

An Investigation Of Language Style Used In Indonesian Television Talk Show Program: A Case On Sociolinguistics

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Abstract: This research is language style used in Just Alvin, Mata Najwa and Hitam Putih talk show. This research was conducted by qualitative descriptive being purposeful to analyze and describe the classification of language style found in Just Alvin, Mata Najwa and Hitam Putih talk show. The data of this research is dialogues used by host and interviewee. The data are gathered by download the video tape from YouTube, these data had been transcribed into written text. It is done to identify, categorize and analyze the dialogues of host and interviewee in the talk show into the five classification of language style. It is found that 1) there are three language style found in this research namely formal style, casual style and intimate style. 2) formal style is the most dominant style used by the host while casual style is the most dominant style used by the interviewee. 3) a. Formal style is used by the host dominantly because they are on the context of news station. b. Casual style is used by the interviewee dominantly because the questions given about their life emerge sharing moment context.

Keywords: Language style, talkshow, sociolinguistics, Indonesian

Introduction

In this sophisticated era, people prefer using television as the source of information to other outdated sources such as radio or printed media. It is because television is easily touched by the people. Even, only by viewing on television, people will know important issues happened in many sides include politic, economic, culture, social, life style and entertainment.

Actually, those all sides are presented with various ways through broadcasting program on each television station such as news program, reality show program, game show program and talk show program. In fact, talk show program is thought as the very interesting one because it not only provides information from one source but also clarifies the information directly with the people who are related with it. According to Kilroy (1992), talk show is concerned with discussion of personal and social issues. It is concluded that the talk show is focused on the discussion of a group of people who discuss about certain topic. They discuss social issues, poitic, art, culture, education and economic issues in that talk show.

Related to the fact about talk show, it is realized that there is, of course, a dialogue happened between the presenter and the interviewee as long as the process in which the interviewee may give various answer with various way or style. For example: when there is a bad issue such like sex scandal happened with a political figure and it is asked with him. He will automatically answer that issue diplomatically with unclear language with unexpressed style when interviewing.

Believe it or not, it has been proven actually by some cases happened not only in Indonesia but also in other countries in this world. It means that there is one interesting phenomenon in which people use their language as one thing for many reasons which will be suited on the need what they use it for. Turnip et al (2021) explained that the term "communication" refers to the process by which people exchange ideas in exchange for information or something else. Communication is critical to our daily lives. In fact, when people with the same purpose in communication, they can express their purpose with different ways eventhough their purpose is same. They use different ways to express their purpose, they can express it formally, casually or intimately. Thus, the different way of using language is called as a language style (Joos, 1967).

Situmorang and Herman (2021) defined that language style can be viewed from a variety of angles. When analyzing a style, we must consider the following factors: point of view, formal or informal tone, language organization/structure, level of complexity, and overall tone (Keraf, 2010: 113). Hence, Meyerhoff

(2003) asserts that language style can also convey information about a person's personality, attitude, or state. Language style is the way to express something to the other that related to the language that someone uses in communication. It can be in the oral and written form of language that involve expressing and patterning of choices opinion and selecting form, in order to convey the messages what do the speakers mean (Purba et al, 2021).

In addition, language style used by the speaker will be influenced by social factors. So, the speakers with different status will express something differently based on the status, age, social distance, occupation of them, as Holmes (2001:8) says that the social factors consist of three componets there are ; the participants, the setting or social context and the function of the interaction will influence the someone in communication. These different factors have an important role for the speaker to decide the kinds of language style they use in communication. For example, if the speakers know the status of his partner in communication is higher than his status, automatically they use formal language style. Another factor that also influences the speaker to choose the language style to communicate with others is the situation where the conversation takes place.

For instance in formal situation in a conference, it is not polite for people to use casual style or slang style to communicate, they should use formal style. In a certain situation where the speakers do not know the participants, they will use formal style such as in the bank. A bank teller will says "*Silakan tunggu sebentar!*" 'wait for a moment, please!' to the customer, but they will automatically use informal style to the office boy because the teller has known the status of the participant.

The use of another language style can be seen in the following examples: casual style is "Anybody home?", "Car broke down". "Got a match?", "Need help?", the following expressions are used in informal situation by the speakers who have the same status, but "*Kemana aja lo sobat dah lama gak keliatan?*" where have you been friend, long time no see?, this expression is used intimately by the speakers who have intimate reallionship. It is indicated from the words they use by using the non-standard word "*aja*", and "*dah*", instead of the standard one "*saja*", and "*sudah*", and the word of "*Sobat*" which shows intimate relationship between the participants.

