture.
56. One of the biggest impediments to social change is people's belief that they can't make a difference because every single example they've seen in the past demonstrates that tragic reality, but that is now one example after example, changing people's minds of what may be possible.
57. When Ndumie started her campaign two years ago, when a thousand petitions started a month on Change.org and about a million users, and now it's more than 25,000 campaigns every month, more than 25,000 users and increasing at accelerating rates.
58. The reason is every victory that happens spawns and inspires more victories, many of those win, inspire more, and a virtuous cycle of civic participation.
59. My favorite example perhaps for today is this amazing campaign where about a few months ago these three 16-year-old girls from Montclair, New Jersey.
60. And they see in civic class there hasn't been a female moderator of a presidential debate in 20 years.
61. For vice presidential, but not presidential.
62. And they're outraged and instead of writing a paper about it they see Molly and start a campaign and they ask the Presidential Debate Commission to accept a female moderator for the first time in 20 years.
63. And what happens after is amazing and almost now predictable.
64. 100,000 people join.
65. It appears that many other people are similarly outraged.
66. They go down to D.C., they protest in front of the Debate Commission and two weeks later the Presidential Debate Commission asks the first woman in 20 years to moderate a presidential debate, Candy Crowley on CNN tonight, because of these girls.
67. Inspiring, inspiring campaign.
68. So what does the world look like when that's possible?

69. It means that everyday people have more power than ever before in all of history.
70. It means that governments and companies now have to think twice because they recognize that people have the tools and the power to hold them accountable.
71. It means that anyone anywhere can start a movement.
72. And that's a world that I want to live in.
73. And I hope you do too.. because it's here it's only just beginning.


### Appendix 3. Permohonan Persetujuan Judul Skripsi



MAJELIS PENDIDIKAN TINGGI  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN  
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#### PERMOHONAN PERSETUJUAN JUDUL SKRIPSI

Nama : Raihan Ade Hasian Habibana Sinaga  
NPM : 1802050067  
ProgramStudi : Pendidikan Bahasa Inggris

JUDUL	DITERIMA
The Language Style used by M. Alfatih Timur and Ben Rattray, the Young Founders of Social Movement	15/2 /6 

Bermohon kepada Dosen Pembimbing untuk mengesahkan Judul yang diajukan kepada Program Studi Pendidikan Bahasa Inggris

Disetujui oleh,  
Dosen Pembimbing



(Imelda Darmayanti Manurung, S.S., M.Hum.)

Medan, Juni 2022

Hormat Pemohon,



(Raihan Ade Hasian Habibana Sinaga)

## Appendix 4. K1



MAJELIS PENDIDIKAN TINGGI  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
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Website :<http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

Form K-1

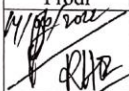


Yth: Bapak/Ibu Ketua & Sekretaris  
Program Studi Pendidikan Bahasa Inggris  
FKIP UMSU

Perihal: **PERMOHONAN PERSETUJUAN JUDUL SKRIPSI**

Dengan hormat, yang bertanda tangan di bawah ini :


Nama : Raihan Ade Hasian Habibana Sinaga  
NPM : 1802050067  
Program Studi : Pendidikan Bahasa Inggris  
IPK : 3,63

Kredit Kumulatif: 139 SKS

Persetujuan Ketua/Sek Prodi	Judul yang diajukan	Disahkan Oleh Dekan Fakultas
	The Language Style used by M. Alfatih Timur and Ben Rattray, the Young Founders of Social Movement	
	Leaders and Language Style: A Descriptive Analysis	
	An Analysis of Student Abilities in Transcribing	

Demikianlah permohonan ini saya sampaikan untuk dapat pemeriksaan dan persetujuan serta pengesahan, atas kesediaan Bapak/Ibu saya ucapkan terima kasih.

Medan, Juni 2022  
Hormat Pemohon,

  
Raihan Ade Hasian Habibana Sinaga

Dibuat Rangkap 3 :  
- Untuk Dekan/Fakultas  
- Untuk Ketua/Sekretaris Prodi  
- Untuk Mahasiswa yang bersangkutan

## Appendix 5. K2



MAJELIS PENDIDIKAN TINGGI  
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Jl. Kapten Mukhtar Basri No.3 Telp.(061)6619056 Medan 20238  
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Form K-2

Kepada Yth : Bapak/Ibu Ketua & Sekretaris  
Program Studi Pendidikan Bahasa Inggris  
FKIP UMSU

Assalamu'alaikum Wr. Wb.

