

1. INTRODUCTION

1.1. Background of The Study

In daily conversation, every body uses different styles and each person cannot speak exactly alike. Speech is as distinctive as fingerprints. Very few people can disguise their voice for more than a moment. However, though certain personal characteristics are always there, no body speaks exactly the same. Speech differs with a person's health, his mood, and, especially, with the social situation in which he finds himself.

This study focuses on the speech styles used by male and female hosts to the guests in the "Selamat Datang Pagi" dialog program. The writer is interested the speech styles in the "Selamat Datang Pagi" dialog program for a number of reasons. First, the writer is interested in investigating dialog program for her thesis because language in a dialog program can make much greater perceptual and cognitive demand on the audiences because dialog can explain clearly about the topic that the speakers discuss. The speaker not only explains and discusses the topic, but also urges the audience to think about the topic, for example, the audience can tell their opinion by phone or the audience can ask the problem related with the topic discussed in the dialog. Besides that, from the dialog program people can easily know and understand about other people's opinion, so they can get much knowledge about the topic that the speaker discuss in the dialog.

Second, the writer chose speech styles for her thesis because speech style means the form of language that the speaker uses which characterized by the degree of formality, so speech style is important to use in communication. Using speech styles people can differentiate to whom they want to speak which is appropriate with the situation, the function and the norm in the social context.

Third, the writer chose "*Selamat Datang Pagi*" dialog program because first, this dialog program is unique. The speakers can adjust to the topic and the situation, so they can make the situation is informal, very friendly and not awkward. Second, the participants in this dialog have different social background, which means that this dialog consists of actress, actors and professional, so they can differentiate using

speech styles to whom they want to speak whether the same actress or actors and/or to the professional as the key guest in this dialog. To help the writer in analysing speech style in “*Selamat Datang Pagi*” dialog program, she will use Martin Joos’ theory of speech styles from The Style of Five Clocks as her basic theory. Joos (1976) classifies speech styles into five degrees of formality, they are: frozen style, formal style, consultative style, casual style and intimate style.

The writer will take the data from one dialog program on *RCTI*, that is “*Selamat Datang Pagi*” that involves male and female host, two actresses/actors and one professional as the guest. The data will be in the form of a long conversation and in this study she will focus on the utterances of the male and female host.

1.2. Statement of The Problem

The writer wants to investigate speech styles, which occur in “*Selamat Datang Pagi*” dialog on *RCTI*. Dealing with this problem, she has some questions i.e.:

1. What types of speech styles are used by male and female host in the “*Selamat Datang Pagi*” dialog?
2. Which speech style occurs the most in the “*Selamat Datang Pagi*” dialog program?
3. Are there any differences of speech styles used by male and female host in the “*Selamat Datang Pagi*” dialog program?

1.3. Purpose of The Study

This research is going to analyze what kind of speech styles used by male and female host to the guests and which style which occur the most in “*Selamat Datang Pagi*” dialog program on *RCTI*. Besides that, this research is also going to analyze the differences of speech styles used by male and female host to the guests because the participants in this dialog have different social background: actresses, actors and professional.

1.4. Significant of The Study

Through this research, the writer hopes that it can help the readers to understand more clearly about the speech styles used in “*Selamat Datang Pagi*” dialog program. She also hopes that this study can also useful for the students who are interested in making further studies of speech style used in dialogs.

1.5. Scope and Limitation

This study focuses on speech styles that are differentiated according to Martin Joos’ five degrees of formality. Thus, in this research the writer just focuses on the utterances used by male and female hosts to the guests that are involved in “*Selamat Datang Pagi*” dialog, which uses *Bahasa Indonesia*.

This dialog program consists of five participants: two hosts and three guests. The hosts consist of male and female host, the guests consist of actors or actress and male professional as the key guest in this dialog.

In this research, the writer tries to limit the subject, she just records the utterances used by male and female hosts to the guests. She will disregard the utterances used by the guests. The data is in form of a long conversation that is thirty minutes duration. The writer just analyzed two dialogs that she had recorded, during March 10th until 15th, 2003.

1.6. Definition of Key Terms

Styles is the form of language that the speakers used that are usually measured among a formal-informal scale, which involved five speech styles; frozen, formal, consultative, casual, and intimate (Joos, 1976).

Frozen style is used on an extremely formal occasion. In written forms, they are in historical document e.g. constitution, proclamation and so on.

Formal style is generally used in formal situation, for example like in a graduation ceremony and it’s typically used in speaking to medium or large groups.

Consultative style is employed in semi formal communication situations, talking to strangers.

Casual style is used among friends' acquaintances, insiders on non-formal occasions.

Intimate styles are used with very close friend and family.

1.7. Organization of The Study

This thesis is organized into five chapters. The first chapter is the introduction, which gives a description on the background of the study, statement of the problems, purpose and significant of the study, scope and limitation and definition of terms. Chapter two is a review of related literature, which contains review of underlying theory and review of related studies. Then, the description of research methodology is elaborated in chapter three, continued by chapter four, findings and discussion. Finally, chapter 5 is the conclusion.