Based on the example above, it can be seen that the speakers use certain style to a certain people in communication depend on the context and the need. It is as what happened on talk show program when there is interview process in it.

The real examples can be seen in many talk shows, for example *Just Alvin*, *Mata Najwa* and *Hitam Putih*. They are chosen because they are actually the most popular talk shows based on Panasonic Gobel Awards 2012 that as appreciation site for Indonesian event that held on 27th of March 2012 in Ballroom XXI Jakarta theatre.

The example of dialogue is in the following, between Alvin as the host and Habibie as the interviewee in Just Alvin's talk show with the topic "*Cinta untuk Ainun* ", "*Love for Ainun* " for instance:

Host : *Eyang Habibi, banyak orang bilang everything we start with a dream, bagaimana dengan eyang sendiri?* .

" Grandfather, many people said that everything is started by a dream, How about you ? "

Interviewee (Habibi) : *I do not like that way I never dream, soalnya kalau mimpi ada bangun tetapi tidak ada apa-apa, setiap orang pemimpin harus memiliki suatu wawasan, wawasan itu suatu vision kalau dia tidak memiliki wawasan atau vision tidak mungkin konsisten dalam melakukan tugasnya karena pegangan itu adalah vision is really able to make a change.*

" I do not like that way I never dream, because if we have a dream and we get up obviously that nothing, every leader should have a perception, the perception is a vision if the leader does not have a perception, it is possible to be consistent in doing her duty because the vision is really able to make a change "

Host : *satu pertanyaan lagi eyang, apa yang eyang belum sempat lakukan dan ingin lakukan untuk seorang ibu Ainun?*.

" one more question, what have not you done yet for Mrs Ainun ? "

Interviewee (Habibi) : *Saya berusaha membuat dia selalu bahagia, tetapi masalahnya saya tidak tahu, saya tidak dapat melihat wajahnya, saya tidak dapat mendengar suaranya. Oleh karena itu satu satunya cara adalah saya menulis cerita tentang sepanjang hidup saya bersama Ibu Ainun. Saya berharap untuk*

kedepannya generasi berikutnya dapat mengikuti dan saya yakin ini menjadi inspirasi kepada generasi selanjutnya seperti Bunga Reza dan yang lainnya. Saya yakin ini adalah inspirasi dari Ainun, saya tahu betul beliau dan dia juga selalu memikirkan orang lain.

“I attempt to make her always be happy, but the problem is I do not know, I can not see her face, I am not be able to hear her voice, in order to the way that I can do for her to writing the memory along my life with Ainun. I hope our future generation can follow our love story and tread it which were given by God to us and be the inspiration for the next generation like Bunga, Reza and others. I am sure that the aspiration from Ainun, I know her and she always thinks about others”

Host : *terima kasih eyang Habibi sudah hadir di Just Alvin.*

” Thank you for your coming in Just Alvin ”.

Based on the dialogue above, it can be seen that the language style used by the host during the dialogue do not follow the rules. The host used intimacy style which is indicated by addressing interviewee “eyang” (Grand father), but the interviewee as the former president used formal one. It seems that the host does not realize that interviewee is the former president or the host just wants to make the dialogue relax.

The next example of talk show program is *Mata Najwa* the topic is “ *Bakal calon gubernur Jakarta* “, “ *Jakarta Governor Candidate* “.

Host : *Bapak Jokowi mengatakan tidak akan memasang spanduk baleho, iklan itu masih menjadi bakal calon tetapi banyak itu pak yang memasang spanduk jokowi ahok dimana mana.*

“ As you stated previous statement, you will not display the banner, baliho, advertisement in your campaign but many banners of jokowi and ahok can be found in many places ”.

Interviewee (Jokowi) : *Yah saya sampaikan ya bahwasannya, Saya itu gak punya duit untuk pasang spanduk iklan spanduk baleho ya memang saya gak punya duit dan saya memang gak pasang yah bukan banyak lah kita tu paling sedikit, Jadi memang ada sumbangan dari masyarakat, pengusaha yah tentu saja gak mungkin dong saya tolak, Ada yang nyumbang stiker ada yang nyumbang mobil berjalan, baleho kok saya tolak ya eman dong ya silahkan ya tapi klo saya sendiri saya gak punya kekuatan untuk itu.*

“ I told you that I did not have much money to display baliho, banner and etc. I think our tim is the fewest of all, so actually we receive the contribution from the society, enterprenuer that is impossible for me to reject it. I am not potential for that ”.

