

CHAPTER I

INTRODUCTION

This chapter presents the discussion on context of the study, formulation of research question, purpose of the study, significance of the study, scope and limitation of the study, and definition of key terms.

A. Context of the Study

Humans carry out their life activities in the world by mingling with other humans. As social beings, humans communicate in various ways, be it while studying at school, working, playing, or other activities. Joos (1976) explains that speech style means the form of language used by the speaker and it is influenced by social factors. A person's speech style is different from other people's, which can be due to status, gender, age, social distance, and occupation. Departing from this, communication becomes an important component in everyday life. Humans can communicate verbally and nonverbally. Verbal communication is human communication using the speaker's senses, the purpose of the communication is expressed directly to the interlocutor. Next is nonverbal communication, which is communication that is done indirectly, such as through facial expressions, body gestures, touch, appearance, and others. Discussing verbal communication, which is most often done by humans, cannot be separated from the existence of language as a supporting element. Language is the main component of verbal communication. There are various kinds of languages spread throughout the world, each country and tribe have a language of various types.

In language and communication, humans will compose words or sentences to express ideas or ideas that are in their minds, that is what is called language style. The language style is also used to influence or convince their interlocutor. The style of human language will be different according to the factors that influence it. It can be in the form of the living environment, peers, social conditions, occupation, and so on. According to Joos (1976:145), that speech style means the form of language that the speaker uses which is influenced by the social factors. Language style can show a person's level of formality in speaking. Someone who talks to peers will have a different language style than when he talks to older people. The style of speech used by someone with high anger will be different from the style of language that someone uses when feeling happy. With this level of formality, we can also conclude about the interlocutor and the circumstances that occur to a speaker.

Language style has five types, refers to Elaine Chaika. These types include formal style, informal style, serious style, irony style, and humor style. The use of this language style can be found in various sources, it can be in speeches, conversations in films, commentators, news reporters, and others. In this context, the researcher finds a variety of language styles in the commentators of a football match. In a football match, anything can happen, be it happy, sad, tense, or various other events that will make commentators have various expressions to express it, especially if the match is a hot match referring to the rivalry between the two teams with a long history. A football commentator has an influence on the response of his audience on television.

The presence of a football commentator makes the audience feel the atmosphere of a match well.

Researcher found that many of the studies that discussed analysis in speech style used objects in the form of movies and speeches. Where the two media are media which in terms of the sentences used have been arranged in such a way as to follow the context of the event. For example, the script for a speech will be made before the speech is carried out, and the language used will tend to use standard or formal language. Likewise with films whose scripts are written in full following the story of the film. That is what made the researcher examine the speech style in the commentary match of football. Commentators in commentary matches will tend to use spontaneous and unprepared language, so unexpected events in the field will make the variety of language used more varied.

This study is not the first study which tells about the speech style analysis. Previous research on speech style analysis has been carried out by previous researchers. The first previous research was conducted by Ratnawati, Rosmiaty, Mita Pratiwi (2021) with title A Semantic Analysis of Speech Style Used by Barrack Obama. The second previous research was conducted by Andi Elsa Fadhilah Sakti, Sukardi Weda (2020) with title The Kind of Speech Styles in Allan Plenderleith's "The Bunker (2017)" Movie. And the third previous research was conducted by Nida Hayun Fadila, Aris Wuryantoro, Lusia Kristiasih Dwi Purnomosasi (2016) with title Speech Style of Joko Widodo at APEC CEO Summit 2014. From the three previous studies, they used the

theory of speech style proposed by Martin Joss. He proposed the types of speech styles and divided them into five types, they are formal style, informal/casual style, frozen style, Consultative style, and intimate style. However, in this study, researcher will use a different point of view by using the theory proposed by Elaine Chaika. She revealed about the types of speech styles and divided them into five types, namely formal style, informal style, serious style, irony style, and humor style. Of the types used, the theory from Elaine Chaika has different characteristics from the theory put forward by Joss.

Researcher found an unique phenomenon where there are various speech styles in the football commentary match. Researcher carries out the research with the title **“SPEECH STYLE IN FOOTBALL COMMENTARY MATCH BETWEEN INDONESIA VS MALAYSIA.”**

B. Formulation of Research Question

What are the types of speech style found in football commentary match between Indonesia vs Malaysia?

C. Purpose of Study

To find the types of speech style found in football commentary match between Indonesia vs Malaysia.

D. Significance of the Study

After this study, researcher was known more about speech style material. Therefore, this study can be useful to the reader such as the English learners or the other researcher in both theoretical and practical.

1. Theoretical

Theoretically, this study can provide benefits for introducing, understanding, and developing one of the linguistic sciences in sociolinguistic, namely speech style.

2. Practical

Practically, the finding of this research is hoped to be useful as follow:

- a) Teachers

The researcher hoped that this study can contribute to English teaching, especially in speech style and sociolinguistic study. The English teachers can increase students' interest in learning with English-language digital media, in which there is one component of language learning, namely speech style.

- b) Learners

The researcher hoped that this study can help to increase learner's knowledge about understanding of speech style also this study can help learners to more interested when learning English and, in the English-language digital platform. This study informs the readers about the analysis of speech style in football commentary match in television.

- c) Other researchers

The result can be the reference and give the information about speech style found in the English-language digital platform, both on

television and in other media to the next researcher that interested then wants to conduct the sociolinguistic study. It hoped that can provide inspiration and motivation for other researchers who want to develop similar research in the future.

E. Scope and Limitation of the Study

Analysis of speech style can be done with various media such as films, television shows, novels, and many other media. However, researcher focuses on analyzing the speech style found in English football commentary. Researcher analyzes based on the theory of speech style proposed by Elaine Chaika, which includes the formal style, informal style, serious style, irony style, and humor style. Researcher will only analyzes the main commentators in the football match between Indonesia and Malaysia.

F. Definition of Key Term

1. Analysis

Analysis is the process of breaking a complex topic or substance into smaller parts in order to gain a better understanding of it.

2. Speech Style

Speech style is a variation of speech which is used when people communicate with the others.

3. Commentary

Commentary is the descriptive account of an event or performance as it happens.

4. Football Match

A football match consists of two halves and each half is 45 minutes long. Between the two halves, there is an interval, which is not more than 15 minutes long.