Dengan hormat, yang bertanda tangan di bawah ini :

Nama : Raihan Ade Hasian Habibana Sinaga  
NPM : 1802050067  
Program Studi : Pendidikan Bahasa Inggris

Mengajukan permohonan persetujuan proyek proposal/risalah/makalah/skripsi sebagai tercantum di bawah ini dengan judul sebagai berikut :

**The Language Style used by M. Alfatih Timur and Ben Rattray, the Young Founders of Social Movement**

Sekaligus saya mengusulkan/menunjuk Bapak/Ibu sebagai :

Dosen Pembimbing: **Imelda Darmayanti Manurung, S.S., M.Hum**

Sebagai Dosen Pembimbing proposal/risalah/makalah/skripsi saya.

Demikianlah permohonan ini saya sampaikan untuk dapat pengurusan selanjutnya. Akhirnya atas perhatian dan kesediaan Bapak/Ibu saya ucapkan terima kasih.

Medan, Juni 2022  
Hormat Pemohon,

  
Raihan Ade Hasian Habibana Sinaga

Dibuat Rangkap 3 :  
- Untuk Dekan/Fakultas  
- Untuk Ketua/Sekretaris Prodi  
- Untuk Mahasiswa yang bersangkutan

## Appendix 6. K3

**FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
Jln. Mukthar Basri BA No. 3 Telp. 6622400 Medan 20217 Form : K3**

Nomor : 1213/II.3.AU /UMSU-02/F/2022  
Lamp : ---  
Hal : **Pengesahan Proyek Proposal  
Dan Dosen Pembimbing**

*Bismillahirrahmanirrahim  
Assalamu'alaikum Wr. Wb*

Dekan Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara menetapkan proyek proposal/risalah/makalah/skripsi dan dosen pembimbing bagi mahasiswa yang tersebut di bawah ini :

Nama : Raihan Ade Hasian Habibana Sinaga  
NPM : 1802050067  
Program Studi : Pendidikan Bahasa Inggris  
Judul Penelitian : The Language Style Used by M. Alfatih Timur and Ben Rattray, The Young Founders of Social Movement

Pembimbing : Imelda Darmayanti Manurung, S.S, M.Hum

Dengan demikian mahasiswa tersebut di atas diizinkan menulis proposal/risalah/makalah/skripsi dengan ketentuan sebagai berikut :

1. Penulis berpedoman kepada ketentuan yang telah ditetapkan oleh Dekan
2. Proyek proposal/risalah/makalah/skripsi dinyatakan **BATAL** apabila tidak sesuai dengan jangka waktu yang telah ditentukan
3. Masa daluwarsa tanggal : 16 Juni 2023

Medan, 16 Zulqaidah 1443 H  
16 Juni 2022 M



Wassalam  
Dekan



Dibuat rangkap 4 (Empat) :

1. Fakultas (Dekan)
2. Ketua Program Studi
3. Pembimbing
4. Mahasiswa yang bersangkutan :  
**WAJIB MENGIKUTI SEMINAR**



## Appendix 7. Berita Acara Bimbingan Proposal



MAJELIS PENDIDIKAN TINGGI  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN  
Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238  
Website : <http://www.fkip.umsu.ac.id> E-mail : [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

### BERITA ACARA BIMBINGAN PROPOSAL

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara  
Fakultas : Keguruan dan Ilmu Pendidikan  
Jurusan/Prog.Studi : Pendidikan Bahasa Inggris  
Nama Mahasiswa : Raihan Ade Hasian Habibana Sinaga  
NPM : 1802050067  
Judul Proposal : The Language Style Used by M. Alfatih Timur and Ben Rattray, The Young Founders of Social Movement

Tanggal	Deskripsi Hasil Bimbingan Proposal	Tanda Tangan
20/6/2022	Ch. 1. Background of study urgency	✓
28/6/2022	Ch. 1. - Identification of problem - Scope of literature - problem.	✓
12/7/2022	Ch. 2. Grand theory of language style - example	✓
25/7/2022	Ch. 2. Conceptual framework + research gap	✓
5/8/2022	Ch. 3. Method, tech. of analysis	✓
20/8/2022	Ch. 3. tech. analysis data, references	✓
14/9/2022	acc	✓

Medan, September 2022

Diketahui oleh:

Ketua Program Studi

Dosen Pembimbing

Pirman Ginting, S.Pd., M.Hum.

