

## *Types of Speech Styles Used at G20 Summit Forum: A Sociolinguistics Perspective*

### **Jenis Gaya Bicara yang Digunakan di Forum KTT G20: Perspektif Sosiolinguistik**

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##### **Abstract**

*Speech style is the form of language used by the speaker influenced by social factors. Ethnography of communication is an approach a perspective and method to and is a study culturally distinctive means and meanings of communication. This study aims to identify types of speech style using theory of speech style proposed by Joos (1972). The qualitative method was used in this study where the data was taken from the utterance of speech style and the ethnography of the communication found in Mr. Joko Widodo's speech at G20 Summit Bali Indonesia on YouTube and Cabinet Secretariat Indonesia website using observation, documentation, and note-taking technique. The analysis showed that the utterance of Mr. Joko Widodo's speech used five types of speech style, there were: Frozen style 5, formal style 15, consultative style 1, casual style 1, and intimate style 1.*

##### **Kata kunci:**

*Gaya Bicara, Forum KTT G20, Perspektif Sosiolinguistik*

##### **Abstrak**

*Gaya bicara adalah bentuk bahasa yang digunakan oleh pembicara yang dipengaruhi oleh faktor-faktor sosial. Etnografi komunikasi adalah sebuah pendekatan, perspektif dan metode untuk dan merupakan studi tentang cara-cara dan makna komunikasi yang khas secara budaya. Penelitian ini bertujuan untuk mengidentifikasi jenis-jenis gaya bicara dan komponen-komponen etnografi komunikasi. Penelitian ini menggunakan teori gaya bicara yang dikemukakan oleh Joos (1972). Metode kualitatif digunakan dalam penelitian ini dimana data diambil dari ujaran gaya bicara dan etnografi komunikasi yang terdapat dalam pidato Bapak Joko Widodo pada KTT G20 di Bali di YouTube dan situs web Sekretariat Kabinet Indonesia dengan menggunakan teknik observasi, dokumentasi dan teknik catat. Hasil analisis menunjukkan bahwa ujaran pidato Bapak Joko Widodo menggunakan lima jenis gaya bicara, yaitu: Frozen style 5, formal style 15, consultative style 1, casual style 1, dan intimate style 1.*

#### **INTRODUCTION**

Sociolinguistics inspects the way people use language in different social contexts to provide a wealth of information about how language operates, as similar to the social relationships in community, and the way people deliver and arrange aspects of their social identity through their language conveyed by Holmes (2013). People communicate in a

variety of methods to give information to others. Even though people discuss the same subject, this does not imply that they speak in the same manner.

Joos (1972) defines speech style as the form of language used by the speaker which is influenced by the social factors. People have different speech styles because of their status, sex, age, social distance, and occupation. The differences have a specific role when someone talks to certain person regarding the topic discussed. Speech styles are divided into five types of speech style, which are frozen style, formal style, consultative style, casual style, and intimate style. In this thesis, the researcher found the video of Mr. Joko Widodo's speech from Youtube. The video was accessed on March 20th 2023. The title is "G20 Indonesia Presidency 2022 Opening Ceremony" uploaded on December 1st 2021 by Sekretariat Kabinet RI.

The opening speech performed by Mr. Joko Widodo was related to ethnography of the communication. Hymes (1989) stated ethnography of the communication is the study related with linguistics, communication, and culture. Therefore, Hymes (1989) mentioned which the first letter is in an acronym SPEAKING mnemonic. The eight components are S situations (Setting and Scene), P participants (Participants), E goals (Ends), A test contents (Act sequences), K notes or ways (Keys), I language lines (Instrumentalities), N norms (Norms), G types and forms of delivery Genres). The use of speech style is closely connected to speech events.

This topic was chosen because the G20 Summit Bali Indonesia is a platform for global cooperation, and it offers the valuable insights into international diplomacy global economics, and policy-making. The G20 Summit Bali Indonesia's efforts in addressing and pressing global issues like climate change, trade, and development can provide a compressive understanding of international cooperation and its challenges. This study examines how Mr. Joko Widodo adapted speech style in diplomatic setting by implying Joos (1972) theory of speech style may provide a framework to dissect linguistic elements, such as directness, formality, or involvement that Mr. Joko Widodo employs and applied the components of ethnography of communication (1989) at G20 Summit Bali Indonesia. The G20 Summit Bali, Indonesia's agendas were such as, global health architecture, digital transformation, sustainable energy transition. By studying speech styles and communication patterns within the context of the G20 Summit. This study could explore how different leaders and participants used speech styles convey messages. Additionally, ethnography of communication could help to understand the cultural and social factors that influence communication dynamics during G20 Summit Bali Indonesia.

