CHAPTER I
INTRODUCTION

This chapter carries out the introductory section of this study as the base and starting point of the research. The chapter comprises the research background, incorporating previous studies as foundational references for the research. Subsequently, this chapter delineates the research questions, research purpose, research significance, a precise explication of the key terminologies employed within the study, and the organization of writing.

1.1 Research Background

Social media has now become an inseparable part of human life. The development and use of social media have increased globally over time. Through social media, people can easily interact, communicate, and build social networks using online communication media. It provides various useful platforms as a source of information, education, and entertainment. It has become a necessity of life for most people with its easy access and practicality which can be used anywhere and anytime, making social media popular among various groups of people. Dewi (2019) stated that one of the popular social media platforms that has become one of the most favored sites and provides a broad selection of videos for modern people is YouTube.

YouTube is a video-sharing platform where people can share and watch various kinds of videos that contain information, education, entertainment, and communication. Many kinds of communication-based videos are uploaded on YouTube in a variety of genres such as talk shows, podcasts, and interviews. Talk show is a type of television or radio program in the form of a conversation or discussion by a group of "guests" about acertain topic guided by a presenter (Ilmi & Baehaqie, 2021). Along with the technological developments in this modern era, talk shows can easily accessed through social media platforms such as YouTube. Each type of YouTube talk show video has its way of attracting viewers' interest. In this case, a talk show has to be able to perform good communication between the presenter and the guests in order to make it more appealing to watch by the viewers.

To reach that goal, the host will, therefore, invite a variety of guests to their talk show according to what has been trending or people who are currently popular (Muziatun et al., 2020). This phenomenon allows the audience to witness the host's different choice of language styles depending on the guests they are having.

Each person has their own language style to differentiate how to represent it to communicate with people (Mulyani & Noor Rosa, 2018). The usage of different language style can occur not only in a daily conversation but also in social media platforms such as YouTube talk show videos. The host of a talk show tends to perform different choices of language style in the conversation. According to Indra & Hamzah (2018), the use of language style is influenced by several factors such as educational background, social status, age, and gender of the speakers. When it comes to language style, a speaker's linguistic style differs from that of others based on the situation. They will pay attention to word choice, grammar, and sentence structure based on the situation and who they are talking to.

Language style is a branch of sociolinguistics study relating to a condition when people speak and write differently depending on who they are speaking to and what they want to communicate (Marheni et al., 2022). In communication, language style is an important aspect in the life of creating better communication between speakers and interlocutors. Meyerhoff (2006) claimed that language style reflects a person's personality, mindset, and overall health of human being. Language styles have an impacton on social relationships. It implies that language has a substantial impact on how humans determine communication (Sholihah, 2003).

The notion of good communication within a talk show is recommended to be implemented in order for the people involved to be in a pleasant atmosphere by choosing the right language style with one another. With the aim of creating good communication, there are some types of language style that are relevant to classify someone's choice of language style depending on its formality level. An American linguist and professor, Joos (1967), categorized language styles into five categories: the frozen language style, formal language style, consultative language style, casual language style, and intimate language style.

In this research, the researcher intended to discuss the language style used by the host of the Korean Englishman YouTube channel, Josh Carrot, in his talk show videos with a variety of guests that were uploaded from 2021 up until 2022. Korean EnglishmanYouTube channel has a large number of viewers from around the world with a total number of 5.78 million subscribers. It is a YouTube channel created by internet personality duo Josh Carrott and Ollie Kendal that commonly features casual talk show videos in Korean and English centering around South Korean culture, language, and food. The Korean Englishman YouTube channel is becoming increasingly known to the world after being invited to the State Banquet, a diplomatic event held by the King and Queen of the United Kingdom at Buckingham Palace on November 21, 2023.

To gain an understanding of his guests' perspectives on Korean culture, Korean Englishman host, Josh Carrott, provided a casual talk show by asking open-ended questions and having a more relaxed conversation regarding Korean cuisines, which made his guests feel more comfortable in expressing their thoughts and experiences in a natural and genuine way (Syah, 2023). His language is characterized by a blend of humor, sincerity, and approachability. He creates an inviting atmosphere through relatable anecdotes, playful interactions, and genuine exchanges with his co-host and guests. Whether he's sampling traditional Korean cuisine, exploring cultural nuances, or embarking on adventures across Korea, Josh's language style remains consistently engaging and endearing, earning him a devoted following among fans of the channel.

The researcher chose this object because the phenomenon of choosing different language style based on the age-graded variation of the guests is frequently seen in the video performed by Josh Carrott. Aside from gender, age is a crucial factor that significantly influences someone's language style. Coulmas (2005), a German sociolinguist and author, has conducted comprehensive research on the development of language usage during an individual's lifetime. His findings demonstrate that various age groups tend to exhibit unique linguistic behavior.

This phenomenon is commonly known as age-graded variation. it demonstrates how individuals' language style change as they progress through

different stages of life. Throughout their lives, individuals consistently adapt their language use to match their social roles, cognitive development, and communicative needs. This includes the rapid language acquisition during childhood, the innovative and identity-forming language during adolescence, the adaptive professional language during adulthood, and the stable and conservative language during older age.

The researcher intended to conduct this research using the language style theory proposed by Martin Joos (1967) and its social factors introduced by Janet Holmes (2013). The age-graded variation theory by Florian Coulmas (2005) also marks an intriguing aspect of language style that will be a foundational framework to determine the age differences of guests in each selected video that will be analyzed in this research.