Imelda Darmayanti Manurung, S.S., M. Hum.

## Appendix 8. Berita Acara Seminar Proposal



MAJELIS PENDIDIKAN TINGGI  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN  
Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238  
Website : <http://www.fkip.umsu.ac.id> E-mail : [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

### BERITA ACARA SEMINAR PROPOSAL

Pada hari ini Jumat Tanggal 23 September 2022 diselenggarakan seminar Prodi Pendidikan Bahasa Inggris menerangkan bahwa :

Nama : Raihan Ade Hasian Habibana Sinaga  
NPM : 1802050067  
Program Studi : Pendidikan Bahasa Inggris  
Judul Penelitian : The Language Style Used by M. Alfatih Timur and Ben Rattray,  
The Young Founders of Social Movement

NO.	MASUKAN/SARAN
JUDUL	-
BAB I	identification of proffer → supporting fact in background
BAB II	-
BAB III	tense
LAINNYA	check & references
KESIMPULAN	( ) Disetujui ( ) Ditolak (✓) Disetujui Dengan Adanya Perbaikan

Medan, 23 September 2022

Dosen Pembahas

Erlindawaty, S.Pd., M.Pd.

Dosen Pembimbing

Imelda Darmayanti Manurung, S.S., M.Hum.

### PANITIA PELAKSANA

Ketua Prodi

Pirman Ginting, S.Pd, M.Hum.

Sekretaris Prodi

Rita Harisma, S.Pd, M.Hum.



## Appendix 9. Surat Keterangan Seminar Proposal



**MAJELIS PENDIDIKAN TINGGI  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**

Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238  
Website : <http://www.fkip.umsu.ac.id> E-mail : [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

### SURAT KETERANGAN

Ketua Program Studi Pendidikan Bahasa Inggris Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara dengan ini menerangkan bahwa:

Nama : Raihan Ade Hasian Habibana Sinaga  
NPM : 1802050067  
Program Studi : Pendidikan Bahasa Inggris

Adalah benar telah melakukan Seminar Proposal Skripsi pada :

Hari : Jum'at  
Tanggal : 23 September 2022  
Judul Penelitian : The Language Style Used by M. Alfatih Timur and Ben Rattray,  
The Young Founders of Social Movement

Demikianlah surat keterangan ini kami keluarkan diberikan kepada mahasiswa yang bersangkutan. Semoga Bapak/Ibu Pimpinan Fakultas dapat segera mengeluarkan surat izin riset mahasiswa tersebut. Atas kesediaan dan kerjasama yang baik kami ucapkan banyak terima kasih. Akhirnya selamat sejahterlah kita semuanya. Aamiin.

Dikeluarkan di : Medan  
Pada Tanggal : 24 September 2022

Wassalam  
Ketua Program Studi  
Pendidikan Bahasa Inggris

Pirman Ginting, S.Pd, M.Hum.

## Appendix 10. Lembar Pengesahan Proposal



**MAJELIS PENDIDIKAN TINGGI  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**

Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238  
Website : <http://www.fkip.umsu.ac.id> E-mail : [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

### PENGESAHAN PROPOSAL

Panitia Proposal Penelitian Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara Strata-1 bagi :

Nama : Raihan Ade Hasian Habibana Sinaga  
NPM : 1802050067  
Program Studi : Pendidikan Bahasa Inggris  
Judul Penelitian : The Language Style Used by M. Alfatih Timur and Ben Rattray,  
The Young Founders of Social Movement

Dengan diterimanya proposal ini, maka mahasiswa tersebut dapat diizinkan untuk melaksanakan riset dilapangan.