Related study such conducted by Wangi (2018). The title is "Speech Style in Anies Baswedan's Speech". The study aims to analyze speech style of Anies Baswedan's speech. This study used two theories from William Labov (2006) and Martin Joos (1976) about speech style. This study used qualitative research method more specifically multimedia research. The researcher analyzed Anies Baswedan's speech utterances. The researcher found 48 utterances used by Anies Baswedan in inauguration speech and 176 utterances used by Anies Baswedan in interview at Mata Najwa to be analyzed which related to theory.

The second study was written by Erick Trio Putra and Rusdi Noor Rosa. The title is "The Analysis of Speech Style Used by Ellen Degeneres in Ellen Talk Show". The researchers aim was to analyze the speech style used by Ellen Degeneres in Ellen talk show. This research used Joss' (1976) theory about speech style. This research used quantitative research method more specifically multimedia collect method. The researchers analyzed speech styles used the host and the guest in Ellen Degeneres talk show. The researchers found data in quantitative data forms that presented in percentages and numbers for

instance there are 11 casual style that occurs 11 times or 68%, consultative style occurs 2 times or 13%, formal style occurs 2 times or 13% and intimate occurs once or 6%.

The third study was written by Surya Astika. The title is "The Analysis of Speech Style Used in Kick Andy Talk show". The researcher aimed to analyze types of speech style used by the host and the guest in Kick Andy Talk Show. The researcher analyzed phenomenon by using Joss' theory (1967) about speech style. This study used descriptive qualitative to discuss, analyze, and find the speech style in talk show. After collecting data, the researcher found 4 types of speech style used with total sum 245 items. There were 13 items or 5.3% of formal style, 69 items or 28.2% of consultative style, 160 items or 65.3% of casual style, 3 items or 1.22% of intimate style.

## METHODS

This thesis used secondary data as data source which was obtained from Mr. Joko Widodo's speech videos at G20 Bali Summit Indonesia on the social media platform (YouTube) accessed on March 20<sup>th</sup> 2023. The method and technique used to collect data in this study were documentation method and note-taking technique. The steps in the data collection firstly, watching to videos of Mr. Joko Widodo's speech at G20 Summit Bali Indonesia. The second was transcribing the text contained speech styles and ethnography of communication. The final stage was to write down types of speech style in Mr. Joko Widodo's speech utterance and ethnography of communication.

The study was conducted using a descriptive-qualitative approach. Descriptive-qualitative research was chosen because it described Mr. Joko Widodo's object found in Mr. Joko Widodo's speech and observed the utterance at the G20 Summit Bali Indonesia. After collecting data using the documentation method and note-taking technique. The data was reduced through the types of speech style that purposed of Joos (1972). There were: frozen style, formal style, consultative style, casual style, and intimate style.

## RESULT AND DISCUSSION

According to Joos (1972), speech styles are classified into five types: frozen style, formal style, consultative style, casual style, and intimate style. Furthermore, according to Hymes (1989), there are eight speech components: S situations (Setting and Scene), P participants (Participants), E goals (Ends), A test contents (Act sequences), K notes or ways (Keys), I language lines (Instrumentalities), N norms (Norms), G types and forms of delivery Genres). In this study, 6 data that assessed varieties of speech styles and components of communication ethnography were all discovered.

### A. Types of Speech Styles

#### 1. Frozen Style

Frozen style is also known as oratorical style, is distinguished by its austerity, fixed form, and symbolic or historical essence. It is known as the most formal style, with the most sophisticated grammatical structure and vocabulary that only experts in a specific field understand.

##### Data 1

*"May peace be upon us all, Religious greeting, Greeting of virtue (Om Swastiastu and Namu Buddhaya)".*

(Sekretariat Kabinet RI posted on December 1<sup>st</sup>, 2021, accessed on March 20<sup>th</sup>, 2023)

The frozen style of this utterance is to express a religious greeting and a greeting of virtue. The utterance "Om Swastiastu" (a Balinese Hindu greeting) and "Namu Buddhaya"

(a Buddhist greeting). It is contained the bible or religious greetings from Balinese Hindu and Buddha religions. These elements signify presence of religious and ceremonial language, these utterances have fixed form that cannot be changed or edited. Mr. Joko Widodo used this at formal event specifically G20 Summit Bali Indonesia.

## 2. Formal Style

Formal style is conveyed when people utilize the language with care in terms of grammar, word usage, and phrase organization.

### Data 8

*"The Indonesian presidency will also be utilized to fight for the aspirations and interests of developing countries".*

(Sekretariat Kabinet RI posted on December 1<sup>st</sup>, 2021, accessed on March 20<sup>th</sup> 2023)

The formal style of this utterance is to express the commitment to all nations in G20 summit that Indonesia is willing to take part of aspirations and interests of developing countries. The utterance *"The Indonesian presidency will also be utilized"* contains words such as *"presidency," "utilized," "fight," "aspirations,"* and *"interests,"* which carry a formal and professional tone. These words convey a sense of importance and seriousness regarding the subject matter. The utterance is composed of a main clause (*"The Indonesian presidency will also be utilized"*) and a dependent clause (*"to fight for the aspirations and interests of developing countries"*). This structure considered one of the formal style characteristics such as grammar, word usage, and arrangement of phrases.