Host : *Ini ngeles politisi ini pak jokowi.* “ You denied the politician ”.

Based on the dialogue above, it can be seen that the host uses formal language style when asks the interviewee but the interviewee answers the question by casual language style, which is indicated by the word of “Dong”, in this dialogue the host automatically asks the next question in casual style, it is indicated by the word “ ngeles “ that is not standard one, it can be concluded that the host (Najwa) does not always use formal language style in her several dialogues eventhough the topic is important and formal.

In addition example in *Hitam Putih*’s talk show program, the topic is “ *Artis cetar membahana*”. “ *Clamorous Artist* “

Host : *Sekarang kita membahas kehidupan Syahrini dan saya akan menanyakan tentang ayah nya yang baru meninggal, sudah dua tahun ya Syahrini ?.*

“ Now, we talking to Syahrini and I will ask about her father that has passed away two years ago”.

Interviewee (Syahrini): *Eh jangan nanya itu nanti saya nangis loh, soalnya saya lagi seneng ketemu kamu ntar saya nangis loh”.*

“ Do not ask about it please, because it can make me cry“.

Host : *Jangan nangis dong nanti kalo nangis bulu mata nya hilang loh.* “Do not cry please ! if you cry your eyelash will lose”.

Interviewee (Syahrini) : *Gak juga inikan bulu mata anti septic.* “No, this is antiseptic eyelash”.

Host : *Tapi sudah dua tahun kenapa kamu masih menangis.* “ Why do you still cry even your father has passed away two years ago ? “.

Interviewee (Syahrini) : *Soalnya aku kan yang paling dekat dengan beliau yang paling manja dan aku kan suka juara satu kalo sekolah sudah itu aku jadi sarjana itu adalah suatu kebanggaan beliau sampe sampe panggilan dari kecil itu princess dari beliau buat saya ya gitu deh ded ! .*

“I am the closest to my father because I am always number one in my school and being a bachelor is the one of his aspiration and a pride of him. My father crowned me as a princess “.

The Hitam Putih’s dialogue above is quite different from the other examples. The dialogue shows us that the host used formal style and casual style. But the interviewee answers in intimacy style, it can occur because both of them have the same status as the entertainer.

Thus, based on the explanation previously, it is concluded that there is an interest if this study is done on the language styles used on talk show television programs. So that it will be known what language styles used by the host and the interviewee, what is the most dominant one and what context it is used dominantly.

Research Methodology

This study was conducted by using qualitative research, Bogdan & Biklen (1982:30) state that qualitative research is descriptive which means what is going on and what data shows (Thao, Sinaga and Herman, 2021). Qualitative means to find out how a theory works in different phenomena whose data collected are in the form of words rather than numbers. Qualitative content analysis method is used in this study. Thao and Herman (2021) defined that qualitative content analysis is as an empirical, methodologically controlled examination of text within its communication context, using content analysis rules and sequential models (Purba and Herman, 2020; Sinaga et al, 2020). Therefore, the objectives content analysis can basically be any kind of recorded communication, such as; transcript of interview/discourse, protocols of observation, video tapes, written document in general.

This study used qualitative content analysis. Content or document analyses are research techniques that are used to determine the specific material characteristics of written or visual materials (Ary et al, 2010; Thao, Herman and Purba, 2020). It is because this research is concluded as a kind of recorded communication such as video tape, while data source of this study consists of video tape of Just Alvin, Mata Najwa and Hitam Putih talk show.

The data of this study were the dialogues found between the host and the interviewee on the talk show programs. The sources of the data were talk shows program on television, they are Just Alvin, Mata Najwa and Hitam Putih talk show. So there were nine dialogues as the data of this study.

In this study, the data were collected through three steps. They were downloading, watching, transcribing. Firstly, downloading, the researcher used the internet to download the talk show program through youtube website. Then, Watching is the process of observing and selecting which episode that is included as the data. The last is transcribing, the researcher transcribed the video of talk shows in order to organize the data became words, and lastly the dialogue were analyzed into five language styles used by the host and the interviewee in talk shows.