Medan, 24 September 2022

Disetujui oleh :

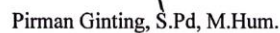
Dosen Pembahas,

Dosen Pembimbing,

  
Erlindawaty, S.Pd., M.Pd.

  
Imelda Darmayanti Manurung, S.S., M.Hum.

Diketahui Oleh  
Ketua Program Studi,

  
Pirman Ginting, S.Pd, M.Hum.

## Appendix 11. Surat Pernyataan Bukan Plagiat



**MAJELIS PENDIDIKAN TINGGI  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**

Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238  
Website : <http://www.fkip.umsu.ac.id> E-mail : [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

### SURAT PERNYATAAN

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Assalamu'alaikum Warahmatullahi Wabarakaatuh

Saya yang bertandatangan dibawah ini :

Nama : Raihan Ade Hasian Habibana Sinaga  
NPM : 1802050067  
Program Studi : Pendidikan Bahasa Inggris  
Judul Penelitian : The Language Style Used by M. Alfatih Timur and Ben Rattray,  
The Young Founders of Social Movement

Dengan ini saya menyatakan bahwa :

1. Penelitian yang saya lakukan dengan judul di atas belum pernah diteliti di Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara
2. Penelitian ini akan saya lakukan sendiri tanpa ada bantuan dari pihak manapun dengan kata lain penelitian ini tidak saya tempahkan (dibuat) oleh orang lain dan juga tidak tergolong plagiat
3. Apabila point 1 dan 2 di atas saya langgar maka saya bersedia untuk dilakukan pembatalan terhadap penelitian tersebut dan saya bersedia mengulang kembali mengajukan judul penelitian yang baru dengan catatan mengulang seminar kembali.

Demikian surat pernyataan ini saya perbuat tanpa ada paksaan dari pihak manapun juga, dan dapat dipergunakan sebagaimana mestinya.

Medan, 24 September 2022

Diketahui oleh Ketua Program Studi  
Pendidikan Bahasa Inggris

Pirman Ginting, S.Pd., M.Hum.

Hormat Saya  
Yang membuat pernyataan



Raihan Ade Hasian Habibana Sinaga

## Appendix 12. Surat Permohonan Izin Riset



**UMSU**

Unggul | Cerdas | Terpercaya

Bila menjawab surat ini agar disebutkan nomor dan tanggalnya

MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN PIMPINAN PUSAT MUHAMMADIYAH  
**UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA**  
**FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**

UMSU Terakreditasi A Berdasarkan Keputusan Badan Akreditasi Nasional Perguruan Tinggi No. 89/SK/BAN-PT/Akred/PT/III/2019

Pusat Administrasi: Jalan Mukhtar Basri No. 3 Medan 20238 Telp. (061) 6622400 - 66224567 Fax. (061) 6625474 - 6631003

<http://kip.umsu.ac.id> [kip@umsu.ac.id](mailto:kip@umsu.ac.id) [umsu](https://www.facebook.com/umsu) [um](https://www.instagram.com/umsu) [umsu](https://www.youtube.com/umsu) [umsu](https://www.tiktok.com/umsu)

Nomor : 2286 /II.3/UMSU-02/F/2022      Medan, 16 Rabiul Awwal 1444 H  
Lamp : ---      12 Oktober 2022 M  
Hal : Izin Riset

**Kepada : Yth. Bapak/Ibu Kepala**  
**Perpustakaan UMSU**  
**Di**  
**Tempat.**

Bismillahirrahmanirrahim  
Assalamu'alaikum Wr. Wb

Wa ba'du semoga kita semua sehat wal'afiat dalam melaksanakan tugas sehari-hari sehubungan dengan semester akhir bagi mahasiswa wajib melakukan penelitian/riset untuk penulisan Skripsi sebagai salah satu syarat penyelesaian Sarjana Pendidikan, maka kami mohon kepada Bapak/ibu memberikan izin kepada mahasiswa kami dalam melakukan penelitian /riset ditempat Bapak/ibu pimpin. Adapun data mahasiswa tersebut di bawah ini :

Nama : Raihan Ade Hasian Habibana Sinaga  
N P M : 1802050067  
Program Studi : Pendidikan Bahasa Inggris  
Judul Penelitian : The Language Style Used by M. Alfatih Timur and Ben Rattray The Young Founders of Social Movement

Demikian hal ini kami sampaikan, atas perhatian dan kesediaan serta kerjasama yang baik dari Bapak/ibu kami ucapkan banyak terima kasih, Akhirnya selamat sejahteralah kita semuanya. Amin.




