

1. INTRODUCTION

1.1 Background of the Study

Language is a crucial part of communication in human life. As human beings, people need to communicate with other to deliver their idea, feeling, information, etc. There is various kind of languages used by people in communication. For examples, people can communicate with each other using two ways language which are verbal language and nonverbal language. In daily communication, people may use different kind of language form and each person has their own way to communicate each other.

When people communicate with each other, they have their own characteristic of speaking and it cannot be separated with speech style. Each person has his or her own way of speaking that they use to communicate involving five speech styles such as, frozen, formal, consultative, casual, and intimate (Joos, 1976, p. 98). The purpose of having speech style in the communication or conversation is to speak appropriately in some contexts. For instance the news reporter's speech style is different from the speech style of a teacher, a house wife, or a senior high school student and moreover, the male's speech style is also different from the female's speech style.

Both male and female have their own characteristics of speech style. This assumption is supported by Trudgill's (1974) study in Norwich about male and female speech style. The scores represent the percentage of nonstandard forms used by men and women in each social group in four contextual styles, which are when reading a word-list, reading a short text, in formal speech, and in casual speech. It shows that that women, regardless of other social characteristics such as class, age, and so on, tend to use more standard forms than men (Trudgill, 1974, p.94). In detail, women tend to use formal style, meanwhile men tend to use consultative to casual style. However, they have factors that influence their speech

style and make them use formal or informal style as their language, which is context.

Both women and men have their own consideration in their speech style that cannot be separated with context. Their speech reflects not only some aspects of their identity such as their ethnicity, age, gender, and social background; yet also reflects the contexts in which they use the language (Holmes, 2001, p.251). The way people talk in court, in school, at business meetings and at graduation ceremonies reflects the formality of the contexts and the social roles take in them. For example the way female leaders use language is constantly affected by the specific business contexts in which they work, which are shaped in turn by broader economic and political condition (Baxter, 2010, p. 5).

Seminar was one of the examples of the context which the writer used it as her research study. In the seminar, indeed, the five speech style will be possibly appear and used by marketers. Moreover, the writer chooses the Seminar held by *Tianshi* Multilevel marketing group.

Tianshi multilevel marketing seminar was a seminar which contains many speech styles used by the marketers, because they wanted to make the seminar more interactive and more understandable by the non-members. The writer choosed *Tianshi* because it is quite famous in several countries, reaching over 190 countries, set up branches in 110 countries and regions, and also becomes top-rank enterprises from many countries (Tiens, 2006, par. 1). The writer focused on the *Tianshi* seminar for non-members or for those people who do not join the *Tianshi* group yet. This was the place when the marketers presented their products and all at once gave the motivation to the people who attend the seminar through his or her own experiences.

Furthermore, the writer would like to observe the speech styles used by male and female marketer in the *Tianshi* multilevel marketing seminar when giving the presentation to the non-members audience. The writer is interested in doing research on male and female marketers in terms of their speech style in *Tianshi*, because language and way of communication are important as his or her media to sell their products or services. Marketer himself or herself is someone who promotes or exchanges goods or services for money as their purpose, and

decides strategy to use in sales, communications and business development (Mifflin, 2000, par.1).

Tianshi has created a systematic training program that has been designed to improve the marketer' knowledge about the direct sales industry and their products and business opportunity. This multilevel business has Tiens Business School as their training program; it is designed with four consecutive levels of training which are bronze level, silver level, gold level, and certified level. Each focuses on skill development and exciting topics that will help the member excel the business to the next level (Tiens, 2006, par.1). Thus, by having that school, the marketers will have knowledge about how to speak in front of public appropriately when giving the seminar. Moreover, the writer will choose the male and female marketer who are in the high level such as gold level or certified level and silver Lion, because they have a good ability in speaking and have versed in giving the presentation or seminar. The male marketer is in the Diamond Gold Lion level. The female marketer is in the Silver Lion level. The writer observed the speech style used by the female and male marketer only and the writer did not observe the audience' speech style.

1.2 Statement of the Problems

In this linguistic study, the writer wants to analyze the differences of the speech style used by female and male marketers in the *Tianshi* multilevel seminar. The writer has some research questions as follows:

- a. What kinds of speech styles are used by the male marketer in the *Tianshi* multilevel marketing seminars?
- b. What kinds of speech styles are used by the female marketer in the *Tianshi* multilevel seminars?
- c. What are the differences and/or similarities between male and female marketers' speech styles in the *Tianshi* multilevel marketing seminars?

1.3 Purpose of the Study

The writer has several purposes through this research. The first purpose of the study is to identify the speech style used by male and female marketers in the

multilevel seminar. Second, the writer also wants to know the differences and similarities of the speech styles they used.

1.4 Significance of the Study

In this research, the writer hopes that this study will be useful for the readers to gain knowledge about speech style used by male and female marketers in the multilevel seminar. Furthermore, the writer hopes this study also can be a reference for those who want to conduct further study.

1.5 Scopes and Limitation

This scope is Sociolinguistics study which deals with different language used by gender, in this case focusing on the study of speech style that is differentiated according to the five degrees of formality. They are *ragam beku* (frozen style), *ragam resmi* (formal style), *ragam usaha* (consultative style), *ragam santai* (casual style), and *ragam akrab* (intimate style) (Chaer and Agustina, 2004, pp.70-72).

This research is limited to the male and female marketer in the multilevel seminar which consisting of one male marketer and one female marketer. The male and female marketers are the member of *Tianshi*. The male and female marketers' age are almost same about 37 years old. Both male and female marketers are in the high level such as diamond Lion and Silver Lion. However, the writer focused only in the gender, not in the other background of the marketers. They generally use *Bahasa Indonesia* in the seminar. One of the two seminars being studied was held in Jakarta and the other one was held in Malang. The audience to such seminars were about 100-200 people who were non-member.

1.6 Definition of Key Terms

The following key terms are necessary for the readers to have a better understanding about this present study:

- a. Style is the distinctive manner in which one handle one's language, with due consideration given to its appropriateness for the occasion (Cook, 1982, p.160).
- b. Speech style is the form that the speaker used which is usually measured along a formal, informal scale, which involves five speech styles, such as, frozen, formal, consultative, casual, and intimate (Joos, 1976, p. 154).
- c. Gender is a social construct involving the whole gamut of genetic, physiological, social, and cultural differences between male and female (Wardhaugh, 2002,p. 313)

1.7 Organization of the Study

This thesis consists of five chapters. The first chapter provides an introduction, involving description of back ground, statement of problems, the purpose of the study, the significant of the study, scope and limitation, and the definition of terms. Chapter two consists of related literature that the writer uses to analyze the data and review of related studies. Chapter three is a description of the methodology that the writer used in collecting and analyzing data. Chapter four is about the findings and discussion. The last chapter consists of the conclusion of the whole study.