Research Finding And Discussion Finding

After having analyzing the kinds of language style between host and interviewee on the data analysis. It found several findings can be described as the following table:

Table 1: The result of three talk show

Kind of Language Style	Just Alvin Talk show		Mata Najwa Talk show		Hitam Putih Talk show	
	Episode I	Episode II	Episode I	Episode II	Episode I	Episode II
Host						
Frozen Style						
Formal Style	57.15%	71.43%	55.5%	76.93%	71.43%	29.41%
Consultative Style						
Casual Style	42.85%	28.57%	45.55%	23.07%	14.28%	70.59%
Intimate Style					14.28%	
Interviewee						
Frozen Style						
Formal Style	20%	20%	21.43%	33.34%	58.83%	

Consultative Style						
Casual Style	80%	80%	78.57%	33.34%	29.47%	100%
Intimate Style					11.76%	

Based on the table above which has been displayed the kinds of language style were found that host and interviewee of Just Alvin talk show are used formal language style and casual language style. In this case, the researcher found that the host dominantly used formal language style while the interviewee tend to used casual language style.

In Mata Najwa talk show is also found formal language style and casual language style in dialogue between host and interviewee. In this case, Najwa as the host is dominantly used formal language style when asking the question to the interviewee, while eventhought Najwa always uses the formal one the interviewee answer in casual language style it can be concluded that because they have different status so that they different style in communication.

The last is Hitam Putih talk show were found the three language style namely formal language style, casual language style and intimate language style. It can be seen from dialogues between them when they are in communication.

Discussion

Language Style Used In Just Alvin Talk Show.

All talk shows in this research are in one category named Daytimes but each talkshow has different finding as the phenomon. Actually, those different findings are influenced by its setting, topic, and participant. It is as what is stated by Holmes in his book entitled “Introduction to Sociolinguistics” in 2001. The real influence of setting, topic and participant to the language style used in a context is seen clearly from data of this research.

In Just Alvin Talkshow with topic “*cinta sebatas kata*” and “Life go on”, the host tend to used formal language style. It because the domain of the program is on News Channel named Metro TV. Therefore, the program are touched by formal style especially for the host. It is shown by these following data and for complete data could be traced through

- Host : *Bagaimana keadaan kamu sekarang?*
- Host : *Keliatannya juga lebih tenang ya.*
- Host : *Sudah dapat menguasai diri.*

From the whole data analyzed, it is known that language style used dominantly by the host is formal style with percentage 57,15% while the casual style used by the host is 42,85%. It happens because Just Alvin is a kind of talk show in which the guests come one by one so that they only answer the question given for them in turn. It is also stated by another expert who had done a research about language style in Oprah Winfrey Talk show by Hosen (2010).

On the other side, there is a phenomenon found in other episode of Just Alvin with the topic “Life must go on” in which the interviewee just uses one language style namely casual style while the host uses two language style namely formal style and casual style. It is because the guests of this program are various level of classes, such as celebrity, politician so that they prefer use the casual stayle as long as talkshow in order to talk and show their life history. It is proven by the data showing that the interviewee used casual style 80%.

However, it is also realised that the interviwee still use formal language in a big percentage enough that is 20%. It means that, the interviewee are influenced to uses formal language because the style of the host is purely formal. It can be seen in the following data:

- Interviewee : *Iya sudah lebih baik.*
- Interviewee : *Iya harusnya.*
- Interviewee : *Lebih tidak terbawa emosi, karena udah tau poin poin yang harus difokuskan udah tau trik trik positif dan negative nya sudah mulai lebih dklasifikasikan yang mana*

yang harus diprioritaskan yang mana yang harus di bawa dan dimana memang tidak perlu saya bawa bawa lagi sebagai beban.

Based on Hosen (2010) finding It also happen in Oprah Winfrey talk Show. Even, Oprah Winfrey do realize that influence so that she uttered that “ communication techniques are the ways or arts to bet messages which communicator. Therefore, there are turning up as some effect to communicant.”. That statement streng then that the way used by one in communication will give some effect to the listeners so that they probably change their language style which is appropriate to be given to the spaker as the feedback. Thus, the communication as long as the time runs well.

Language Style Used in Mata Najwa Talk show

The language style found in Mata Najwa talk show is the same with Just Alvin talk show in which there are only two styles, formal style and casual style. The different is only about the percentage. From the data, it is known that in *Negri pungli* and *Jangan culik anakku* topic, Najwa Shihab as the host used formal style dominantly while interviewee used casual style dominantly. This is the example of conversation between the host, Nazwa Shihab and interviewee as a housewife.