Wassalam  
Dekan

**Dra. H. Samsu Yurnita, MPd.**  
NIDN : 0004066701

**\*\*Pentinggal**



## Appendix 13. Surat Keterangan Selesai Riset


  
**UMSU**  
Unggul | Cerdas | Terpercaya  
Di lingkungan ini, agar diterbitkan nomor dan tanggalnya.

**MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN PIMPINAN PUSAT MUHAMMADIYAH**  
**UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA**  
**UPT. PERPUSTAKAAN**

Terakreditasi A Berdasarkan Keputusan Perpustakaan Nasional Republik Indonesia No. 00059/LAP.PT/TX.2018  
Pusat Administrasi : Jalan Kapten Mukhtar Basri No. 3 Medan 20238 Telp. (061) 66224567  
Ⓜ <http://perpustakaan.umsu.ac.id> ✉ [perpustakaan@umsu.ac.id](mailto:perpustakaan@umsu.ac.id) 🌐 [perpustakaan.umsu.ac.id](http://perpustakaan.umsu.ac.id)

---

**SURAT KETERANGAN**  
Nomor : 2044 /KET/II.3-AU/UMSU-P/M/2022



Kepala Unit Pelaksana Teknis (UPT) Perpustakaan Universitas Muhammadiyah Sumatera Utara dengan ini menerangkan :

**Nama** : Raihan Ade Hasian Habibana Sinaga  
**NIM** : 1802050067  
**Univ./Fakultas** : UMSU/Keguruan dan Ilmu Pendidikan  
**Jurusan/P.Studi** : Pendidikan Bahasa Inggris

adalah benar telah melakukan kunjungan/penelitian pustaka guna menyelesaikan tugas akhir / skripsi dengan judul :


*“The Language Style Used by M. Alfatih Timur and Ben Rattray, The Young Founders of Social Movement”*

Demikian surat keterangan ini diperbuat untuk dapat dipergunakan sebagaimana mestinya

**UMSU**  
Unggul | Cerdas | Te

Medan, 29 Rabiul Awwal 1444 H  
25 Oktober 2022 M

Kepala UPT Perpustakaan

  
Muhammad Arifin, S.Pd, M.Pd

## Appendix 14. Berita Acara Bimbingan Skripsi



**MAJELIS PENDIDIKAN TINGGI  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**

Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238  
Website : <http://www.fkip.umstu.ac.id> E-mail : [fkip@umstu.ac.id](mailto:fkip@umstu.ac.id)

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

**BERITA ACARA BIMBINGAN SKRIPSI**

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara  
Fakultas : Keguruan dan Ilmu Pendidikan  
Nama Lengkap : Raihan Ade Hasian Habibana Sinaga  
NPM : 1802050067  
Program studi : Pendidikan Bahasa Inggris  
Judul Skripsi : The Language Style Used by M. Alfatih Timur and Ben Rattray,  
The Young Founders of Social Movement

Tanggal	Deskripsi Hasil Bimbingan Skripsi	Tanda Tangan
3/10/22	Ch. 1. 2. Revisi	[Signature]
13/10/22	Ch. IV) Method	[Signature]
20/10/22	Ch. IV. Raw data	[Signature]
29/10/22	Ch. IV. data & data analysis	[Signature]
25/10/22	Ch. IV. finding	[Signature]
27/10/22	Ch. V conclusion & suggestions	[Signature]
31/10/22	Abstract, references, appendices	[Signature]
02/11/22	acc	[Signature]

Medan 7 November 2022

Diketahui oleh:  
Ketua Prodi

Dosen Pembimbing

Pirman Ginting, S.Pd., M.Hum.

Imelda Darmayanti Manurung, S.S., M.Hum.