## 3. Consultative Style

In a session, a school, or a production meeting, a consultative style is implied. This style can be applied to both official and informal situations. It likewise uses a comprehensive grammar, however it might be mixed construction at times.

### Data 21

Sui Lee : *"Thanks, Pak Jokowi, I am Sweety from The New York Times. I wanted to ask about the missile strike in Poland. Will you worry that you know those events in Poland would have derailed your agenda in the G20? Thank you."*

Mr. Joko Widodo: *"First, I regret the incident in Poland. I call on everyone to remain calm and refrain from escalating tension. I always state that war will only bring devastation. Therefore, we must stop the war. And President Biden himself has already said that the missile is unlikely coming from Russia."*

(SEA Today News posted on November 16<sup>th</sup>, 2022. accessed on March 20<sup>th</sup>, 2023)

The Consultative style of this conversation is to discuss the missile strike in Poland which can affect and threaten the agenda of G20 Summit Bali Indonesia. Sweety from New York Times begins the conversation by expressing gratitude *"Thanks, Pak Jokowi"* which represents a positive opener and shows politeness and respect in order to maintain cooperative conversation. The utterance from Sweety *"I wanted to ask about the missile strike in Poland."* Shows a respectful approach, and seek consent before the proceeding with a potentially sensitive topic. This utterance encourages Mr. Joko Widodo to share his perspective, *"I always state that war will only bring devastation. Therefore we must stop the war"*. Overall, the conversation between Sweety from New York Times and Mr. Joko

Widodo shows interaction and open communication to exchange the information, opinions, and this utterance was implied for formal summit especially G20 Summit Bali Indonesia that makes this utterance considered to consultative style.

#### 4. Casual Style

Casual style refers to a non-formal contact between friends and insiders who have something to say or background information to provide. When individuals refer to this language, it is frequently abbreviated in order to locate this style in chats, phone calls, and daily proper morphology and syntax.

##### Data 22

*"So don't get dragged into politics"*

(SEA Today News posted on November 16<sup>th</sup> 2022. accessed on March 20<sup>th</sup>, 2023)

The casual style of this utterance is to express imperative statement which instructs Kompas TV journalist not to bring G20 Summit into politic matters by Mr. Joko Widodo. The utterance *"So don't get dragged into politics"* contains word *"So"* which suggests a more relaxed and informal tone. The utterance also uses contractions *"Don't"* which adds informality to the utterance. This utterance is considered too casual style because of the use of contraction and informal vocabulary that stated by Mr. Joko Widodo to the audience in closing his part of press conference at G20 Bali Summit Indonesia.

#### 5. Intimate Style

It is a style used among close family members or friends who do not require a comprehensive *language* with clear articulation. It is sufficient to employ short utterances. Another hallmark of this style is the overuse of syntax, which might disrupt the intimate manner.

##### Data 23

*"Have a safe trip."*

(Sekretariat Kabinet RI posted on November 16<sup>th</sup>, 2022, accessed on November 16<sup>th</sup>, 2022)

The intimate style of this utterance *"Have a safe trip"* is to express a way to show care, concern, and goodwill towards the person travelling and express the hope that the next journey of G20 leaders and invitees will be safe and without any accidents stated by Mr. Joko Widodo in closing speech after handing over the next G20 to India. The utterance *"Have a safe trip"* shows emotional connection to other G20 leaders and invitees, this is a characteristic of the intimate style. The utterance *"Have a safe trip"* reduces the social distance between Mr. Joko Widodo, as it conveys a sense of warmth and familiarity. This utterance is often shared between people who have a close relationship and genuinely care about each other's well-being. It is demonstrated an intimate style stated by Mr. Joko Widodo to close his speech at G20 Summit Bali, Indonesia.

### CONCLUSION

Based on the results of this study it can be concluded that there are five types of speech styles used by Mr. Joko Widodo's speeches at G20 Summit that had been held in Bali on 15<sup>th</sup>-16<sup>th</sup> November 2022. This study showed the most common speech style used by Mr. Joko Widodo's speech at G20 Summit Bali Indonesia was frozen style with 5 data that added authority. Formal Styles as the most speech styles were used with 15 data that established a respectful and professional atmosphere among leaders from diverse cultures



and backgrounds. It also emphasized the importance of the discussions and decisions being made during the summit, Consultative style was 1 data used that engaged the audience, casual style was 1 data used that created relatability and intimate style personal connection among Mr. Joko Widodo and the listeners at G20 Summit Bali Indonesia. Therefore, the total number of data based on Joos's theory (2023) is 23 data points.

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