Host : *Terima kasih sudah hadir di Mata Najwa*

Host : *Malam ini saya akan menanyakan tentang pungutan yang terjadi di kalangan orang tua murid. Yang pertama yaitu begitu awal masuk ibu diminta bayar macam macam jadi yang paling aneh yang ibu ingat apa itu bu.*

Interviewee : *Yang saya ingat waktu itu musholla untuk bayar musholla 200ribu itu diwajibkan karena kalau tidak diwajibkan itu tidak mungkin ditagih terus ke anak saya kalau belum bayar.*

In fact, this research also earn another finding in which the host sometimes would like to use casual language in that talkshow such like in this conversation:

Host : *Ciri ciri nya gimana Ibu?*

Interviewee : *Orang nya itu agak kecil katanya waktu itu pake baju oblong celana leging pake jaket billabong.*

Host : *Perempuan itu ya?*

Interviewee : *Iya perempuan jadi masih muda kira kira umurnya waktu itu 30an.*

From the conversation above, it is realized that the host attempt to change her style to be casual in order to make the guests or interviewee more relax. It can be concluded that Najwa in her several dialogues is not only uses formal language style but also casual style. It is logical because the topic is about social issue in society in which the interviewee act as the victim of that occurrence. They are quite worried to talk about it on media especially television program which can be seen by many people.

On the other side, the television program needs the utterances of the victim directly. It is done in order to make the news or information becomes accurate. Thus, the most effective way applied in that program is only by suiting the host's language style with the interviewee's language style so that the interviewee fell comfort to share the bad experience as the victim in that occurrence.

Language Style Used in Hitam Putih Talk show

This finding is taken from two episode of Hitam Putih, “Cinta Desi sejati” and “Pemenang X-Factor 2013”. “Cinta Desi Sejati” contains three language style namely formal style, casual style and intimate style. The formal style comes only from Desi Ratnasari while the casual and intimate style come from both Desi and Dedy.

Actually, it is unpredictable if the formal style emerge in this kind of talk show, because the talk show is not on news station. It means that the host and interviewee would rather use casual style than formal style. Surprisingly, the data in this research found one phenomenon in which there are formal language style used by Desi Ratnasari as the interviewee as in this following:

Host : *Desi ini sekarang adalah dosen pyhikologi di atmajaya.*

- Interviewee : *iya Alhamdulillah.*
Host : *ambil apa?*
Interviewee : *Psykologi industri organisasi.*
Host : *Pyskologi industri organisasi jadi ngurusin apa itu ya?*
Interviewee : *Biasa nya segala sesuatu yang berhubungan dengan pegawai, rekrutmen, selection, training development, development organization.*

She uses that style because she is not only as an entertainer but also as a lecturer who commonly use formal language for transferring the knowledge in the classroom. That is why the formal language comes in certain time of her utterances.

On the other side, formal and intimate style comes from both Dedi and Desi. Actually, it is understandable if they prefer use the casual and intimate style because they both are entertainer in the same era. Automatically, they felt such reuni when they meet each other. This result are contrast with other episode, "Pemenang X-Factor 2013" in which Fatin Shidqia Lubis as the guest. It happens because she as the interviewee is still childhood so that all sentences sounds childish. Moreover, she is a new comer in entertainment so that she feels shy in answering the questions. It is as what is indicated by this following data and for complete data could be traced through Appendix III.

- Host : *Fatin gimana rasanya sudah ngetop, tiba-tiba terkenal wah satu Indonesia semua tau.*
Interviewee : *Senang aja udah.*
Host : *Sedih amat hidupnya.*
Interviewee : *Pasti senang aja gitu.*
Host : *Oh ya ya, ada yang berubah ga setelah kamu menjadi terkenal?*
Interviewee : *Followers.*

Conclusion

This study was concerned on Language style used by host and interviewee in Indonesia television talk show program. It was aimed at describing the host and interviewee's dialogues

1. There are three language style used in Indonesian Television Talk shows represented by three program namely Just Alvin, Mata Najwa and Hitam Putih talk show. They are language style found in this research namely formal style, casual style and intimate style
2. Formal style is the most dominant style used by host while casual style is the most dominant style used by the interviewee.
3. a. Host in Mata Najwa and Just Alvin uses formal style because both of them are in news station. Automatically, it confines not only the content but also the way of host in that program. As the result, the way of host in this case is such a way of news anchor give information in soften way. It is different with the way of Dedy corbuzer in Hitam putih. Hitam Putih is not on News station so that is why dedy is more casual. In conclusion, the formal style is used as most dominant style in news station context.
a. All Interviewee use casual style dominantly because the question given is about their daily life whether status, education, occupation, etc. As the result, the questions create such like sharing moment context so that is why they prefer use casual language.

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