Unggul | Cerdas | Terpercaya

## Appendix 15. Surat Keterangan Bebas Pustaka



MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN PIMPINAN PUSAT MUHAMMADIYAH  
**UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA**  
**UPT. PERPUSTAKAAN**

Terakreditasi A Berdasarkan Keetapan Perpustakaan Nasional Republik Indonesia No. 000591.LAP.P1-IX.2018  
Pusat Administrasi : Jalan Kapten Mukhtar Basri No. 3 Medan 20238 Telp. (061) 66224567  
• <http://perpustakaan.umsu.ac.id> ✉ [perpustakaan@umsu.ac.id](mailto:perpustakaan@umsu.ac.id) 📠 [perpustakaan\\_umsu](mailto:perpustakaan_umsu)

### SURAT KETERANGAN

Nomor : 3964 / KET/II.3-AU /UMSU-P/M/2022



Berdasarkan hasil pemeriksaan data pada Sistem Perpustakaan, maka Kepala Unit Pelaksana Teknis (UPT) Perpustakaan Universitas Muhammadiyah Sumatera Utara dengan ini menerangkan :

**Nama** : Raihan Ade Hasian Habibana Sinaga  
**NIM** : 1802050067  
**Fakultas** : Keguruan dan Ilmu Pendidikan  
**Jurusan** : Pen. Bhasa Inggris

Telah menyelesaikan segala urusan yang berhubungan dengan Perpustakaan Universitas Muhammadiyah Sumatera Utara Medan.

Demikian surat keterangan ini diperbuat untuk dapat dipergunakan sebagaimana mestinya

Medan, 06 Rabiul Tsani 1444 H  
02 November 2022 M

Kepala UPT Perpustakaan

  
Muhammad Arifin, S.Pd, M.Pd

## Appendix 16. Curriculum Vitae



# RAIHAN ADE HASIAN HABIBANA SINAGA

## Tentang Saya:

Saya aktif dalam dunia konten kreatif/digital. Memiliki cukup banyak pengalaman organisasi. Melalui kemampuan kreatif dan manajemen organisasi tersebut, saya yakin dapat berkompeten dalam pengembangan sebuah perusahaan.

## Kontak:

### Alamat:

📍 Jl. Cempaka, Pdk. Sejahtera,  
Kec. Jawa Maraja Bah Jambi,  
Kab, Simalungun, Sumatera Utara 21153

### Nomor Telepon :

☎ +62 895 3408 67890

### Email:

✉ raihansinaga12@gmail.com

### Instagram:

📷 @raihansinaga12

### Website:

🌐 <https://raihan-sinaga.blogspot.com>

📺 [youtube.com/RaihanSinaga](https://youtube.com/RaihanSinaga)

## Bahasa:

Bahasa (Indonesia) - Aktif  
Inggris - Aktif  
Batak - Pasif

## Softskills:

- Public Speaking
- Decision Maker
- Project Management
- Problem Solver

## Hardskills:

- Microsoft Office (Word, Excel, & PowerPoint)
- Photo & Video Editing
- Marketing (Copywriting, Content Writing, Etc)

## Pendidikan:

Sekolah Dasar : **SD Negeri 091567 Bah Jambi**  
Sekolah Menengah : **Taman Dewasa, Taman Madya Bah Jambi**  
Universitas : **Universitas Muhammadiyah Sumatera Utara**

## Pengalaman Organisasi:

Ikatan Mahasiswa Muhammadiyah

- BPO Media dan Komunikasi 2019 - 2020
- Sekretaris Bidang Tabligh dan Kajian Keislaman 2020 - 2021
- Sekretaris Umum 2021 - 2022

Relawan Perpustakaan UMSU

- Sekretaris Umum 2020 - 2022

Relawan Perpustakaan Bank Indonesia Sumatera Utara

- Divisi Komunikasi dan Informasi 2022 - 2023

English Departement Student Association

- Divisi Information, Communication & Technology 2019

## Pengalaman Lainnya:

- Project Development Duta Pendidikan Sumatera Utara 2021
- Multimedia English Creative Event 2018
- Pengabdian Masyarakat di Desa Bagan Kuala dan Desa Perlis
- MBKM Kampus Mengajar Batch II 2021
- Konten Kreator 2018 - sekarang