Furthermore, the researcher read some of the previous research in terms of language style with another form of objects as an adherent source of this research to show the gap between this research and the previous ones. The first previous research is a study conducted by Maharani (2019) entitled "A Sociolinguistics Analysis of Language Style In "Wild Child" Movie". This research focuses on the five language styles proposed in Martin Joos (1967) theory and aims to analyze language style used by all characters in "Wild Child" movie by formulating two questions: 1) How many types of language style are used in "Wild Child" movie based on Martin Joos theory? 2) What is the most dominant type of language style in "Wild Child" movie based on Martin Joos theory? Using the qualitative method, the researcher concluded that there are four types of language style found in the "Wild Child" movie. In addition to that, the most dominant type of language style found in the movie is the casual style that consisting of 97 data.

The second study was conducted by Marheni et al. (2022), with the title "An Analysis of Language Style Used in The Late-Late Show with James Corden". This research aims to classify the dominant type of language style used in "The Late-Late Show with James Corden" in some videos with a different guest star based on Martin Joos's (1967) language style theory. Besides, the researcher identified the social context of language style used in "The Late-Late Show with James

Corden" based on Holmes (2013) theory and concept. Based on this research, the researchers discovered that the dominant language style used in The Late-Late Show with James Corden is casual style, and the reason why casual style is frequently used in The Late-late Show with James Corden is because James Corden's guest stars are commonly friends in the entertainment industry which most definitely shares the same social background as James Corden and lead to a conclusion that the application of language style is determined by the social context of the conversation, the setting or social context of the conversation, the topic of the conversation, and the function of the conversation.

Then, a research by Putri et al. (2021) which entitled "An Analysis of Language Styles Uttered by Main Character in "Teman Tapi Menikah" Movie". This study aimed to investigate the language styles uttered by the main character in "Teman Tapi Menikah" movie and the factors that influenced his language style. This study was conducted using the descriptive qualitative and content analysis method. From the research, the researchers concluded that the main character used all five types of language styles based on Joos's (1976) theory, and the casual style being the most frequent one while the least fequent one is the frozen style. In relation to the second objective, using Holmes (2013) theory, the researchers concluded that the most dominant factor influencing the main character's language style in "Teman Tapi Menikah" movie was because of the social factor which happened because the social distance and the social status of the main characters.

Based on the previous research that has been pointed out above, this research expanded on what previous studies of language style have studied. This research looked at all the different types of language style that were used by Josh Carrott depending on the age-graded variation of the guest, rather than just analyzing the types of language style, pointing out the most frequent ones, and determining the social factors. This research discussed a more extensive understanding of language style by considering the various types of language style used by Korean Englishman host Josh Carrott to interview his guests through the utterances and the context of the conversation. The researcher also examined the social factors that influence the speaker's language style.

1.2 Research Questions

Based on the background above, the researcher formulates that two questions will be the primary focus of this research to discover the language styles used by Josh Carrot, the host of the *Korean Englishman* YouTube channel, in order to effectively maximize the implementation of choosing language style in accordance with the variety of age of the talk show's guests, as follows:

1. What social factors of using language style were performed by Josh Carrott on each age-graded variations of the guests in the *Korean Englishman* YouTube channel?
2. How does Josh Carrott use the types of language style based on the age-graded variations of the guests in the *Korean Englishman* YouTube Channel?

1.3 Research Purposes

Based on the formulation of the research question above, this research is intended to:

1. Analyze the social factors of using language style performed by Josh Carrott on each age-graded variations of the guests in the *Korean Englishman* YouTube channel.

2. Find out the types of language style used by Josh Carrott based on the age-graded variation of the guests in the *Korean Englishman* YouTube channel.

1.4 Research Significances

The researcher expects that the results of this study can be useful and bring some benefits that can be categorized into two aspects:

3. Theoretically, this research analyzed language style which is expected to contribute to enriching the knowledge and theoretical perspective in linguistics study, and offers another source of sociolinguistics, especially language style.

4. Practically, this study can be used in helping readers to increase the understanding of language style in the hope that this study can be a reliable source for the next researchers and readers who are interested in exploring

language style. The researcher also expects that this research will be further developed by those who are interested in the field of linguistic studies, especially sociolinguistics and specifically language style.

1.5 Definition of Key Terms

This section presented the explanation of several terminologies employed within the research to prevent any misunderstanding regarding the significance of the research.

1. *Sociolinguistics* is defined as a branch of linguistics study that explores the interaction between language and society.

2. *Language Variation* refers to any consistent pattern of speech that can be examined through current methods of synchronic description. It must also have a wide range of elements and their arrangement or process, with a broad enough semantic scope to be used in all typical communication contexts.

3. *Language Style* pertains to the level of formality in the manner of language used to communicate with other people.

4. *Social Factor* is the aspect that influences people to use language variation; the participant, the topic, the setting, and the function.

5. *Age-graded Variations* refers to the systemic variations in the use of language that are linked to the age of individuals.

6. *YouTube* is a video-sharing social media platform where people can share and watch various kinds of videos.

7. *Korean Englishman* is a popular YouTube channel created by Josh Carrott and Ollie Kendal. It showcases the cultural interactions, experiences, language, and food of South Korea in a casual talk show that provides entertainment and insights for viewers worldwide.